

AMY KALAFKA

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SUMMARY

Award winning television and social media producer / editor of 500+ unscripted TV shows, educational and promotional videos and training programs for broadcast networks, streaming channels, corporate clients and non-profits. Globally-acclaimed documentary filmmaker. Highly effective at strategic campaign design and project management, content creation, unscripted storytelling and targeted digital marketing. Expertise includes effective judgment and listening as well as in-depth experience with all phases of television and video operations. Approaches projects with entrepreneurial mindset and skills.

SKILLS

- AVID and Premiere Pro Editing
- Budgeting
- Cameras - DSLR
- Client / Talent Management
- Digital Advertising
- Interviewing
- 4K Workflow
- Motion Graphics
- Production Management
- Research
- Sales Training
- Script Writing
- Storyboarding
- Storytelling
- Strategy
- TV Production
- Training programs
- Video Workflow

RECENT EXPERIENCE and PROJECTS

Producer, Editor, Owner, A-RAY.tv • NYC & Weston, CT • 1991 - Present

Founder and owner of boutique television and video production and postproduction facility.

- Oversee project execution, phase progress, workmanship and team performance to drive on-time completion of deliverables. Client-facing role includes developing communication strategy, video concepts and design, writing, producing, shooting and editing. 2 decades experience with remote post production for TV series and docs.

- Clients include: A&E Network, AVON, Bravo, CBS News 48 Hours, Constellation Energy, Discovery, European Broadcasters Union, Food Network, HBO, Institute for Healthcare Communication, Lidia's Italy (PBS), Lifetime, Martha Stewart Living, Montefiore Hospital System, Smithsonian Network, US Department of Education, WGBH, Yale University, Yoko Ono.

Producer, Editor, Partner, [Digital Campaign Solutions](#), • Branford, CT • 2016 - Present

Strategic campaign development. Write, produce, design, shoot and edit campaign videos, gifs and banner ads for TV, social media, and web. Provide 1-to-1 targeted advertising for legislative issues and campaigns. Manage digital campaigns for progressive legislative candidates. Produced Paid Family and Medical Leave campaign in CT, and Voting Rights PSAs in Georgia.

Executive Producer / Co-host, [CulturedandCured](#), • Weston, CT • January 2020 - Present

Created two seasons of a culinary video series featuring celebrity chefs, foragers, fermentation experts, brewers and microbiologists. How-to cooking demonstrations and information about functional foods, health and wellness. Writer, producer, editor.

Executive Producer, Business Unusual (aka What's the Big Idea?) Virtual, Global • 2017 – Present

Pilot for social enterprise competition series, currently in post production. Won Roddenberry Impact Award. Filmed on Zoom in 2020. Concept, casting, scheduling, budgeting, directing, negotiating and post-production supervision.

Executive Producer, BlueC Studios • Southport, CT • January 2020 - March 2020

Managed production timelines and workflow for cancer treatment sales training video programs and events. Production shut down due to pandemic.

EDUCATION

MBA

Sustainability, Bard Graduate Programs, New York, NY May 2016

BA

Film / Semiotics, Brown University

Graduated with Honors

AFFILIATIONS

Yale School of Medicine and Psychiatry, Lecturer

Producer's Guild of America, Member at the Executive Producer Level

BOARD LEADERSHIP

Sustainable Weston Town Committee Chair : 2016 – Present (Weston, CT)

Indivisible Connecticut 4 Director of Communications: 2016-2017 (Fairfield County, CT)

Aids Treatment Data Network, Founding Board Member: 1986- 2012 (NYC)

Green Village Initiative (GVI), Founding Board Member: 2008-2013 (Bridgeport, CT)

Lachat Town Farm Development Committee, Founding Member 2010-2014 (Weston, CT)

CAREER HIGHLIGHTS

Author, [Lunch Wars](#): How to Start a School Food Revolution and Win the Battle for Our Children's Health (Tarcher/Penguin/Random House, 2011).

Filmmaker, [Two Angry Moms](#), Change-making documentary feature about the impact of school food on children's health, and innovative programs around the US. The film was honored at international film festivals, and received an avalanche of major national media coverage. Exhibited in over 300 theaters, libraries, schools and community centers. Cover story USA Today. Founded [angrymoms.org](#), an advocacy group of 10,000+ members.

Executive Producer, [Inside the Criminal Mind – Court TV](#), 2000. Obtained unprecedented access to prisons and jails. Investigated mental health services for incarcerated population. Secured first ever interview with David Berkowitz, aka Son of Sam. Innovated small format hand-held production style filming. Cover feature - New York Times Arts Section.

