

# CATY BORUM CHATTOO

American University | School of Communication  
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## CURRENT APPOINTMENTS

**Executive in Residence**, American University (School of Communication)  
**Co-Director**, Center for Media & Social Impact  
**Executive Director**, The Participant Media Entertainment & Social Change Project @AU

## EDUCATION

**M.A., University of Pennsylvania**, Annenberg School for Communication, Degree: Communication  
**B.A., Virginia Tech**; Degree: Communication Studies (*summa cum laude*, In Honors, Phi Beta Kappa)

## FIELDS OF INTEREST & EXPERTISE

Documentaries and social change strategy, research and production; media effects research; storytelling and social impact; entertainment media and social change; entertainment-education; social marketing and communication strategy for social change; public affairs and social impact

## GRANTS & FUNDED PROJECTS

**Principal Investigator, “The Role of Comedy in Social Change: Report and Investigation”**  
Center for Media & Social Impact. Funder: The Bill & Melinda Gates Foundation.  
Funding: \$115,000. Awarded October 2015.

**Principal Investigator, “Documentary Films & Public Policy on the Federal, State & Local Levels.”**  
Center for Media & Social Impact. Funder: Fledgling Fund.  
Funding: \$15,000. Awarded October 2015.

**Principal Investigator, “Documentary Film & Social Impact Project.”**  
Center for Media & Social Impact. Funder: American Film Institute.  
Funding: \$5,000. Awarded October 2015.

**Executive Director, “The Participant Media Entertainment & Social Change Project at American University.”** Launched new sponsored project. Funder: Participant Media.  
Funding: \$149,000. Awarded September 2015.

**Principal Investigator, “An Impact Evaluation of ‘The Homestretch’ Documentary.”**  
Center for Media & Social Impact. Funder: Independent Television Service (ITVS).  
Funding: \$8,000. Awarded September 2015.

**Principal Investigator, "Entertainment, Storytelling & Social Change in Global Poverty: An Impact Evaluation of *Stand Up Planet* (documentary)."**

Center for Media & Social Impact. Funder: The Bill & Melinda Gates Foundation.

Funding: \$100,800. Awarded August 2014.

**Co-Director & Co-Producer, "*Mixed: A Documentary.*"**

Received with Leena Jayaswal, co-director & co-producer. Funder: AU Provost Office.

Funding: \$10,000. Awarded May 2014.

**Principal Investigator, "Qualitative Impact Evaluation of the *Reel Aging* Documentary Project."**

Center for Media & Social Impact. Funder: Working Films.

Funding: \$7,500. Awarded October 2013.

**Principal Investigator, "The Social Impact of Entertainment Media Measurement Project."**

Center for Media & Social Impact. Funder: Participant Media & DB5.

Funding: \$32,500. Awarded September 2013.

**Principal Investigator, "*Stand Up Planet* Documentary Project."**

Funder: Sub-Grantee with Link Media, under Bill & Melinda Gates Foundation grant.

Funding: \$60,000. Awarded November 2012.

## **PROFESSIONAL EXPERIENCE**

**Executive in Residence, School of Communication: American University (2012 – Present)**

**[Assistant Professor (2010-2012)]**

**Co-Director, Center for Media & Social Impact (2015 – Present)**

**[Creative Director (2012-2015)]**

**Washington, D.C.**

- Co-direct strategy, management, communication, research and production projects for the Center for Media & Social Impact, a multidisciplinary innovation lab and research center that studies, designs and showcases media for positive social impact
- Act as principal investigator on media research projects and reports, including design and management of qualitative and quantitative approaches to assessing impact of media on society, with a particular focus on documentary storytelling, media and social change
- Generated and received more than \$500,000 in external funding for external research and creative projects focused on media and social change; past and present funders and collaborators include The Bill & Melinda Gates Foundation, Participant Media, The Walt Disney Company, Fledgling Fund, American Film Institute (AFI), Independent Television Service (ITVS), Working Films, BRITDOC, Link Media and KCETLink

**Executive Director, The Participant Media Entertainment & Social Change Project at American University (2015 – Present)**  
**Washington, D.C.**

