

ELLEN BERKOVITCH
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NEW YORK, NY 10009
505-577-6032
HTTP://CONTENTHIVE.NET

Summary: In 2018 I returned to my hometown of New York City after 25 years of living and working as a professional journalist in New Mexico. Multidisciplinary experience and an aptitude for new storytelling methods found me hired to teach journalism at Pratt Institute in Brooklyn in 2019. My perspective as a reporter/editor/documentarian and now as a Visiting Associate Professor animates my participation in the debates in front of my field. Participatory learning and engaged community outreach lie at the point of intersection between professional journalism practice and the studio environment of the Pratt classroom. My contributions center on how to enhance the shape-shifting potential of our field to answer core questions about a city's obligations to its people, especially pertinent now in the aftermath of the 2020 pandemic.

Work Experience:

Visiting Associate Professor of Journalism

Pratt Institute, Brooklyn, NY

January 2020-present

Was hired to design and teach two new journalism classes, *Introduction to Journalism* and *Reporting the City*. My vision for new journalism teaching is embodied in my teaching philosophy statement (on request).

In fall 2021, was asked to expand teaching load to include Core Humanities Program literary and critical studies classes. Have designed new curricula for the first- and second-year iterations of this class.

Current Course List, Pratt:

Introduction to Journalism

Reporting the City

Literary and Critical Studies 101

Literary and Critical Studies 201

Interdisciplinary Grants, Pratt:

Awarded a 2020-21 Pratt Institute STEAMPlant grant (Science-Technology-Engineering-Art-Mathematics) to create a podcast based in the humanistic questions that artists might pose to neuroscientists 30 years after the advent of revolutionary brain imaging. Assembled a multidisciplinary co-working team including myself; a painter/art historian; musician/child psychiatrist; and filmmaker/physicist. Conceptualized four episodes; interviewed leading neuroscientists; scripted and executive-produced the shows.

Link: <http://incoherence.buzzsprout.com>

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Professional Writing and Journalism: New York, 2020-present

- *COVID Tracking Project*. Volunteered for this data gathering and research initiative to collect and publish epidemiological data from the onset of the COVID crisis through March 7, 2021.
- *New Mexico Political Report*. COVID-reporting conducted remotely.
- *Red Hook Daily Catch*. Arts reporting for hyper-local site in the Hudson Valley.

Journalism: New York and New Mexico, 1980s-present

2018: Producer and Reporter, “Uranium: A Toxic Legacy at Red Water Pond Road” (43-minute audio documentary)

Spent nine months recording interviews and scenes from Navajo Nation’s Red Water Pond Road community to create a documentary about the impact of 40 years of uranium pollution on a tiny village. Conceived and successfully pitched the documentary to Northern California Public Media and NPROne, and set to work to reveal the decades of inaction ensuing from the 1970s uranium boom and industrial accidents that have devastated Navajo homelands and ways of life.

<https://norcalpublicmedia.org/environment/uranium-a-toxic-legacy-at-red-water-pond-road>

2016-2018: News Director, Santa Fe Public Radio (KSFR-FM)

Hired to produce a 30-minute original weekday “News at Noon” program. Re-oriented the weekday radio clock to feature a 60-minute “Wake Up Call” news-hour during morning drive time. Responsibilities included staffing the newsroom, hiring on-air talent, and engaging core competencies in investigative reporting. Was the only radio newsroom leader to be part of an eight-newsroom Solutions Journalism Network project to report on major issues affecting news deserts in our region. Production awards included:

- “Vulnerable Adults” (four-parts) won first place in the New Mexico Association of Broadcasters large-market radio contest in 2017. It involved embedding inside of “resource days” at Santa Fe’s come-as-you-are homeless shelter in 2016, and hiring a Native American reporter to report a segment on bringing homeless men back home to Santo Domingo Pueblo, New Mexico.
- “Dark Canyon: Sexual Abuse and Secrecy in the Archdiocese of Santa Fe” (nine parts) won first place from Top of the Rockies (Society of Professional Journalists) in 2017.
<https://www.ksfr.org/dark-canyon>

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2008-2016: Founder, Editor in Chief, Publisher, *AdobeAirstream.com*

In 2008, distressed by the incredible shrinking magazine industry and seeing a niche prospect for a daily online arts magazine that would cover contemporary arts in a suite of western cities, I became a journalism entrepreneur. Conceptualized (and found seed money for) a daily online arts magazine, out of Santa Fe, that hired regional contributors to cover contemporary arts, film and music in Santa Fe, Albuquerque, Denver, Dallas and Austin, and at film and arts festivals. The concept was to create a wide yet still regionally identified area of subject coverage and authors to attract a larger audience. It worked. We grew to 35k unique visits in our third year. I led three design iterations of the website; started and ran a podcast and video channel; sold advertising; and created financial sponsorships with major US arts institutions including SITE Santa Fe and Minneapolis Institute of Arts.

2005-2008 Editor in Chief, *Santa Fe Trend* magazine

See this link for examples: <http://contenthive.net/award-winning-media/editorial-writing/>

2002-2005 Adjunct Professor, *College of Santa Fe*

Taught art history survey, Contemporary Art since 1945, and art writing electives at the college that became the Santa Fe University of Arts and Design (now defunct).

1999-2002 Reporter, *Santa Fe New Mexican*

Reported weekly features, art-critical columns and investigative journalism about the arts in Santa Fe. Gaining unprecedented access to the principals of the scandal surrounding Santa Fe art dealer Gerald Peters' sale of 28 fake Georgia O'Keeffe watercolors to Kansas City collector Crosby Kemper launched a new phase of my national writing career.

See this link: <http://contenthive.net/works/the-peters-principals/>

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- 1993-1999 Art Critic, *Albuquerque Journal North*
- 1987-1989: Editor in chief, American Jewelry Manufacturer magazine, New York
- 1987-1988: Master's Degree in Journalism, Northwestern University, Chicago
- 1985-1986: Reporter, Energy User News, New York

Published Writing:

Have had a 35-year freelance writing career that includes published articles in: The New York Times, The Atlantic, Artforum, Art&Auction, New Art Examiner, Los Angeles Weekly, New Mexico magazine, Santa Fe Reporter, New Mexico Political Report, Metalsmith magazine, Art Jewelry Forum magazine, Southwest Contemporary magazine, BOOM magazine and others.

See: <http://contenthive.net/works/artforum-national-art-writing/>

See: <http://contenthive.net/works/trend-editor-in-chief/>

See: <http://contenthive.net/works/the-peters-principals/>

Also:

The Atlantic

<https://www.theatlantic.com/author/ellen-berkovitch/>

New Mexico Political Report

<https://nmpoliticalreport.com/author/ellenberkovitch/>

Art Jewelry Forum

<https://artjewelryforum.org/author/ellen-berkovitch/>

Fellowships, Awards, Honors:

2020—STEAMPlant award, Pratt Institute

2018—Fifty Women Can! (Change the World in Journalism) fellowship,
Ford Foundation and Take the Lead Women

2017—First Prize, Religion Reporting, “Dark Canyon,” Society of Professional
Journalists’ four-state Top of the Rockies awards

2016—First Prize, Large Market Radio, “The Most Vulnerable Adults,”
New Mexico Broadcast Association

2015—General Website Excellence, AdobeAirstream, Society of Professional Journalists

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Continuing Education:

2022—Investigative Reporters and Editors, Data Bootcamp for Educators
2019—Full Spectrum Storytelling Intensive, Union Docs

Education:

Master of Science in Journalism, Northwestern University
Bachelor of Arts in English, Wesleyan University

Spare Time:

Drawing, Horseback Riding, Swimming, Cooking