

Jeff Burnside

11766 Hartford Way, Mukilteo, WA 98275

jeffburnside@outlook.com

www.jeffburnside.com

206-512-6544

Quick look

Accomplished investigative journalist, nonprofit leader, board member, and development officer. Raised more than \$8.8M in recent years for nonprofits. Director of Development for the Sigma Chi Foundation, set record in fundraising my first two years. Prior, I conceived, strategized and led the \$3M capital campaign at Washington State University. Researched, wrote and published "One Saturday in November" chapter history book with similar books for the Trojan Sig Foundation at USC and for the UCLA Sigma Chi Foundation. Fundraising chairperson for the Society of Environmental Journalists following two terms as board president. Set fundraising record as chair of world's largest conference for environmental journalists, 2011. My fundraising and nonprofit work is concurrent with my career in journalism during which I've received 10 regional Emmy Awards, and top honors from National Press Club, Investigative Reporters and Editors, Women In Communication and more. My latest book was published in 2022 and currently producing two documentary films. Frequent speaker on journalism and journalism ethics.

Professional Experience

DIRECTOR OF DEVELOPMENT, NW, SIGMA CHI FOUNDATION – 2021-present

Established record fundraising with about \$5.8M in my first two years to support scholarships and leadership training development for undergraduate men. Hosted Significant Sig Awards Gala.

AUTHOR, FILMMAKER – 2015-present

My latest [book](#) will be published by Washington State University Press Basalt Books and released in spring 2022, and producing parallel [documentary](#), with a second [documentary](#) to follow. Seattle Times freelance reporting.

SCRIPPS JOURNALISM FELLOW, UNIVERSITY OF COLORADO, BOULDER – 2017-2018

Guest lecturer in ethics and journalism, incubating media projects at the Center for Environmental Journalism, advanced study in law and strat communications. Earned executive certificate in CSR from Leeds Business School.

CAPITAL CAMPAIGN COORDINATOR, LEAD DEVELOPMENT & COMMUNICATIONS OFFICER – 2016-2020

Successfully created and lead \$3M capital campaign at Washington State University after 67 years of failed efforts.

SENIOR INVESTIGATIVE REPORTER, KOMO TV NEWS (ABC) Seattle - 2012-2015

Team leader and investigative reporter for major television news and online reporting projects overseeing writing, promotion, legal reviews, ancillary media, social media and follow up, and coordinating with marketing team.

PRESIDENT OF SOCIETY OF ENVIRONMENTAL JOURNALISTS - 2014-2016

Society of Environmental Journalists' Board member since 2006, fiduciary responsibility for \$1 million annual budget, chaired world's largest national conference of environmental journalists, spearheaded effort to turn SEJ awards into nationally recognized initiative, led sexual harassment policy development, worked to overhaul public outreach, chair of Fundraising Committee, marketing and social media platforms, upgrade magazine.

INVESTIGATIVE REPORTER, WTVJ TV NEWS (NBC) Miami - 1999-2012

Team leader and reporter in directing major television news and online digital reporting projects overseeing writing, promotion, legal reviews, ancillary media, social media and follow up, and working with marketing team.

MEDIA COACH AND MESSAGE TRAINER - 2000-present

I periodically travel throughout the hemisphere for not-for-profit communications NGOs teaching hundreds of non-media professionals to leverage social media, craft their messages and give effective news media interviews.

Previous news reporting experience from includes:

WSVN Miami, KSHB Kansas City, WCVB Boston (freelance), KIRO Seattle, KING Seattle

Honors and Awards

2021 - Significant Sig, for career achievement, awarded to less than 1% of Sigma Chi Fraternity membership.

Community Service honors:

"Reporter of the Year" Miami New Times, "Emerald City Award" Miami Environmental Coalition, "Best Practices" Miami Chamber Green Awards for creating EcoWatch TV franchise, "Best Broadcast Reporter" Sierra Club Broward, "Hero Journalist" Kansas City humane society, Wildlife Care Center boardmember service award, NATAS Suncoast boardmember Distinguished Service Award, national veterinarians' association media award.