- Created new externally-funded program at American University with Participant Media, an L.A.-based entertainment company devoted to producing and distributing documentary film, scripted film and TV programs designed for positive social impact
- Lead insights and strategy research in social impact in sponsored AU project with Participant Media:
  - Directed and launched the Participant Media Audience Impact Panel (with Nielsen Media), which examines audience response to storytelling and message frames designed to create social-change campaigns around pro-social entertainment storytelling
  - Direct Participant Media social action team work in social media issue and digital campaign analysis using Crimson Hexagon, a best-in-class digital and social analytics platform
  - Directed and produced more than 25 research projects (audience surveys, social media network analysis, message framing, issue landscaping) designed to shape social-impact campaign strategy and activation for Participant Media documentary and scripted film and TV projects; a partial film and TV list includes: *Fortitude*; *Please Like Me*; *Beasts of No Nation*; *3.5 Minutes, Ten Bullets*; *Merchants of Doubt*; *That Which I Love Destroys Me*; *He Named Me Malala*; *Racing Extinction* (Vulcan Productions); *We the Economy* (Vulcan Productions)
  - Directed and served as lead author for media impact evaluation reports for Participant Media films and TV programs, including a three-volume report series detailing the social impact of more than 100 contemporary films and TV programs, *Storytelling Matters*
  - Launched and direct new “impact & public affairs unit” research projects for Participant Media, including social issue and media landscaping for key social issues in upcoming entertainment titles and social action campaigns; a partial topic list of completed formative research reports include race relations, climate change, veterans’ affairs, deforestation, child soldiers, youth civic engagement, and girls’ education around the world
  - Created a funded American University graduate fellowship in media and social change in collaboration with Participant Media

**Media Researcher, Strategist & Documentary Producer (2004 – Present)**  
**Washington, D.C. & Los Angeles, California**

- Direct integrated public affairs communication campaigns and public opinion research on behalf of pro-social nonprofit organizations
- Produce long- and short-form documentary projects for multiple platforms; produce short-subject documentary videos for philanthropic groups to use in issue advocacy [see “*Film, TV & Video Credits*” list starting on page 5]

- Served as senior strategist and producer for ViewChange, a 30-episode documentary TV project and digital storytelling hub that examined innovation and progress in global poverty under the United Nations' Millennium Development Goals (funded by the Bill & Melinda Gates Foundation for Link TV)

**Senior Vice President, Social Marketing: FleishmanHillard Communications (2007 – 2010)**  
**Washington, D.C.**

- Directed national integrated strategic communication campaigns for clients in philanthropy and government sectors using a behavior-change communication (BCC) foundation and approach; expertise in digital media strategy, strategic writing, media relations, public opinion research and documentary video production
- Managed integrated team of communication specialists – including digital strategists, media teams, researchers and writers – on national and local social-impact campaigns; member of a leadership team awarded the 2009 Public Relations Society of America (PRSA) Silver Anvil for Public Service for a White House digital teen prescription drug abuse awareness campaign

**Director, Special Projects: Declare Yourself/Act III Productions (2000 – 2007)**  
**Los Angeles, California**

- Appointed as a founding director of Declare Yourself, TV and film producer/philanthropist Norman Lear's nonprofit entertainment-based civic engagement organization; collaborated on strategy and implementation of a national tour of original copy of the Declaration of Independence, including a 25-city college spoken word show; served as a key media spokesperson leading up to the 2004 election
- Directed and two national high school curriculum programs about civic engagement, including a \$4.5 million partnership with Scholastic, Inc., and a national grassroots collaboration with Newspapers in Education (NIE); produced short film starring Ben Stiller and Vince Vaughn as centerpiece of entertainment-based curriculum
- Developed, produced and directed strategic partnerships for [www.DeclareYourself.com](http://www.DeclareYourself.com), a website for young voter registration and activism that registered more than two million first-time voters in 2004
- Directed public opinion research to evaluate the effectiveness of communication outreach and community engagement around the 2004 young voter registration and turnout

**Senior Producer & Special Projects Director: The Norman Lear Center, USC (2000 – 2001)**  
**Los Angeles, California**

- Co-directed the "Media, Citizens & Democracy" project, including a research-based strategic partnership with the entertainment industry and advocacy groups
- Co-produced "Artists, Technology & Ownership of Creative Content," an entertainment and advocacy event about ownership of creative content; project responsibilities included a conference, four commissioned short films, publications and media outreach

