

Tom Keiter

Filmmaker/Communications Consultant

Selected Experience

- Partner, storyshop, llc, independent video and television production group
- Creative principal, group positive, llc, independent communications design production group
- Director of Creative Development, Penn State Public Broadcasting (PBS), 2000-2013
- Faculty and professor-in-charge, Film/Video Program, Penn State University, 1982-1997
- Co-authored *The Integrative Design Guide to Green Building: Redefining the Practice of Sustainability*, John Wiley & Sons, 2009

Selected Consulting/Production

- *Water Blues, Green Solutions*, Project Originator, Originating Executive Producer, national public television project on green infrastructure, hosted by Majora Carter.
- *World On Trial*, Co-executive Producer and Director, public television series exploring international human rights, hosted by human rights activist Randall Robinson. Pilot distributed nationally, aired on PBS World, PBS, 2011. Second episode in production. A storyshop llc project.
- *For The Future*, Penn State Capital Campaign, Writer and Director, all videos supporting five year campaign, fifteen to date
- *Water Prerequisite*, Director and Producer, Prototype Video, LEED 2012 On-line Reference Guide, U.S. Green Building Council (USGBC), 2012
- *We Are Sustainability*, Writer and Director – 10 minute video supporting Penn State's focus on sustainability across the institution, PBS, 2012
- *Hopewell Capital Health*, Writer, Director and Producer, series of videos supporting green building project for Capital Health; and individual marketing videos for HKS Architects, Array Healthcare, Anchor Health Properties and SKANSKA, 2012
- *Building Performance Partnership*, Director and Producer – 8 minute video, project profiles, USGBC, 2011
- *Geospatial Revolution*, Executive Producer – four 15 minute web-released videos on mapping/geospatial technologies, PBS, 2010-2011
- *High Performance Building Series*, Writer, Director and Producer – two 30 minute programs, *Perspective & Practice* and *High Performance By Integrative Design*, both structured with project case histories, Rocky Mountain Institute, 2010
- *Liquid Assets*, Executive Producer, large scale national public service media project – 90 minute documentary, extensive web and outreach, PBS, 2008
- *Human Role in Climate Change*, Co-director and Producer – 10 minute video with scientist perspectives on climate change, PBS, 2009
- *Energy @ Home*, Director and Executive Producer – 30 minute public television program on energy retrofits and Energy Star homes, PBS, 2009
- *Sustainable Energy in PA*, Executive Producer – 30 minute public television program on sustainable energy resources and initiatives in Pennsylvania, PBS, 2007
- *Willow School*, Writer, Director and Producer – 12 minute video, a profile of an independent K-8 school that integrates green building into curriculum, Willow School, 2007
- *This Remarkable Place*, Writer, Director and Producer – 12 minute video produced for the Pittsburgh Green Building Alliance and The Heinz Endowments; the story of Pittsburgh's LEED Convention Center. Version also produced for The Pittsburgh Convention and Visitors Bureau, 2003
- *Workplace 20-20*, Writer and Director – 18 minute video produced for U.S. General Services Administration to promote organizational shift in practice, 2003
- *Integrated Design, LEED and Materials*, Writer, Director and Producer – 60 minute video, AIA CE program developed as a programmed DVD presentation for architects and interior design groups, 2004
- *Building Green in Pennsylvania*, Writer, Director and Producer, series of short videos and two 30 minute programs; integrated into USGBC LEED® training. Resource Communications, Inc. and PBS, 1998-2001:
 - *Pennsylvania's First Green Building* – 30 minute broadcast, DVD distribution
 - *Lessons Learned: The First Five Years* – 30 minute broadcast, DVD distribution; used in USGBC LEED training
 - *Better Places To Learn* – 18 minute video, features and benefits of high performance schools
 - *Making the Case* – 15 minute video, targeted to business and commercial developers

Projects supporting development/fundraising:

- *Capital Health Foundation* – consulting and production for this Trenton, NJ based healthcare system
- *Penn State University* – production for *For The Future, The Campaign for Penn State Students*
- *Interfaith Works* – production supporting development for a faith-based nonprofit
- *Rutgers University* – production supporting capital campaign
- *Thomas Jefferson University* – production supporting capital campaign

Awards and Affiliations

- LEED AP®
- American Association of Engineering Societies, National Journalism Award, 2008
- Multiple Emmy Awards
- CINE Golden Eagle
- International Film and Video Festival, multiple Silver Screen Awards
- American Film Festival, multiple Blue and Red Ribbon Awards
- National Educational Film Festival
- Council for the Advancement and Support of Higher Education
- Pennsylvania Governor's Award for Environmental Excellence

Education

- Bachelor of Science in Community Development with High Distinction, Penn State University, 1972
- Graduate Studies, University of Chicago