

P. Simran Sethi

University of Kansas
William Allen White School of Journalism and Mass Communications
1000 Sunnyside Avenue – Dole 2071, Lawrence, KS 66045 USA
+1.785.864.8021, simran@ku.edu
www.simransethi.com

EDUCATION

June 2005 Presidio Graduate School, San Francisco, CA
Master of Business Administration in Sustainable Management

May 1992 Smith College, Northampton, MA
Bachelor of Arts in Sociology and Women's Studies
Dean's List and *cum laude* graduate

Additional Graduate Studies
Fall 2003 City University of New York, NY
International Relations

Summer 1992 Miami University, Urbino, Italy
Italian Language and Culture

RESEARCH INTERESTS

Advocacy journalism including environmental and sustainability marketing and reportage, media access and literacy, and development communications.

FACULTY APPOINTMENTS

Associate Professor, University of Kansas (Ongoing)

Teach undergraduate and graduate courses in the William Allen White School of Journalism and Mass Communications on environmental and sustainability communications. Courtesy faculty, Environmental Studies department; courtesy core faculty, Center for Global and International Studies; and affiliate faculty and advisory board member, Program in Women, Gender and Sexuality Studies, College of Liberal Arts and Sciences.

Lacy C. Haynes Visiting Professional Chair, University of Kansas (Fall 2007 – Summer 2009)

Teach undergraduate and graduate courses in the William Allen White School of Journalism and Mass Communications on environmental and sustainability communications. Courtesy faculty, Environmental Studies department, School of Liberal Arts and Sciences.

Courses Taught (University of Kansas)

Green Reporting, Green Jobs, Green Justice (Pending, Spring 2010)

Service-learning course cross-listed with School of Architecture and Environmental Studies that will explore, study and report on the environmental justice and green collar jobs movements from the inside out, garnering a unique perspective on how environmental issues impact various constituents. Classes will meet in Lawrence, KS and students will also work in Oakland, CA with the non-profit GRID Alternatives on installation of solar panels on low-income housing, serving residents most in need of

reduced heating costs but least able to afford such energy efficiencies. The course includes the study and application of social networks including Facebook and Twitter.

Media and the Environment (Spring 2008, Spring 2009, *Pending* Spring 2010)

Interactive class cross-listed with Environmental Studies focusing on the ways in which environmental issues are addressed in media, using food and agriculture as the lenses through which students can become more effective environmental communicators. The course is a designated service-learning course that uses blogging as its primary form of reportage.

Independent Study in Environmental Studies (Fall 2009)

Oversight of independent course work in Environmental Studies department with former student from Media and the Environment course developing a blog (*Green Girl Meets All-American Boy*), focused on the psychology and action required to “go green.”

Communicating Social and Environmental Initiatives (Fall 2008, Summer 2009, *Pending* Fall 2010)

Concentrated graduate course on Edwards Campus that teaches environmental and sustainable business communications for working professionals. The course is a designated service-learning course that emphasizes the marketing and public relations applications of social networks and digital media.

Courses Co-Taught (University of Kansas)

Online Writing, Design and Production (Advanced Media) (Fall 2007)

Required course on the gathering, writing, design and multimedia presentation of news and information for the school’s online media. Presented lectures on social networking, microblogging, virtual worlds, podcasting, the digital divide, net neutrality and media consolidation. Held virtual class in Second Life with Reuters reporter Eric Krangel.

Current Issues in Journalism: YouTubers, Bloggers and Comedy News and the End of Mass Media as We Knew it (Fall 2007)

Class focusing on the current uses, effectiveness and demographics of new media. Presented lectures on blogging, Twitter, Facebook, comedy news and digital marketing. Arranged virtual Skype lectures with Engadget founder Peter Rojas, Columbia School of Journalism Associate Dean Sree Srinivasan and The Daily Show senior producer Rob Fox.

Guest Lectures (University of Kansas)

History of Design: School of Education (April 2009 and December 2008)

Lecturer in Alisa Branham’s class on “Design Can Save the Planet.”

International Journalism: School of Journalism (April 2009 and March 2008)

Lecturer in Malcolm Gibson’s class on “Alternatives to GDP.”

Faith and Media: School of Journalism (April 2009)

Lecturer in Crystal Lumpkins’ class on “Environmentalism and Faith.”