- Collaborated with center leaders to design new programs, including work with strategic partners; wrote grant proposals for funders, including the Carnegie Endowment and the Centers for Disease Control and Prevention (CDC)

**Program Officer, Entertainment Media & Public Health: Kaiser Family Foundation (1999 – 2000)  
Menlo Park, California**

- Managed survey research and other media effects data to examine the impact of pro-social public health content and messages in entertainment programming, including NBC’s top prime-time program *ER* and programs on MTV and BET television networks
- Managed a youth-focused, research-based HIV-awareness campaign with Black Entertainment Television (BET); produced two BET TV specials (*BET Teen Summit*) and a national PSA campaign, directed the development and publication of health-focused editorial material for *Heart & Soul* magazine
- Directed content, design, maintenance and promotion of [www.ItsYourSexLife.org](http://www.ItsYourSexLife.org), an HIV-awareness campaign website targeted at teens in association with MTV

**Campaign Director & Research Associate: Center for Media Education (1998 – 1999)  
Washington, D.C.**

- Directed a national grassroots advocacy and media policy campaign in collaboration with a coalition of public interest organizations to raise awareness of television violence and impact on children; facilitated public interest media policy coalition

**Fellow: *The Philadelphia Inquirer* (1997 – 1998)  
Philadelphia, Pennsylvania**

- Served as a graduate fellow in the editorial board and online news departments for *The Philadelphia Inquirer* and Philly.com as part of a civic journalism program funded by the Pew Charitable Trusts

**Public Relations Account Executive: Tricom Associates (1995 – 1996)  
Arlington, Virginia**

- Wrote and edited communication strategy plans, press releases, media reports, brochures and newsletters for clients in the education and labor sectors

**FILM, TV & VIDEO CREDITS**

***Stand Up Planet, TV & Transmedia Documentary (two-part TV documentary, 10-part Web series)***

CREDIT: Executive Producer, Producer, Editorial Director (Transmedia)

DISTRIBUTION: TV (Pivot, KCETLink, Link TV, NDTV (India); premiered May 14, 2014); funded by the Bill & Melinda Gates Foundation

TV BROADCAST: More than 20 broadcasts across Pivot & KCETLink from May to November 2014, with a reported audience reach of more than 1.2 million

THEATRICAL PREMIERE: San Francisco International Film Festival, April 28, 2014

***Unleashing Innovation, TV Documentary (half-hour)***

CREDIT: Producer

DISTRIBUTION: Link TV premiere on March 30, 2012; online premiere on Huffington Post main page; funded by Bill & Melinda Gates Foundation; partnership with McKinsey & Company's Social Sector group and Huffington Post

***Africa's Last Famine, TV Documentary (half-hour)***

CREDIT: Producer

DISTRIBUTION: Link TV premiere on October 14, 2011; special screening at United Nations Climate Change Conference in Durban, South Africa (November 2011); funded by Bill & Melinda Gates Foundation; partnership with Oxfam America

***Challenging Hunger, TV Documentary (half-hour)***

CREDIT: Producer, Writer

DISTRIBUTION: Link TV premiere on August 12, 2011; funded by Bill & Melinda Gates Foundation; partnership with Bread for the World

***HIV Prevention – Looking Back & Moving Forward, TV Documentary (half-hour)***

CREDIT: Producer, Writer

DISTRIBUTION: Link TV premiere on July 29, 2011; funded by Bill & Melinda Gates Foundation; partnership with Population Services International, narrated by Debra Messing

***The Mothers Index, TV Documentary (half-hour)***

CREDIT: Producer, Writer

DISTRIBUTION: Link TV premiere on May 6, 2011; funded by Bill & Melinda Gates Foundation; partnership with Save the Children

***The After Party, Theatrical Documentary (feature-length)***

CREDIT: Producer

FEATURED INTERVIEWS: Barack Obama, Andre 3000, Jenna and Barbara Bush, Cornell West, Al Sharpton, Hillary Clinton

DISTRIBUTION: Festival

Winner: "Best Doc Feature," 2011 Los Angeles Cinema Festival of Hollywood

Winner: "Best Feature Doc," 2011 New York Los Angeles International Film Fest

Official Selection: Manhattan Film Festival 2011

TV & STREAMING: Link TV broadcast, streaming via SnagFilms

***The Worker Education Training Program: A Recovery Act Success Story, Web Documentary (short)***

CREDIT: Producer/Director

DISTRIBUTION: Web

***The Sierra Club Chronicles, TV Documentary TV (seven-episode series)***

CREDIT: Producer, Story Producer, Field Producer (credited on four episodes)

