

Shannon Ayala

Multimedia journalist with more than a decade of experience in digital, print and broadcast reporting. Skilled in storytelling, writing and video production

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EXPERIENCE

CUNY Television (January 2014 - Present) — Producer

- Currently produce and edit segments for *Urban U* (a show about CUNY) and *Latinas* (a show about Latino women from all walks of life)
- Produced and edited segments for [DiverseCITY](#), a New York City neighborhood series. Crafted a beat on city planning, housing and politics. Episodes and segments included:
 - [Port Morris, the South Bronx](#): Filled in as senior producer for final episode; produced and edited lead story and led a team of three other producers.
 - [Willets Point](#): Produced and edited piece on last holdout auto-workers anticipating displacement and interviewed the lead council member behind the project that would displace the workers.
 - [Spuyten Duyvil](#): Produced and edited lead segment on the failed preservation campaign for a beloved apartment house.
 - [South Ozone Park](#): Produced and edited lead segment on a legislative redistricting battle.
 - [Brooklyn Navy Yard](#): Produced and edited piece on hiring model that prioritized public housing residents and formerly incarcerated people.
- Produced talk shows hosted by WNYC Journalist Brian Lehrer ([BrianLehrer.Tv](#), [POTUS 2016 with Brian Lehrer](#) and [Brian Talks New York](#))
 - Pitched segment ideas, wrote teleprompter-scripts and questions for host, booked and pre-interviewed guests, created graphics and [videos](#).
 - Co-produced presidential election roundtable discussion series (*POTUS 2016*), which aired on about 100 local outlets from coast to coast.
 - Booked diverse guests and produced episodes that took deep dives on questions such as the [Latino vote](#).
 - Some notable segments:
 - Produced lead segment, “[What’s Islam got to do with it?](#)” with Reza Aslan.
 - Produced piece on the [backstory of unrest in Ferguson, Missouri](#), and subsequently, “[Civil Rights: Old School/New School](#)” with Opal Tometi, cofounder of Black Lives Matter.
 - Pitched and led production on [Asylum and Immigration special](#).
- Co-Produced *Shades of U.S.*, a series on race and identity
 - Pitched and produced on “[Neither Here Nor There: Indo-Caribbean Diaspora](#),” one of the station’s most watched videos on YouTube.
 - Contributed to Emmy-nominated episode with [profile of author, Emily Raboteau](#).
- Other shows worked on include [Latinas](#), [Urban U](#) and [CUNY Town Hall](#).

[Cuba Es Mi Patria: The Homeland I Keep Inside](#) (2024) — Editor

- Official Selection (as of August 2024) at: *Hispanic International Film Festival, Katra Latinx Film Festival, Touchstone Independent Film Festival, Urban Film Festival* (Miami)

[District 26: A New York Election Story](#) (2023) — Producer, Editor

- Produced, filmed, and edited feature-length, independent documentary film on New York City's most crowded City Council primary race with 15 candidates on the ballot.
- Official Selection at the *Queens World Film Festival* and *Manhattan Film Expo*; Semi-Finalist, *DUMBO Film Festival*

Freelance Reportage

- ["In Amazon's Wake, Sunnyside Yards Master Plan Takes Shape,"](#) *City Limits*
- *Curbed New York*: Wrote several dozen pieces, including:
 - ["Upper East Side NIMBYs Do Not Want An Apple Store"](#) (picked up by *CBS News*)
 - ["Bronx Residents Disrupt Tour of Proposed 'New Neighborhood'"](#) (Made the site's top read list)
 - ["Why 57th Street is the Supertall Tower Mecca of New York"](#)
 - ["Hundreds Fret About Superscrapers' Shadows As Extell Rebutts"](#)
- *New York Daily News*: Editorial Intern, summer 2013; pieces included:
 - ["Residents of Harding Park have cameras trained on illegal dumpers"](#) (picked up by *CBS News*)
- ["Local Architect Has 'Vine Line' Vision for West Side Highway,"](#) (a cover story) *The West Side Spirit*
- More freelance clips can be found on my [website](#)

Independent Reportage

- *Corner of Astoria*: created neighborhood blog, e.g.:
 - [Interview with congressional candidate, Suraj Patel](#)
 - ["The enigma of the 'lost coast of Queens'"](#)
 - ["A souvenir shop opens in industrial Long Island City"](#)
- *Medium*:
 - ["To Build a Neighborhood in Queens"](#)
 - ["A thousand problems in Mount Vernon"](#)
 - ["Bed bugs: the untold horror story"](#) (A "Staff Pick")

EDUCATION

The CUNY (Newmark) Graduate School of Journalism, M.A., 2013

Concentration in Urban Environmental Reporting; Multimedia Track

The City College of New York, B.A., 2010, Creative Writing

Cum Laude, Reported for *The Campus Paper* and *The Paper*

School of Visual Arts, 2005–2006, Film