Cognitive Psychology: College of Liberal Arts and Sciences (April 2009)

Lecturer in Dan Bernstein’s class on environmental communications and the complexity of Holcomb coal plant development.

Broadcast (Advanced Media): School of Journalism (March 2009 and January 2009)

Lecturer in Dick Nelson’s class on on-camera and field presentation.

Environmental Capstone: College of Liberal Arts and Sciences (February 2009)

Lecturer in Bill Wood's class on environmental journalism.

Introduction to Sustainability: College of Liberal Arts and Sciences (November 2008)

Lecturer in Jeff Severin's class on "What is Sustainability?"

Industrial Design: School of Arts and Design (November 2008)

Lecturer in May Tveit's class on sustainable design.

Learning Community: College of Liberal Arts and Sciences (October 2008)

Lecturer in Jerry Crawford's class on advocacy journalism.

Globalization and Poverty: School of Social Welfare (February 2008)

Lecturer in Rupaleem Bhuyan's class on redefining wealth.

Architecture Seminar: School of Architecture (November 2007)

Lecturer in Keith Diaz Moore's class on green building and design.

Introduction to Environmental Studies: College of Liberal Arts and Sciences (October 2007)

Lecturer in Bill Wood's class on environmental storytelling.

Campaigns: School of Journalism (September 2007)

Presenter in Robert Basow's class on climate communications and connections to environmental media.

Invited Academic Presentations

Presentation at Environmental Justice symposium, "Going Green from the Black Perspective: The Significance of Environmental Issues in the Black Community": State University of New York – Stonybrook (Stonybrook, NY, February 2010)

Presentation on media portrayals and public perceptions of environmental action in low-income communities of color and the need to highlight environmental racism and environmental justice in environmental reportage.

Keynote at Conference on Global Warming and the Causes of Global Warming: University of Central Missouri (Warrensburg, MO, February 2010)

Keynote at UCM's first conference on climate change.

Keynote on Student Engagement in Sustainability: People to People International Global Youth Forum (Arlington, VA, November 2009)

Keynote on sustainability and the role students play on forging a more equitable future for the world.

Lecturer on Green Faith: Pepperdine University (Malibu, CA, November 2009)

Virtual lecturer in Chris Doran's Christianity, Ecology and Public Policy class at Pepperdine University's College of Liberal Arts and Sciences. The lecture will address environmental stewardship and the notion of creation care.

Keynote on Environmental Pedagogy: Kansas Environmental Education Conference (Lawrence, KS, November 2009)

Keynote on engaged student learning on the environment for Kansas Association for the Conservation and Environmental Education state conference.

Presentation on Sustainability, Activism and Leadership: University of Houston-Downtown
(Houston, TX, October 2009)

Presentation to student leadership and faculty at University of Houston-Downtown focusing on the role of colleges in forging a more sustainable future.

Keynote on Green Heroes: University of Southern California (Los Angeles, CA, September 2009)
Premiere keynote in series on student activism and sustainability for incoming freshman class.

Faculty in Residence, Institute on Sustainability: Harvard University (Cambridge, MA, June 2009)
Keynote and working group leader at American College Personnel Association's Institute on Sustainability. The goal of the institute was to create an understanding, framework and actionable goals and tasks that faculty and college personnel can take back to their campuses and integrate into the core of their institutions.

Presenter on Sustainable Messaging, Professional Edge Series: University of Kansas, Edwards Campus (Overland Park, KS, May 2009)

Featured presenter in breakfast series designed to support community, economic and workforce development needs. The focus of this presentation was effective ways to tell stories about sustainable enterprises and initiatives.

Lecturer on Climate Justice, National Science Foundation Integrative Graduate Education and Research Training C-CHANGE (Climate Change, Humans, and Nature in the Global Environment) Program: University of Kansas (Lawrence, KS, May 2009)

Presenter in IGERT C-CHANGE lecture series, addressing the disproportionate burdens of climate change on low-income communities and communities of color.

Lecturer on Sustainable Design, Hallmark Symposium on Design: University of Kansas (Lawrence, KS, March 2009)

Lectured on sustainable design—from industrial design to urban planning—and the ways in which design can restore the environment and address some of our most pressing social problems as part of Hallmark Symposium on Design.

Keynote on Environmental Justice: Tennessee Technical University (Cookeville, TN, March 2009)

Keynote at Tennessee Tech University Women's Center Women's History Month celebration, titled "Women Taking the Lead to Save Our Planet." The presentation focused on working together across class and cultural barriers to advance sustainable, equitable access to and participation in our natural world.