DISTRIBUTION: Link TV premiere in 2005, Sundance Channel premiere in 2007

***Wal-Mart: The High Cost of Low Price, Theatrical Documentary (feature-length)***

CREDIT: Co-Producer

DISTRIBUTION: Theatrical premiere in 2005; local market grassroots screenings 2005-2006 (approximately 5,000 community-level screenings)

***Mayors & Sustainability, Documentary Video (short)***

CREDIT: Producer, Co-Director (with Richard Ray Perez)

DISTRIBUTION: Internal; in association with ICLEI USA; narrated by Robert Redford

***Nurses vs. Arnold: Terminating Political Corruption, Documentary Video (short)***

CREDIT: Producer

DISTRIBUTION: Web

***Show Us the Jobs: A Bus Tour Through America, Documentary Video (short)***

CREDIT: Director/Producer

DISTRIBUTION: Grassroots internal (AFL-CIO)

***Declare Yourself & Comedy Central Voter Registration, TV PSA Series (eight 30-second spots)***

CREDIT: Producer

EXEC. PRODUCER: Norman Lear

DIRECTOR: Kevin Smith

FEATURES: Sarah Silverman, Amy Poehler, Ben Affleck, Adam Brody, Molly Shannon, David Cross

DISTRIBUTION: Comedy Central TV broadcast

***The Declaration of Independence, Film (short)***

CREDIT: Researcher, Special Assistant to the Executive Producer

EXEC. PRODUCERS: Norman Lear, Jeffrey Stott

DIRECTOR: Rob Reiner

FEATURES: Mel Gibson, Mel Gibson, Whoopi Goldberg, Benicio del Toro, Renee Zellweger, Winona Ryder, Cathy Bates, Ming Na, and Edward Norton

DISTRIBUTION: Theatrical

**INVITED TALKS, PANELS & WORKSHOPS**

***“Assessing Documentary Film’s Social Impact,” Invited Talk.***

Impact Academy Netherlands (at International Documentary Festival Amsterdam/IDFA).  
Amsterdam, The Netherlands. November 22, 2015.

***“Global Documentary Impact Producers Summit,” Invited Participant.***

BRITDOC, at International Documentary Festival Amsterdam. Amsterdam, The Netherlands,  
November 21, 2015.

***“The Role of Comedy in Social Change,” Invited Talk.***

The Bill & Melinda Gates Foundation, Impact Dissection Global Convening. Seattle, Washington.  
November 4, 2015.

***“Culture Shifts & Social Change,” Invited Panelist.***

Grantmakers Income Security Taskforce (GIST), Making Waves: Philanthropy, Communications  
Investments and Creating Change Conference. Washington, D.C. November 2, 2015.

***“Documentary Films for Social Impact,” Invited Workshop Leader.***

Fledgling Fund, Documentary Engagement Retreat. Napa, California. October 18-21, 2015.

**“Hearts & Minds: The Role of Storytelling & Media in Social Change,” Invited Keynote Talk.**

American University Alumni Association, Golden Eagles Event. Washington, D.C. October 16, 2015.

**“Meet the Documentary Funders,” Invited Panel Moderator.**

(Panel with the MacArthur Foundation, the Logan Foundation & the Sundance Documentary Fund.)  
Investigative Film Festival. Washington, D.C. October 2, 2015.

**“Gathering Insights & Telling the Story of Documentary’s Social Impact,” Invited Talk.**

Fledgling Fund, Engagement Lab for Filmmakers. Online Talk. August 18, 2015.

**“Impact Producing and Impact Assessment: Films for Social Change,” Invited Panelist.**

Documentary Working Group, University Film & Video Association (UFVA), 2015 Conference.  
Washington, D.C. August 7, 2015.

**“Designing Media for Impact,” Invited Workshop Co-Director.**

University Film & Video Association (UFVA), 2015 Conference. Washington, D.C. August 7, 2015.

**“Storytelling Designed for Social Impact: Narrative, Strategy & Evaluation,” Invited Panelist.**

University Film & Video Association (UFVA), 2015 Conference. Washington, D.C. August 4, 2015.

