

SERGINHO ROOSBLAD

DOCUMENTARY FILMMAKER | JOURNALIST | PHOTOGRAPHER

EXPERIENCE

Present
2021 **VIDEO PRODUCER | *The Associated Press, Global Investigations, San Francisco, CA***

- Produce investigative short docs that accompany AP's text-based investigations. Videos seen by million through the agency's network of clients across the globe.
- Video on Ukrainian medici, abducted by Russia shown in US Congress as part of their investigation into human rights abuses by Russia in the war with Ukraine. The video has been seen by millions and has gone viral on social media.
- Produce videos for War Crimes Watch, a collaboration between the AP and PBS FRONTLINE, documenting potential war crimes committed in the Russia-Ukraine war.
- 2021 Inaugural Ida B. Wells Society Fellow.
- Honorable mention, Distinguished Reporting on National Defense in 2021, Gerald R. Ford Presidential Foundation Journalism Prize.

Present
2018 **FREELANCE VIDEO PRODUCER | Based in San Francisco, CA**

- Directed, produced, shot and edited, editorial and branded content for various clients, including the BBC, Vox, UC Berkeley, the Oakland Symphony and the Asian Art Museum.
- PA or second camera on documentary, non-profit, and corporate film shoots.

2021
2019 **PRODUCER | *Inside Out Media, Oakland, CA***

- Producer 'Exposing Muybridge' a feature length documentary film on photography and motion picture pioneer Eadweard Muybrige.
- Winner of the 2022 Writers Guild Award for Best Documentary Screenplay.
- Nominee Library of Congress Lavine/Ken Burns Prize for Film.
- Premiered at DOCNYC 2021. Played at a host of film festivals across the globe, including Sheffield Doc (UK), DocLands (US), and Sedona (US), New Zealand International Film Festival (NZ), Jerusalem Film Festival (IS), Festival do Rio (BR), and many others.

2021
2017 **(ON-CALL) VIDEO PRODUCER | *KQED News and KQED Arts (NPR/PBS), San Francisco, CA***

- Directed, produced, shot and edited short web documentaries.
- 'The Maze' 26-minute documentary, broadcast by KQED's Truly CA documentary series.
- Nomination as director for the 2020 Northern California Emmy Awards in the category Historic feature for the short documentary on photographer Jonathan Calm.
- Winner of the 2021 Northern California Emmy Award in the category Human Interest for cinematography for production on mothers who lost sons due to gun violence.

2016
2015 **FREELANCE CORRESPONDENT EAST AFRICA | Based in Kampala, Uganda**

- Contributing news reports and features to a number of international media outlets, including Voice of America, AJ+, Radio Netherlands Worldwide, Fusion, VPRO (Dutch public radio), One.org, The Africa Report and Radio France International.
- Reporting highlights include Pope Francis' first visit to Africa and the Uganda general elections.

2015
2010

REPORTER, PRODUCER, AND HOST | *Radio Netherlands Worldwide*, Amsterdam, The Netherlands

- In 2010 I was a correspondent for Radio Netherlands Worldwide, the Dutch world service, during the 2010 FIFA World Cup, based in Cape Town, South Africa.

Between 2010 and 2012 I produced news reports and features for the Dutch World Service's weekly radio show, *Bridges with Africa*, reaching one million people across Anglophone Africa and the diaspora. I also hosted the show on a bi-weekly basis.

- Commission and oversee audio reports from journalists across the African continent. Edit their script and/or audio material if necessary.

From 2013 I developed and produced the online video series 'My Song'. The show focuses on Africa's most politically and civically engaged musical artists and the meaning behind their art.

- Produce, film and edit *My Song* videos.
- Commission and oversee radio episodes of *My Song* produced by reporters in Africa.
- Forge and maintain production partnerships with media organisations in Nigeria, Uganda and Zimbabwe.

2009
2008

CONTRIBUTING WRITER | *Amnesty International*, Amsterdam, The Netherlands

- Contribute stories on human rights and international justice for the Dutch Amnesty International youth website for an audience between 12 – 18 years old.