Presenter on Environmental Journalism: Smith College (Northampton, MA, February 2009)

Featured presenter to sociology department and general college as part of Rally Day celebration, on "Fighting the Good Fight (Making a Life After Smith)."

Lecturer on Environmental Communications: Pepperdine University (Malibu, CA, February 2009)

Virtual lecturer in Chris Doran's Environmental Policy capstone class at Pepperdine University's School of Public Policy. The lecture addressed environmental justice, as well as effective means of measuring and communicating sustainability to politicians and the general public.

Lecturer on Sustainable Business: Lipscomb University (Nashville, TN, October 2008)

Virtual lecturer on sustainable business in David Clark's Sustainable Enterprise class at Lipscomb University's Institute for Sustainable Practice.

Lecturer on Environmental Justice: Haskell Indian Nations University (Lawrence, KS, February 2008)

Lecturer on environmental justice in Bridget Chapin's Environmental Policy class.

PROFESSIONAL EXPERIENCE

Blogger, Oprah.com (Lawrence, KS, November 2009 - Present)

Invited writer for Oprah Winfrey Website Oprah.com. Developed personal series on making my home more resource-efficient and less polluting to run for one year.

Blogger, The Huffington Post (Lawrence, KS, June 2008 - Present)

Invited writer for green subsite on Huffington Post, the number one blog on the Internet. Blog on life cycle analysis, national renewable energy efforts and environmental activism in Kansas.

Anchor/ Writer, Ethical Markets Media (St. Augustine, FL, February 2004 - Present)

Host and writer of the only national financial lifestyle program dedicated to corporate social responsibility and sustainable business, airing on PBS. Developed show content and structure in conjunction with executive producers. Subjects include socially responsible investing, global corporate citizenship, sustainable agriculture, fair trade, renewable energy and green building and design.

Host/ Writer, Sundance Channel (New York, NY, November 2007 - Present)

Founding host/ writer of first dedicated environmental programming block on network television. Host and creator of environmental justice Web series "The Good Fight" for Sundancechannel.com (averaging more than 350,000 unique visitors and 900,000 page views per month). Consultant and lead commentator on "Big Ideas for a Small Planet" documentary series. Wrote and presented op-ed interstitials on sustainability and environmentalism for television and Web site. Hosted "GreenBiz" business segments.

Guest Host, Whole Living on Martha Stewart Radio (New York, NY, November 2008)

Guest host of Sirius/ XM radio program dedicated to sustainable living.

Contributing Environmental Correspondent, NBC News (New York, NY, October 2007 - October 2008)

Environmental and sustainable business correspondent for leading daily news and morning news programs. Produced and presented studio and field pieces for "Nightly News with Brian Williams," the top-rated evening news program on domestic network television. Also created segments for the "Today Show" (viewed by more than 5 million Americans per week) and MSNBC. Wrote and anchored "Powering the Planet" Web series on renewable energy for CNBC. Featured commentator on CNBC longform programs "The Business of Innovation" and "The Business of Responsibility." Invited member of NBC Universal Green Team that developed internal strategies and editorial content for cross-platform Green is Universal environmental campaigns.

Director, New Media, TreeHugger.com (New York, NY, March 2006 - June 2007)

Editorial director of video and audio content for largest environmental Web site and winner of 2006 Vloggie for Best Green Vlog and 2007 People's Voice Webby. Oversaw all longform, shortform and audio content for Internet and broadcast distribution. Solicited and coordinated stringer crews and affiliate partnerships. Wrote and hosted bi-monthly environmental news video podcasts and weekly audio segments for Air America Radio. Managed user-generated video contest on climate change endorsed by former Vice President Al Gore. Served as media spokesperson for the Web site that averages 1.8 million unique visitors and 9 million page views per month.

Consultant, Pop Sustainability (New York, NY, May 2004 - August 2004)

Writer and editor of *Pop Zine*, the online magazine of sustainable development and youth culture. Developed media strategy, established survey protocol, created style guide and outlined content structure for one full year of publication.

Host/ Writer, Oxygen Media (New York, NY, August 2000 - September 2001)

Anchor and writer for scripted studio and field segments for the cross-genre music program *Daily Remix*.

