

Frank Silverstein

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TV BROADCAST NEWS MAGAZINE PRODUCER

Member of the team that created MSNBC's "Your Business" which launched in 2006, and continued as producer for 12 years on this national weekly broadcast.

MSNBC "Your Business" New York, NY

Producer 2006 - 2018

NEWS MAGAZINE STORIES: Pitch original story ideas, research and report on trends, how-to's, profiles, backgrounders, explainers; write scripts and supervise editing.

LONGER FORM, MAKEOVER SEGMENTS: Helped develop signature series of makeovers. Cast actual owners of troubled businesses and volunteer business experts to conduct the makeovers. Direct the TV production and social media elements to coordinate with the broadcast.

MAIN STREET USA SERIES: Traveled across the country to "take the temperature of the local economies" in small towns from Nogales, AZ to Brundidge, AL to Willmar, MN.

REDESIGNED ICONIC ELEVATOR PITCH SEGMENTS: Established partnerships with Sam's Club and CES to host the elevator pitch with high-stakes rewards for the winners. These innovations resulted in higher audience engagement.

BUSINESS WRITER

Co-author of *It's Your Business*, published by Hachette, 2012

SOCIAL MEDIA / PODCAST PRODUCER

Produced short video segments, still images, and text for Facebook, Instagram and MSNBC.COM. Also produced half-hour podcasts with noted entrepreneurs.

CNN: "Paula Zahn Now" New York, NY

Producer 2003 - 2005

Produced news magazine stories for national broadcast: profiles, original news and investigative reports, backgrounders, and studio interviews.

CNBC: "Squawk Box" Fort Lee, NJ

Economics Producer 2001 - 2002

Produced live daily news reports for chief economist, Marci Rossell.

ABC NEWS: "20/20" New York, NY

Associate Producer 1989 - 2001, New York, NY

Started as fact checker, promoted to AP, for the John Stossel Unit; then to 20/20.

EDUCATION

1984 Columbia University, MA

1978 Yale University, BA

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