More than 25 journalism awards, including...

National: Investigative Reporters & Editors, National Press Club, Clarion, Genesis nominations (2)

Regional: 10 Emmys, RTNDA Murrow, Associated Press Sunshine State Awards, SPJ, many more

Education, Advanced Professional Study, and Working Fellowships

- Corporate Social Responsibility & Sustainability certificate, Leeds Business School, UC Boulder, 2017-18
- Media law seminar, The New York Times and Media Law Resource Center, 2016
- Global Sustainability Forum, Barcelona, 2014
- Center for Strategic & International Studies, Climate Change in the Arctic Circle, Norway 2011
- Heinrich Boell Institute, green energy transition, Berlin/Hamburg, 2013
- Reynolds Center for Business Journalism, Arizona State Univ., "The Green Economy," 2010
- Carnegie Mellon, Steinbrenner Institute on Environmental Policy, climate science, 2008
- USC Annenberg School, Western Knight Specialized Political Reporting, 2004
- University of Rhode Island, Metcalf Institute for Marine & Environmental Reporting, 2001
- Investigative Reporters & Editors "Computer-Assisted Reporting Boot Camp," Univ of Miami
- Poynter Institute scriptwriting seminar from Al Tompkins
- Scripps Howard civic journalism management seminar, Northwestern University
- Metcalf Institute for Marine and Environmental Reporting, fellow, University of Rhode Island
- Washington State University Edward R. Murrow School of Communications, BA

Board Service and Select Major Panels

- Armenia Journalists Training, Yerevan, through Center for Strategic and Int'l Studies, 2025
- Columbia University Oakes Award for Environmental Journalism, national judges panel, 2019-current
- Scripps Fellowship Advisory Board, University of Colorado, 2019-current
- Scripps Howard Foundation, Poynter Institute, national judges' panel, 2018-2020
- Moscow, Russia International Advisory Panel of Experts, urban sustainability, 2018
- Plenary moderator, Extinction of Iconic Wildlife Species, SEJ national conference, Pittsburgh, 2017
- President; Society of Environmental Journalists, 2014-2016
- Global Sustainability Symposium, Center for Strategic and International Studies, Barcelona 2017
- Green Energy Economy, fellow, Heinrich Boells Institute, Berlin 2016
- Society of Environmental Journalists; 8 years on Board of Directors, chairman of 2011 national conference
- Investigative Reporters and Editors national conference panel organizer and moderator, 2005-2018
- North American Congress for Conservation Biology, plenary panelist, Montana, 2013
- Board of Governors, Columbia Tower Club, Seattle's leading business/philanthropic club, 2014-2016
- The Green Economy, fellow, Cronkite School, Arizona State University, 2014
- Advisory Board, Scripps Science & Environment Institute, Florida Atlantic University 2008-2013
- National Oceans Policy plenary moderator, Blue Frontier Conference, Washington DC 2011
- International Marine Conservation Congress, opening plenary panelist, Victoria BC 2011
- Stanford University Aldo Leopold Leadership Seminars, presenter, (8 years)
- Int'l Coral Reef Institute global symposium plenary panelist, Bali Indonesia 2000, Ft Lauderdale 2008
- Endowed Knight Chair selection committees (2), University of Miami 2007
- Pew Institute of Ocean Science, Advisory Board, 2006-2008
- Los Angeles Times, "New Technological Tools for Journalists," panelist 2007

- Yale University “Climate Change Summit,” Aspen Institute, panelist 2006
- Smithsonian Tropical Research institute, Panama, panelist 2004
- Pew Marine Fellows, media trainer & panelist, Bonaire, Seattle, Key Largo, Nova Scotia, Punta Cana
- Northwest Crackdown television special airing simultaneously on 42 stations