Communications Director/ Co-Founder, PangEea (New York, NY, March 2000 - August 2000)

Head of internal and external communications strategies for business-to-business and business-to-consumer Web sites on volunteerism. Conducted market research and competitive site analyses, developed survey protocol and created Internet and print-based marketing campaigns. Maintained contacts with media and wrote all press/promotional materials. Worked with president to recruit staff and establish advisory board.

President/ Founder, SHE TV Productions (Turin, Italy and Bombay, India, January 1998 - February 1999)

Founder and director of an independent multimedia production company. Projects included editorial consultation and reportage for All-India Radio, production of the pilot television program *SHE-TV* (India's first English language women's magazine show for Sahara Television), guest television commentary on BBC World "Style" coordination at the Disability Rights Film Festival and documentary field production on the Narmada Dam project.

Sr. News Correspondent/ Sr. Producer, MTV India News (Bombay, India, November 1996 - January 1998)

Co-creator and manager of the channel's news department. Developed news format and determined all editorial content. Scripted and produced first channel programming for national radio syndication. Researched, wrote and anchored all domestic news stories and documentaries. Acted as channel liaison to global affiliates.

News Anchor/ Producer, MTV Asia News (Singapore, September 1995 - October 1996)

Manager of all editorial content for and from Indonesia, Thailand and Indian subcontinent. Conceived, scripted and hosted "Voice for Choice"—the first election programming to target young Indian voters. Produced, wrote and presented daily reads and weekly reports for English and Mandarin news services. Oversaw news department and all stringer crews in director's absence.

Reporter/ Producer, MTV Asia News (Singapore, December 1994 - August 1995)

Host and writer for daily and weekly news broadcasts, including long-form programs and related stories on the scope and impact of HIV-AIDS and drug abuse in Asia. Co-produced documentary on International AIDS Conference featured on all global news affiliates. Coordinated all stringer news shoots on continent.

Segment Producer, MTV News & Documentaries (New York, NY, February 1993 - October 1994)

Director of documentaries on youth employment trends ("Help Not Wanted"), ostracized young adults ("Freaks, Nerds and Weirdoes") and socio-cultural experiences of music ("24 Hours in Rock and Roll"). Associate produced documentary on the emergence of white-power propaganda in contemporary rock music ("Hate Rock").

SELECTED PUBLICATIONS

Academic Peer-reviewed

Basow, R., Sethi, S., & Ingalls, S. (in press). Teaching Climate Change Communication: Interdisciplinary Approaches. *International Journal of Sustainability Communication*.

Invited Book Entries

Sethi, S. (2009). Environmental Justice. In S. Priest (Ed.), *Encyclopedia of Science and Technology Communications*. Thousand Oaks, CA: Sage Publications.

Sethi, S. (2009). Environmental Justice. Triple Bottom Line. In S.Kumar and C. Shaw (Eds.), *Dictionary of Ethical Politics*. Published online by Open Democracy and Resurgence.

Book

Henderson, H., with Sethi, S. (2006). *Ethical Markets: Growing the Green Economy*. White River Junction, VT: Chelsea Green Publishing.

Select Professional Newspaper Articles, Web Articles and Pod Casts

Sethi, S. (2009-2010). Greening the Green Girl. *Oprah Winfrey Website*, www.oprah.com. Yearlong series on process of making a home more environmentally friendly and energy and water-efficient.

Sethi, S. (2009). Hot Water: How SIGG Lost my Trust and Broke My Heart. *The Huffington Post*, www.huffingtonpost.com. Excerpted to Slate.com.

Sethi, S. (2009). Gimme Shelter; Homelessness in Lawrence, KS. *Lawrence.com*, www.lawrence.com.

Sethi, S. with Holter, M. (2009). Op-Ed: Local Homeless Shelter Responds to New Needs. *Lawrence Journal World*, July 31.

Sethi, S. (2009). How Water: How SIGG Lost my Trust and Broke My Heart. *The Huffington Post*, www.huffingtonpost.com.

Sethi, S. with Mueller, M. (2009). Rod Bremby: Moving Towards a Renewable Future, Despite Big Coal's Backlash. *The Huffington Post*, www.huffingtonpost.com.

Sethi, S. with Mueller, M. (2009). What's The Matter With Kansas? The Fight Against Big Coal Hits the State Legislature, with National Repercussions. *The Huffington Post*, www.huffingtonpost.com.

