

Erika L. Pierce
Legislator, 2nd District

Chair, Committee on Environment, Energy & Climate

**Committee Assignments:**Appointments
Budget & Appropriations
Health
Human Services, Human Rights & Equity
Public Safety

TO: Catherine Borgia, Chairwoman of the Board of Legislators
Sunday Vanderberg, Clerk of the Board of Legislators

FROM: Erika Pierce, Legislator, 2nd District

DATE: February 25, 2022

RE: Appointment to the Westchester County Cybersecurity Task Force

In accordance with Executive Order number 1 of 2022, I hereby recommend the appoint of Fred Silverman, of Bedford Hills, as a Board of Legislators member of the Westchester County Cybersecurity Task Force for a term to expire on December 31, 2023.

This appointment is subject to approval by the Board of Legislators.

Please place this memo and attached resume on the March 7, 2022 Westchester County Board of Legislators meeting agenda for referral to the Appointments Committee.

Thank you.

The logo for Silverman Communications, featuring the company name in white, bold, sans-serif capital letters on a black rectangular background.

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Fred Silverman Biographical Information

Fred Silverman, an international and national award-winning producer, with a 25 year record of directing, producing, and writing nationally broadcast documentaries and non-scripted specials, has built a career marked by innovation and creativity. Mr. Silverman's professional contributions also include launching mentoring initiatives (PGA Student Program) for new entrants to the field.

As a creative, entrepreneurial storyteller, Fred has a distinctive ability to anticipate emerging audience interests and create on target programming, ahead of traditional producers. In his role of innovator, Mr. Silverman joined forces with fellow journalists to form a one-of-a-kind non-profit production cooperative, Issues TV. Its's mission was to fill an unmet market appetite for television programs focusing on the human condition. Since 1985, he has also run Silverman Communications, an independent production company, serving as its' Founder and President. Always on the cutting edge of information-based media landscape, Mr. Silverman has designed and created web sites and other interactive informational products.

Having identified a market need and how to leverage new technology to meet it, in 2008, Silverman created the digital media company, NewsLook. He served as its CEO until its sale to Vos Digital in 2016. NewsLook was the primary supplier of video news to most major media companies in North America including Gannett, Hearst, CondeNast, Time, Inc., Post Media, and many others. In 2010, NewsLook was honored with a Webby Award for outstanding News site. In 2013, NewsLook won the coveted Cody Award from the Software Information Industry Association for its video platform.

Besides leading his own organizations, Mr. Silverman served as advisor and / or consulting producer (2002-2008) for the PBS Series *Chef's Story*, the feature documentaries *Singularity*, *The Word*, and HBO's Emmy Nominated *Hacking Democracy*. In addition, Mr. Silverman served as strategic consultant to select clients of Cowan DeBaets, Abrahams & Sheppard in the areas of business development, production, and marketing.

Silverman has produced, directed, and written a number of award winning prime time documentaries for public television. His most recent production was *Who Counts? Election Reform in America..* It was a semi-humorous look at America's complex election

system with a focus on the 2000 presidential election and the debacle in Florida. The program received critical praise for its unique hybrid style, which combined the comedic talents of Darrell Hammond from Saturday Night Live, along with serious journalistic pieces. The program won several national awards including a CINE Golden Eagle, a Telly award, and the Gold at Worldfest. Previously, he produced *Healthcare Crisis: Who's at Risk?* which aired on PBS in June and November of 2000. Designed for the 2000 elections, the program received positive reviews in many national publications and has won more than a dozen national awards including CINE Golden Eagle, CINDY, and The Chicago International Televisions Festival. Silverman also designed and created a companion site for the program, which was and still is among the most heavily trafficked sites on pgs.org.

In 1998, Silverman produced, directed, and co-wrote the critically acclaimed *Living With Cancer: A Message of Hope*, which garnered seven national awards. It was Mr. Silverman's first production with Public Television since his production of an innovative situation comedy pilot starring Joyce DeWitt and Keith David. He created and executive produced the program as part of PBS's 8 PM Prime Time Initiative.

His 1994 production entitled *Stories of Healing* won numerous awards for its sensitive portrayal of a group of terminally ill patients as they reflect on their life while approaching death.

Mr. Silverman has a Masters Degree in Education and Child Development from Lesley College in Cambridge, Massachusetts and has taught in both public and private schools in New Jersey and Massachusetts. He also has a Bachelor of Philosophy Degree (B.Ph.) from Thomas Jefferson College.