**“Popular Culture and Social Impact,” Invited Talk.**

The Ford Foundation. New York, New York. July 27, 2015.

**“The Impact of Storytelling,” Invited Panelist.**

Public Media Development & Marketing Conference. Washington, D.C. July 10, 2015.

**“The Art of Social Change,” Invited Participant.**

The Ford Foundation. New York, New York. June 23, 2015.

**“Gathering Insights, Data & Stories to Share the Impact of Documentaries,” Invited Talk.**

American Film Institute’s AFI DOCS and Picture Motion Filmmaker Impact Lab, AFI DOCS Film Festival.  
Washington, D.C. June 17, 2015.

**“Design for Impact: A Strategic Approach to Storytelling,” Invited Talk.**

U.S. State Department & University of Southern California School of Cinema-Television American Film  
Showcase International Workshop Program. Washington, D.C. June 16, 2015.

**“Social Journalism & Social Change,” Invited Panelist.**

The Social Innovation Lab. Busboys & Poets, Washington, D.C. May 31, 2015.

**“Media for Social Change in Peacebuilding,” Invited Panel Moderator.**

Alliance for Peacebuilding Annual Conference. Washington, D.C. May 15, 2015.

**“Measuring the Social Impact of Games & Entertainment,” Invited Panelist.**

Tribeca Film Festival, Games for Change. New York, New York. April 21, 2015.

**“Comedy & Social Change,” Invited Panelist.**

Skoll World Forum, Oxford University. Oxford, England. April 17, 2015.



**“Comedy & Social Change: *Stand Up Planet* Documentary & Evaluation,” Invited Talk.**

Media Impact Funders, Maladies & Miracles: Funding Media to Illuminate Health and Science Symposium. New York, New York. April 1, 2015.

**“Hearts, Minds & Actions: The Foundation & Future of Storytelling for Social Change,” Invited Keynote Talk.**

Media That Matters Conference. American University, Washington, D.C. February 20, 2015.

**“Stories of Impact,” Invited Panel Moderator.**

Media That Matters Conference. American University, Washington, D.C. February 20, 2015.

**“Entertainment Media & Social Impact,” Invited Talk.**

Participant Media Convening. Weber Shandwick International Communications, New York, New York. November 19, 2014.

**“Media Designed for Social Impact & Screening of *Stand Up Planet*,” Invited Film Screening & Talk.**

James Madison University. Harrisonburg, Virginia. October 23, 2014.

**“Media Designed for Social Impact & Screening of *Stand Up Planet*,” Invited Film Screening & Talk.**

Virginia Tech. Blacksburg, Virginia. September 10, 2014.

**“Global Poverty Storytelling & *Stand Up Planet*,” Invited Film Screening & Talk.**

Beyond the Lens Film Festival. Chicago, Illinois. July 12, 2014.

**“Media & Social Change,” Invited Panelist.**

Sojourners Social Justice National Conference. Washington, D.C. June 20, 2014.

**“Storytelling Matters: The Social Impact of Entertainment,” Invited Talk.**

Participant Media Convening. Washington, D.C. June 3, 2014.

**“*Stand Up Planet*: Comedy & Global Poverty,” Invited Film Screening & Talk.**

American University School of Communication Faculty Forum. Washington, D.C. April 23, 2014.

**“Measuring the Social Impact of Entertainment Media,” Invited Talk.**

Impact Innovation Dissection Lab. Center for Investigative Reporting & Public Media Futures Conference. Washington, D.C. April 18, 2014.

**“Entertainment Media & Social Change,” Invited Talk.**

National Geographic Convening. Washington, D.C. April 16, 2014.

**“Media & Social Impact,” Invited Talk.**

Impact Innovation Lab, BRITDOC & Ford Foundation. New York, New York. March 28, 2014.

**“Entertainment Media & Social Change,” Invited Talk.**

Media & Social Change Measurement Convening, Media Impact Funders. Los Angeles, California. March 5, 2014.

**“Media Design for Social Impact,” Invited Workshop Director.**

Media That Matters Conference. American University, Washington, D.C. February 6, 2014.

**“Media & Social Impact,” Invited Workshop Director.**

Visiting Scholars Program, American University School of Professional and Extended Studies. American University, Washington, D.C. July 19, 2013.