Sethi, S. with Dever, M. (2009). Op-Ed: Task Force Proposes Climate Friendly Goals. *Lawrence Journal World*, March 28.

Sethi, S. (2009). Think Yoga is Healthy? Not on a PVC Mat. *Intent*, www.intent.com.

Sethi, S., with Smarsh, S. (2008-2009). Life Cycle series. *The Huffington Post*, www.huffingtonpost.com.

Sethi, S. Lifting the Body Burden: How to Fight Toxic Exposure and Keep Chemicals Out of Your Home (2008). *The Huffington Post*, www.huffingtonpost.com.

Sethi, S. (2009). Fuel Poverty, *Alternet*, www.alternet.org.

Sethi, S. (2008). Reduce, Reuse, Recycle, Relate, guest editor of fall issue of The Lawrencian weekly.

Sethi, S. (2008). The Good Fight Environmental Justice series, *Sundance Channel*, www.sundancechannel.com/thegoodfight.

Sethi, S. (2007-2008). TreeHugger Radio series, *TreeHugger*, www.treehugger.com.

Additional listings on www.simransethi.com

Book in Progress

Sethi, S., with Mueller, M. (2010). *The Green Brain*. San Francisco, CA: Harper One.

Additional Publications in Progress

Sethi, S., Dever, M. & Severin, S. (in progress) Encouraging Climate Action: Lessons from Climate Plan Development in Lawrence, Kansas. *Sustainability: The Journal of Record*.

Sethi, S., with Kim, J. (in progress) Environmentalism and Social Work Curricula. *Journal of Social Work Education*

INVITED PROFESSIONAL PRESENTATIONS

Invited Lectures and Presentations

Keynote: Sustainability and Resource Management in Golf (San Diego, CA, February 2010)
Keynote at national Golf Course Superintendents Association of America Educational Conference and Trade Show.

Presenter: Sustainability and Resource Management in Golf (Kansas City, MO, October 2009)
Presenter at national delegates meeting of Golf Course Superintendents Association of America.

Moderator: Sustainable Palm Oil Initiative (Boston, MA, September 2009)
Moderator of panel and live Web cast on environmental challenges of palm oil extraction and sustainable ways to harvest the plant featuring Leila Salazar-Lopez, Agribusiness Campaign Director of the Rainforest Action Network, human rights activist Matilda Pilacapio, Seventh Generation Chairman Jeffrey Hollander and Senior Global Vice President of Purchasing, Distribution and Marketing at Whole Foods Market Michael Besancon.

Presenter: City of Lawrence Community Cooperation Committee (Lawrence, KS, September 2009)
Presented information on J500 course on homelessness advocacy and detailed ways to better promote social advocacy about homelessness to stakeholder group in Lawrence.

Keynote: American College Personnel Association Annual Convention (Washington, DC, March 2009)

Presented keynote on environmental justice and expanding the environmental conversation.

Keynote: Hallmark Trend Week (Kansas City, MO, February 2009)

Presented on the various ways sustainability affects our lives within a 200-mile radius.

Panelist: The Commonwealth Club (San Francisco, CA, December 2008)

Panelist at the Commonwealth Club of California (the nation's oldest and largest public affairs forum) discussion "Bio-Debatable: Busting Through the Clutter of Eco Messages."

Panelist: Investor's Circle Fall Conference (Boston, MA, November 2008)

Panelist alongside Jurriaan Kamp, founder of *Ode Magazine* and Ben Goldhirsh, founder of *Good Magazine*. Addressed the changing shape of media in the wake of social networking, e-commerce and mobile applications, as well as the emergence of mission-oriented media as a viable business model in supporting social entrepreneurship.

Interviewer: Bioneers by the Bay (New Bedford, MA, October 2008)

Moderator of conversation at Bioneers by the Bay annual gathering of environmental, industry and social justice innovators. Interviewed Van Jones, now Special Advisor for Green Jobs, Enterprise and Innovation to the White House Council on Environmental Quality. Discussed the rising renewable energy industry and Jones' green new deal.

Keynote: NAAEE Annual Conference (Wichita, KS, October 2008)

Delivered conference keynote, titled "Environmental Education, Action and Transformation," at the North American Association for Environmental Education Annual Conference. The lecture focused on effective ways to bring the "outside in" and make environmental issues accessible, engaging and actionable for students. Will also keynote KAEE (Kansas Association of Environmental Educators) conference in October 2009.

