



**Broadcast + Digital Journalist/Presenter and Creator/Producer**

<https://jeffbaraka.com>

## — PROFILE —

Creates smart, high-quality *Music, Arts & Culture* content for news organizations, media companies, lifestyle brands, etc. Conceives/researches/develops stories, coordinates shoots, conducts interviews, directs camera operators in the field, manages budgets, ensures project voice and vision. Current independent media project: [The #DOWNNOW Project](#)

## — EXPERIENCE —

- ✓ **journalism/media** [on-camera/on-air [reporter/correspondent](#) + content producer]:  
*AXS TV, GowhereHH, HotNewHipHop, JBTv, NBC-5 Chicago, Okayplayer, WBEZ Chicago (NPR), WTTW Chicago (PBS), WXRT (CBS Radio)*
- ✓ **voiceover** [+ script/copy writing for news/commercials]: *Aflac, AT&T, McDonalds, Midway Games, Miller Brewing, Samsung, Scion/Toyota, Truth.com*
- ✓ **lifestyle/culture marketing** [[branded content creator](#) + [live event host/moderator](#) + brand/cause ambassador]: *Alli Sports (Dew Tour), GMR Mktg. (HBO, Xbox, Xfinity), Havas (Metro/T-Mobile), Hennessy, Nike, Red Bull*

## — AWARDS —

- ★ **Chicago Sister Cities International** 2022, 2015 [CLAER Program](#)
- ★ **World Congress of Science & Factual Producers** 2021 [Emerging Producer](#)
- ★ **International Center for Journalists** 2021 [Brand Building](#)
- ★ **Chicago DCASE** 2021 [Esteemed Artist](#), 2015 [Cultural Grant](#)
- ★ **National Geographic** 2020 [Journalists Grant](#) —click "Chicago"