**“HyperNetwork 2: Networking in the Digital Age,” Invited Panelist.**

American University, Washington, D.C. November 12, 2012.

**“Connect 4 Climate,” Invited Panel Moderator.**

World Bank Annual International Meeting, The World Bank. Washington, D.C. April 20, 2012.

**“What’s So Good About Media?,” Invited Talk.**

American University Honors Program. American University, Washington, D.C. March 30, 2012.

**“Women in Communication,” Invited Panelist.**

HerCampus.org. American University, Washington, D.C. March 29, 2012.

**“Media Representation of Famine in East Africa,” Invited Film Screening & Talk.**

American University School of International Service. American University, Washington, D.C. November 30, 2011.

**“Activism, Philanthropy, Change Agents for the Greater Good,” Invited Panelist.**

Digital Hollywood Content Summit. New York, New York. November 17, 2011.

**“Video and Digital Era Strategic Communication,” Invited Panelist.**

Social Learning Summit (AU Social Media Club). American University, Washington, D.C. April 1, 2011.

**“Advocacy Journalism in the Digital Age,” Invited Panel Moderator.**

Advocacy Journalism Conference in Association with the Newseum. Washington, D.C. March 1, 2011.

## **PUBLICATIONS**

### ***Reports & White Papers***

***Entertainment, Storytelling & Social Change in Global Poverty: An Impact Evaluation of Stand Up Planet.*** Complete report & executive summary. Center for Media & Social Impact, funded by the Gates Foundation. February 2015.

***Assessing the Social Impact of Issues-Focused Documentaries: Research Methods & Future Considerations.*** Center for Media & Social Impact. October 2014.

***Documentaries & Diversity in Public and Commercial TV Programming.***

Co-authored with Pat Aufderheide and Tijana Milosevic. Center for Media & Social Impact. October 2014.

***Storytelling Matters: Measuring the Social Impact of Entertainment on Audiences, Volumes 1-3.***

For Participant Media, funded by the Bill & Melinda Gates Foundation through the Media Impact Project (USC Norman Lear Center). June 2014 to July 2015.

***An Impact Evaluation of the Reel Aging Documentary Collaborative Campaign.***

For Working Films, funded by the MacArthur Foundation. January 2013.

## **Public Writing**

[Black Lives Mattered Then, Too: An Insider's Look at the Black Panthers.](#)

Documentary Magazine. International Documentary Association. September 2, 2015.

[Journalism, Web Docs Are Key Topics at AFI DOCS Conference.](#)

Documentary Magazine. International Documentary Association. June 24, 2015.

[Breaking Down the Impact of Blackfish.](#)

Center for Media & Social Impact Blog. January 5, 2015.

[Connecting Raw Videos, Documentaries & Global News with Social Action.](#)

Center for Media & Social Impact Blog. October 31, 2012.

[Op-Ed: The Raw Video Revolution—All the World's Eyewitnesses Are on YouTube.](#)

TakePart.com. October 30, 2012.

[Could LinkAsia's Digital Hybrid Model Be the Future for Global TV News?](#)

PBS Media Shift. May 30, 2012.

[The Moment for Independent Media: Bridging Cultural Understanding, Providing Fresh Perspectives.](#)

Beyond the Box, Independent Television Service Blog. February 17, 2012.

[Innovation in Media Partnerships as a Contribution to Solving Global Poverty.](#)

Impatient Optimists, Bill & Melinda Gates Foundation Blog. October 27, 2011.

[Social-Issue Documentary 3.0: Tackling Global Poverty with Link TV's ViewChange.org.](#)

ArtsEngine.org. August 16, 2011.

[This Mother's Day, Take a Tour of the World's Best and Worst Places to Be a Mother.](#)

MomsRising.org. May 13, 2011.

[Can a Rat Change the World? The Unusual Players in Social Innovation.](#)

Huffington Post. March 21, 2012.

[This World Food Day is Not a Time for Celebration, But a Time For Action.](#)

Huffington Post. October 13, 2011.

[What Does It Take to Educate a Girl? \(And Why Does It Matter?\).](#)

Huffington Post. June 22, 2011.

[Tour the World's Best and Worst Places to Be a Mother.](#)

Huffington Post. May 9, 2011.