Moderator: A Conversation About Children and Chemicals (Boston, MA, October 2008)

Moderated a discussion on the impact of chemicals on childhood development as part of Seventh Generation, Inc.'s "Show the World What's Inside" campaign. The conversation was held at the Boston Children's Museum and featured Jane Houlihan, Vice President of research at the Environmental Working Group, pediatrician Dr. Alan Greene and Courtney Loveman of Seventh Generation.

Panelist: Ed Rendell's Pennsylvania Women's Conference (Philadelphia, PA, October 2008)

Participated in the panel "Easy to be Green?" at the Pennsylvania Governor's Conference for Women, hosted by Governor Edward G. Rendell and the Pennsylvania Commission for Women. The panel was moderated by Anne Crowley, Outreach Coordinator for the Audubon Society, and included Kathleen McGinty, the first woman to head the Pennsylvania Department of Environmental Protection.

Presenter: Interdependence Project (New York, NY, August 2008)

Presented, as part of the Interdependence Project's "Sit Down, Rise Up" lecture series, on the environmental justice efforts of grassroots organizations throughout the U.S. The Interdependence Project is a non-profit organization that focuses on ways to extend the principles of mindfulness and meditation into the world via activism, the arts, media and community service.

Presenter: NASULGC Conference (Monterey, CA, July 2008)

Lectured with University of Kansas Provost Richard Lariviere and KU Visiting Artist-in-Residence Stacey Fox on social networking, at NASULGC—the nation's largest highest education organization (now the Association of Public and Land-Grant Universities—APLU). The 2008 conference focused on

the theme “Navigating a Climate of Change.”

Keynote: Governor Sebelius’ Green Team Commemoration (Topeka, KS, July 2008)

Keynoted the inaugural gathering of Governor Kathleen Sebelius’ Green Team at the State Capitol.

Moderator: LOHAS Forum (Boulder, CO, June 2008)

Moderated a panel with Michael Besancon, Senior Global Vice President of Purchasing, Distribution and Marketing for Whole Foods, and Rand Waddoups, Senior Director of Corporate Strategy and Sustainability for Wal-Mart, discussing the two companies’ environmental initiatives and how sustainability is and should be measured within national corporations.

Presenter: LOHAS Forum (Boulder, CO, June 2008)

Presented with Bryan Welch, Publisher and General Manager of Ogden Publications, on “The Future of Green Media,” discussing how to successfully engage people in authentic environmental and social justice conversations, beyond sound bytes and media spin.

Moderator: Climate Group “Together” Campaign Launch (New York, NY, June 2008)

Participated in the launch of the Climate Group’s “Together” Campaign, alongside U.N. Secretary General Ban Ki-moon and New York Mayor Michael Bloomberg. As moderator of the event’s press conference, focused the conversation on the necessity of uniting key change-makers and everyday citizens in climate action.

Keynote: Student Conservation Association (Washington, DC, April 2008)

Delivered keynote lecture at the Student Conservation Association’s “EarthVision” Earth Day Conference, which engaged more than 500 student leaders in a collaborative effort with environmental authorities, elected officials, land management professionals, top scientists and others to craft action-oriented strategies to protect the planet.

Moderator: AIGA Greensburg Fundraiser and GreenTown Salon (Kansas City, KS, April 2008)

Moderated conversation with Greensburg GreenTown co-founder and executive director Daniel Wallach and BNIM Architects Project Planner Stephen Hardy at the GreenTown Benefit sponsored by the Kansas City AIGA. The discussion focused on how people from different backgrounds came together under a common agenda to build a stronger community. The event was filmed and featured as part of Sundance Channel’s “The Good Fight” Web series.

Moderator: Clinton Global Initiative University (New Orleans, LA, March 2008)

Moderated panel discussion at the first Clinton Global Initiative University, focusing on “Building the Groundswell for Change.” The panel included Laurie David, producer of *An Inconvenient Truth*, Michelle Moore of the U.S. Green Building Council and Adam Werbach, CEO of Saatchi & Saatchi S.

Panelist: Green Women in Design (Kansas City, MO, March 2008)

Panelist at American Institute of Architects (AIA) Women and the Environment event, organized by Kira Gould, author of *Women in Green*, a leading text on feminism and design. Spoke about the need for environmental justice within the field of architecture.

