

Jeff Burnside

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Quick look

Accomplished investigative journalist, nonprofit leadership, board member, and development director. Raised more than \$15M in recent years for nonprofits. For television news reporting, recipient of 10 regional Emmy Awards, and top honors from National Press Club, Investigative Reporters and Editors, Women In Communications and more. My latest book is "Cashup Davis: The Inspiring Life of a Secret Mentor." Early stages producing two documentary films. International speaker on journalism. Given media training across hemisphere for hundreds of science advocates.

Professional Experience

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

Established top fundraising for my position to support scholarships and leadership training development for college students nationwide. \$12M in recent years.

AUTHOR, JOURNALIST, FILMMAKER – 2015-present

My latest [book](#) will be published by Washington State University Press - Basalt Books, and producing parallel [documentary](#), with a second [documentary](#) to follow. Occasional freelance for Seattle Times Pacific NW Magazine.

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 CSR certificate 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 of 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 JOURNALISM SPEAKER - 2000-present

Recent guest lecturer in Armenia on investigative reporting at the American University of Armenia graduate journalism classes. 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.
2025 – Order of Constantine, for lifetime volunteerism in leadership training, scholarship and other aspects of International Sigma Chi Fraternity

- *Only 100 or so of several hundred thousand living members have been honored with both these awards*

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 Murrow College, Washington State University, 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