Filmmaker, [From the Deep Grapevine](#), PBS Documented and preserved rare interviews with Cajun and Creole musicians and artists, tracing the French roots of the culture and language in Southwest Louisiana. Produced multicam recording of second annual Festival International de Louisiane. Aired on PBS. Archived at LSU.

AWARDS

Books for a Better Life Nominee (Lunch Wars)
Connecticut Vision Award (From the Deep Grapevine)
7 Telly Awards (Attainable Sustainables and Constellation: Our Stories)
James Beard Award (team – Lidia's Italy)
Peabody Nomination
Cable Ace
American Film/Video Festival Red Ribbon (From the Deep Grapevine)
Athens International Film Festival Honoree (From the Deep Grapevine)
UNAFF Honoree (Two Angry Moms)

WEBSITES, PORTFOLIOS, PROFILES

<https://www.a-ray.tv>
<https://www.digitalcampaignsolutions.com/>
<https://www.linkedin.com/in/amykalafa/>

AFFILIATIONS

Producers Guild of America, Executive Producer level
Yale School of Medicine and Psychiatry, Lecturer

FILMOGRAPHY HIGHLIGHTS

2019 – Present: Filmmaker, **The RIC: A Brooklyn Story**. Feature doc following contestants in a competition for social entrepreneurs in Bushwick, Brooklyn. Currently in postproduction, slated for early 2022 release

2020 - Producer / Editor - **Montefiore First**. Animated telemedicine explainer

2020 - Producer / Editor - **EpiPath**. Animated contact tracing explainer

2019 – Campaign for **Paid Family and Medical Leave** – Writer, Producer, Editor

2017-2018: **Ghost Mountain** – Independent Doc Feature - Writer, Editor

2016: **Institute for Healthcare Communication**, Video training series. Executive Producer, Director, Editor

2016: **Bonnie Troy for State Representative**. Campaign Director: Produced, directed, managed all aspects of campaign communications: press releases, direct mail, videos, signs, social media, phone banks, events.

2014 – 2016: - **Sustainable Business Fridays**: Hosted podcast with sustainable business leaders.

2014-2015: **Sustainable America**, educational and promo videos. Created and produced a series of videos that weave Sustainable America's distinctive infographics with interviews and documentary footage of the organization's impact investments, public events and educational campaigns focused on conserving fuel and reducing food waste. Producer, Camera, Editor

2011 – 2013: **Our Stories**, Web-based 12-part series of short programs on energy conservation for Constellation / Exelon (Chicago). Also produced HR and CSR videos through several large mergers.- Writer, Senior Producer, Shooter

2009 – 2010: **Attainable Sustainable**, Cablevision Series sponsored by MxEnergy - Writer, Senior Producer, Shooter, Editor

2008-2009: **Lidia's Italy**, PBS food series – Writer, Field Producer, Editor, Post Producer

2006-2009: **Two Angry Moms** – Feature documentary about school food -- Exec Producer, Director, Editor

2006: **Smithsonian Networks**: Network Launch - Cooper-Hewitt Museum National Design Week Awards – Senior Producer, Writer

2005: **Yue-Sai's World**- Globally syndicated interview program with celebrities in the arts – Producer, Writer, Editor

2000-2004: **Martha Stewart Living** – Series, Syndicated, PBS: - Producer, Writer, Editor

2004: **Matta: The Eye of the Surrealist** – Independent Doc - Editor

2004: **My Magic Story Car** – US Dept. of Ed / Yale University - Associate Producer, Editor

2002 - 2003: **Our Family, Our Food** – TV Pilot - Producer, Director, Editor

1999 - 2000: **Inside the Criminal Mind** – Primetime, Court TV: Series - Creator, Exec. Producer, Director

1997-2003: **Circle of Make Believe**.- US Dept of Ed / Yale --Assoc Producer, Editor

2000: **The First Years Last Forever** – Reiner Foundation - Editor

1997-1999: **Weddings of a Lifetime** – Lifetime Television - Editor

1993-1997: **What Every Baby Knows** – Lifetime Television --Editor

1990-1992: **48 Hours and Street Stories** – Primetime Series - CBS: Editor

1991: **From the Deep Grapevine** – PBS Doc -- Producer / Director

1990: **Small Steps for Big Cities** – United Nations Development Project -- Editor

1990: **Our Nation's Health and Healthy Aging** – PBS Doc -- Editor