Moderator: Society for Ethical Culture (New York, NY, February 2008)

Moderated and assembled panel exploring race marginalization within the environmental movement and how communities of color are disengaged from the larger environmental dialogue affecting their lives. The panel was filmed and featured as part of Sundance Channel’s “The Good Fight” Web series.

Presenter: National Association of Independent Schools Conference (New York, NY, February 2008)
Lectured at the NAIS annual conference, emphasizing need for environmental literacy in education.
Screened segments from Sundance documentary series “Big Ideas for a Small Planet.”

Keynote: Coop America Green Business Conference (San Francisco, CA, November 2007)
Lectured at the Coop America Green Business Conference, urging attendees to help the media tell more complex and nuanced business stories.

Panelist: Maria Shriver’s California Women’s Conference (Long Beach, CA, October 2007)
Panelist at the Women’s Conference, organized by Maria Shriver and the State of California. Spoke about environmental engagement alongside Terry Tamminen, director of the California Environmental Protection Agency.

Keynote: Bioneers by the Bay (New Bedford, MA, October 2007)
Delivered keynote on the role of the media to empower and assist everyday citizens to forge democracy and create social and environmental justice and about consumers’ responsibility to think critically and ask questions of media.

Interviewer: Al Gore Live Earth for MSN (New York, NY, July 2007)
Interviewed former Vice President Al Gore for live streaming event on MSN.com. Discussed ways in which citizens could authentically engage in environmental action.

Plenary Speaker: CERES Conference (Boston, MA, April 2007)
Participated in plenary at the CERES Conference, devoted to “Investors and Environmentalists for Sustainable Prosperity.” Presented alongside Jared Duval of the Sierra Student Coalition, Pete Griffin from ThinkMTV and Paul Gorman of the National Religious Partnership for the Environment on the challenges and possibilities for getting mainstream Americans mobilized around climate change.

Keynote: Business Alliance for Local Living Economies (Berkeley, CA, June 2007)
Presented on the importance of communication about local economies and provided tools for implementation of sustainability messaging.

Invited Television Appearances

Lead Guest: Oprah Winfrey Show (Chicago, IL, April 2009 and April 2007)
Featured guest on Earth Day programs highlighting ways in which people can become more environmentally friendly while saving money and resources. Addressed energy consumption, waste management and recycling on programs viewed by approximately 27 million people per week and syndicated to more than 120 countries. Also featured on Oprah.com Web site averaging more than 70 million page views and six million users per month.

Commentator: CNBC (Various locations, 2007-2009)
Commentator for CNBC as part of professional role at NBC. Featured in programs, televised segments and podcasts related to sustainable business, boasting a combined reach of 390 million viewers around the world.

Presenter: Martha Stewart Show (New York, NY, April 2008 and November 2006)
Discussed water issues and sustainable design on segments on syndicated daily lifestyle programs reaching 18 countries around the world.

Commentator: History Channel (New York, NY, August 2007)

Featured on series about the history of the modern environmental movement.

Presenter: Ellen DeGeneres Show (Los Angeles, CA, April 2007)

Discussed easy environmental changes that can be made within the home on lifestyle program averaging three million viewers per episode and syndicated to 26 countries.

Presenter: Oprah Winfrey Show (Lawrence, KS, November 2006)

Reporter on field segment on “Greening Your Holiday” on show featuring Al Gore and Leonardo DiCaprio.

Additional television appearances listed under Professional Experience.