2009
2008

REPORTER AND PRODUCER | *FunX Radio*, Amsterdam, The Netherlands

Producer and reporter for radio station whose primary target audience is urban, immigrant youth in the major cities in the Netherlands.

- Produce the evening show; pre-interview guests; write scripts; direct radio host.
- Produce and host of *FunX at the Movies*, weekly movie review segment.

2007

REPORTER | *The Big Issue*, Cape Town, South Africa

- Reporter for magazine sold by homeless and marginalised people in Cape Town, South Africa (6-month internship).

2006
2004

REPORTER | *De Almere Vandaag*, Almere, The Netherlands

- Local, part-time reporter for *De Almere Vandaag* (*Almere Today*) newspaper in the city of Almere, the Netherlands.

EDUCATION

2018
2016

**MASTER OF JOURNALISM
The United States**

(M.J.) | *University of California, Berkeley*,

Track: Documentary filmmaking | 3.8. GPA

Awards: [Marlon T. Riggs Fellowship in Documentary Filmmaking](#) | Dean's Merit Fellowship | School Fellow | Prince Bernhard Culture Fund Fellow | [Overseas Press Club Foundation Scholar Award](#) | Berkeley Film Foundation Grant | North Gate Award for Excellence in Documentary Production.

- Thesis film: '[The Maze](#)'
- Broadcast by KQED/PBS' Truly CA documentary series. Highest rated episode of season 14.

Official selection 2018 San Francisco Urban Film Fest; Official selection 2019 Architecture Film Festival Rotterdam, The Netherlands; Official selection 2019 Oakland International Film Festival and others.

- Graduate Student instructor and researcher for various courses at the Graduate School of Journalism (graduate classes and the undergraduate Summer School); the Berkeley Advance Media Institute; the UC Berkeley History Department; and the Othering & Belonging Institute.

2012
2010 **MASTER OF PHILOSOPHY (MPHIL.) IN AFRICAN STUDIES | *University of Cape Town, South Africa***

- Minor Dissertation: 'Sending Up Trauma – a study of political cartooning and trauma culture in post-apartheid South Africa'.

Awards: The VSB Fonds Scholarship for excellent students pursuing a master's degree abroad.

2009
2008 **ELECTIVE COURSES IN LANGUAGES AND CULTURES OF AFRICA | *Leiden University, The Netherlands***

- Courses: Kiswahili, African literature, African history, linguistics in Africa, development in Africa, political structures in post-colonial Africa.

2009
2003 **BACHELOR OF JOURNALISM (BA.) | *School voor de Journalistiek, Utrecht, The Netherlands***

- Graduated on international reporting through the Europe in the World program with a multimedia package on Norwegian whaling.

2006
2005 **EUROPE IN THE WORLD | *Danmark Journalisthøjskole, Århus, Denmark***

International year-long programme for advanced students of journalism on European affairs.

COMMITTEES & JUDGING

2022 National Endowment for the Humanities Media Grant Committee
2022 San Francisco International Film Festival Screener, Short Narrative category
2022 Oakland Shorts Film Festival judge, Short Doc category
2021 – Present, Berkeley Film Foundation Grant Committee
2021 UC Berkeley Graduate School of Journalism Admissions Committee
2020 – Present, Regional Emmy Awards judge. Chapters judged: Ohio Valley, Suncoast, Northwest, Heartland, Pacific Southwest)
2019 San Francisco Urban Film Fest Screener
2019 Truly California (KQED/PBS) Season 15 Screener
2018 – Present, International Documentary Association voting member

SKILLS

Audacity
Adobe Premier
Adobe Photoshop
Adobe Lightroom
Adobe Audition
Final Cut Pro X

Camera proficiency:
Canon: C300; C100;5D;70D
Sony FS5; FS7; FX6; FX9; PXW-Z90V; X70; NX70
Experience on both MAC and PC
Microsoft Office

LANGUAGES

Dutch – Native
English – Fluent
Sranantongo – Fluent
Papiamentu – Beginner
German – Beginner
Kiswahili – Beginner
Spanish – Beginner

SOCIAL

Email: roosblad@gmail.com
Instagram, Twitter, LinkedIn: [@sroosblad](https://www.instagram.com/sroosblad)
Portfolio: roosblad.com