[Using Web 3.0 Technology to Share Stories That Can Change the World.](#)

Huffington Post. September 21, 2010.

[Environmental Justice in the BP Oil Spill.](#)

Huffington Post. September 13, 2010.

[Op-Ed: We Need TV Shows That Look Like Us.](#)

*Los Angeles Times*. May 19, 2001.

## **MEDIA COVERAGE**

[Personal Affect: The Impact of Measuring \[Documentary\] Impact.](#)

*Documentary Magazine*. International Documentary Association. July 29, 2015.

[Mr. Toilet and Mr. Condom Think Jokes Will Save the World.](#)

NPR. April 20, 2015.

[Public TV Documentaries Lead the Way on Racial Diversity.](#)

IndieWire. October 1, 2014.

[Participant Index Seeks to Discover Why One Film Spurs Activism While Others Falter.](#)

*The New York Times*. July 6, 2014.

[New Special 'Stand Up Planet' Turns AIDS, Poverty and Corruption into Laughing Matters.](#)

Fox News. May 14, 2014.

['Stand Up Planet': Hasan Minhaj Follows the Funny Around the Globe.](#)

TruthDig.com. May 13, 2014.

[Stand Up Planet.](#)

Funny or Die. May 12, 2014.

['Stand Up Planet' Follows Jokes to Serious Social Issues.](#)

NPR. May 11, 2014.

[The Joke's On All of Us: Comics Take on Global Poverty.](#)

TakePart.com. May 9, 2014.

[Stand Up Planet Wants to Change the World – One Joke at a Time.](#)

*SF Weekly*. April 28, 2014.

[Comedy Creates Change at Social Good Summit.](#)

American University website. September 30, 2013.

[ViewChange.org Takes On Global Poverty.](#)

Center for Social Media blog. September 1, 2011.

[Storytelling for Social Change.](#) American University website. May 6, 2011.

[Course Turns Students Into Hollywood Insiders.](#)

American University website. May 1, 2011.

[Advocacy Journalism Conference Sparks Debate.](#)

American University website. May 2, 2011.

[Dogged Documentary Presents a Damning Case Against Wal-Mart.](#)

*Boston Globe*. November 11, 2005.

[‘Wal-Mart’ Seen Through the Eyes of the Disaffected.](#) *Los Angeles Times*. November 4, 2005.

What’s the Matter with Wal-Mart?

KALW San Francisco Public Radio. October 27, 2005.

[Hardball with Chris Matthews.](#)

MSNBC. October 13, 2004.

[Year of the Net.](#)

*USA Today*. July 18, 2004.

[Net Makes Political Process Interactive.](#)

*Honolulu Advertiser*. July 13, 2004.

[Click the Vote.](#)

*Business Week*. March 29, 2004.

Bi-Racial Relationships & Media Reflections.

WNYC New York Public Radio. July 6, 2001.

## **TEACHING**

### ***Courses Designed & Taught***

Digital Storytelling for Strategic Communication

Communication & Social Change

ONLINE: Strategic Communication Capstone (master’s thesis class)

### ***Graduate-Level Courses Taught***

Strategic Communication Capstone (master’s thesis class)

Writing for Strategic Communication

Entertainment Communication

### ***Undergraduate Courses Taught***

Public Relations

Understanding Media

## **AWARDS & HONORS**

**Invited Juror: “BRITDOC Documentary Impact Awards,” 2015**, for premier international awards program recognizing excellence in documentaries and social change; panel of 10 jurors included leaders from the Sundance Institute, Ford Foundation, Chicken & Egg Films, BRITDOC, Fledgling Fund, Media Impact Funders, Participant Media

**Invited Juror: “BRITDOC Documentary Impact Awards,” 2014.**

**Winner: “Best Documentary Feature,” 2011 Los Angeles Cinema Festival of Hollywood, for *The After Party*** (theatrical documentary); credited as producer

**Winner: “Best Feature Documentary,” 2011 New York Los Angeles International Film Fest, for *The After Party*** (theatrical documentary); credited as producer

**Public Relations Society of America, 2009 Silver Anvil, Public Service – Government, for Teen Prescription Drug Abuse Campaign** (directed the behavior-change communication campaign’s digital team at FleishmanHillard International Communications, on behalf of the White House Office of National Drug Control Policy)