ACADEMIC SERVICE

At The University of Kansas

- **Faculty Ambassador** (ongoing), KU Center for Sustainability
- **Dissertation Committee Member** (2008-2010), Minor advisor for Biology PhD candidate Megan Richards.
- **Informal Advisor, KU Energy Council Campaigns Project** (Fall 2009), Advisor to students tasked with creating marketing campaign for KU Energy Council.
- **Masters Thesis Committee Member** (2008-2009), Committee member for Ranjit Arab’s masters project.
- **Presenter, KU Greenpeace event on Renewable Energy** (November 2008)
- **Moderator, KU Environs Panel on Sustainable Food Systems** (September 2008)
- **Presenter, Center for Remote Sensing of Ice Sheets** (June 2008), Addressed how scientists can effectively communicate with journalists to further a more comprehensive public understanding of climate science to the staff at the Center for Remote Sensing of Ice Sheets, a national science and technology center founded by the National Science Foundation and headquartered at KU.
- **Presenter, Duke University Talent Identification Program** (June 2008)
- **Moderator, Focus the Nation Roundtable at Dole Institute of Politics** (January 2008), Moderated roundtable discussion as part of Focus the Nation, a national town hall series on a just and clean energy future, sponsored by the KU Center for Sustainability and the Dole Institute of Politics. The discussion included Lieutenant Governor Mark Parkinson, U.S. Congressman Dennis Moore, U.S. Congresswoman Nancy Boyda and University of Kansas Provost Richard Lariviere. The discussion engaged the KU campus and Lawrence community in an open discussion on global climate change, its potential regional impacts and possible solutions at all levels of government.
- **Knight Chair Search Committee Member** (2007–08), One of five committee members assigned to review applications for the faculty position, Knight Chair in Community Journalism.
- **Judge, Design Thesis Projects** (December 2007), One of three judges designated to review Industrial Design final projects.
- **Informal Advisor, CReSIS Campaigns Project** (Fall 2007), Advisor to students tasked with creating marketing campaign for Center for Remote Sensing of Ice Sheets.

In the Community of Lawrence, KS

- **Member of City of Lawrence Sustainability Advisory Board** (Mayoral appointment, 2008-Present)
- **Chair of Climate Protection Task Force working group on Policy, Education and Outreach** (Mayoral appointment, 2008-2009)
- **Member of Mayor’s Climate Protection Task Force** (Mayoral appointment, 2008-2009)

At Large

- **Board of Advisors**, WNYC National Public Radio, New York, NY (2006), Community advisor for one of largest NPR affiliates in the United States, serving over 1 million listeners weekly.
- **Board of Directors**, National Radio Project, Oakland, CA (2004-2005), Board member for independent media not-for-profit dedicated to highlighting social and environmental justice issues.

ADDITIONAL QUALIFICATIONS

Awards and Honors:

National/ International

- **Webby Award Honoree**, Sundance Channel's "The Good Fight" (2009)
- **Smith Medal Recipient**, Smith College, Northampton, MA (2009)
- **Emmy Award for Best School/Educational Program**, PBS series "Natural Heroes: A School in the Woods" (2008)
- **Axiom Award for Best Business Ethics Book (Bronze)**, Ethical Markets: Growing the Green Economy (2008)
- **Nautilus Award for Best Business/Conscious Leadership Book (Silver)**, Ethical Markets: Growing the Green Economy (2007)
- **Environmental Media Award for Best Environmental Documentary**, Sundance Channel's "Big Ideas for a Small Planet" (2007)
- **Named "Environmental Woman of Impact,"** Daily Variety (2007)
- **Named number 6 "Eco-Hero of the Planet,"** UK's Independent (2007)
- **Named "Environmental Messenger,"** Vanity Fair (2007)
- **Webby Award for People's Voice Award**, TreeHugger.com (2007)
- **Vloggie Award for Best Green Vlog**, TreeHugger.com (2007)
- **New York International Television Award**, MTV News' "24 Hours in Rock and Roll" (1995)
- **Cable ACE Award**, MTV News' "Hate Rock" (1994)
- **New York International Film and Television Award**, MTV News' "Help Not Wanted" (1991)
- **Houston Worldfest Award**, MTV News' "Help Not Wanted" (1991)
- **New York International Film and Television Award**, MTV News' "Freaks, Nerds and Weirdoes" (1990)
- **Houston Worldfest Award**, MTV News' "Sex in the '90s" (1989)

Regional/ Local

- **Sustainability Leadership Award**, University of Kansas Center for Sustainability (2009)
- **Telly Award (Silver)**, "Jayni's Kitchen: From Farm to Fork" (2008)
- **Sustainability Leadership Award Nominee**, University of Kansas Center for Sustainability (2008)
- **Voted "Best Local Celebrity,"** (tie, with KU Coach Bill Self) in Lawrence, KS, monthly The Lawrencian (2008)
- **Named "Best Local Celebrity,"** in Kansas City, MO, weekly The Pitch (2007)

Fellowships

- **Associate Fellow, Asia Society** (New York, NY, awarded April 2008)
- **Inaugural Goddard Fellow** (New York University, New York, NY, awarded September 2007)

Memberships

- South Asian Journalists Association
- Net Impact Business Network
- Society of Environmental Journalists

Languages

- Conversant in Hindi and Punjabi
- Basic skills in Spanish and Italian