

Jeanette

MCDERMOTT

Jeanette McDermott is founder and president of Gubbio Studios, a production company that specializes in youth media and documentaries promoting Earth Spirituality. She is also the creator of Ursa Freedom Project, a global action network to prevent bears from going extinct. Jeanette also created and maintains ecopaparazzi, a photojournalism social media network for Earth healing.



Media Artist and Environmental Conservationist

Prior to forming Gubbio Studios in 2005 and two environmental social media networks in 2009, Jeanette served as a roster artist with the Kentucky Arts Council, director of media arts for a community arts organization in Louisville and executive director of an environmental education non-profit organization in Kentucky. For many years she worked as a photojournalist for newspapers and magazines, and as a television and radio personality and correspondent for the United Press International. In volunteer capacities, Jeanette has developed and managed programs in forestry and wetland habitat enhancement and forestry stewardship, environmental education and conservation media production. She has served on the board of directors of the Kentucky Association of Environmental Education, Kentucky Woodland Owners Association and several community preservation coalitions and neighborhood associations. Jeanette has received accolades for her leadership and vision, including awards for environmental education outreach and forestry and wetland restoration from the Kentucky Division of Forestry, Kentucky Department of Fish and Wildlife and Jefferson County (KY) government. She has received extensive grant funding from diverse public and private sources for youth media, girl empowerment, youth leadership, environmental education and forestry stewardship. Jeanette was nominated twice as "The Most Admired Woman in the Arts" by Today's Woman magazine in Louisville, Kentucky.

Gubbio Studios

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After being inspired while on retreat with Franciscan Sisters in 2005, Jeanette formed a digital production company to focus on Earth-healing ministries. She named her company in tribute to the 13th-century story of St. Francis and the wolf at Gubbio. The story centers on issues of charity, compassion and compromise for achieving the greater good. Since forming Gubbio Studios, Jeanette has produced a number of documentaries that embody these values.



Brave Girls, Louisville, Kentucky

Youth Media Projects

Jeanette began collaborating with schools and community organizations in 1992 to pass her knowledge of communications to the next generation of media makers. Since then, she has worked with hundreds of youth to create successful youth media programs.

Habitat Urban Greenspace (HUG)

More than 500 elementary, middle and high school youth transformed six vacant urban lots into lush outdoor classrooms through Project HUG, a three-year project Jeanette created. Youth documented the project through digital media. A 15-year-old director of one of the documentaries used her video to gain entry into a summer film institute. A 13-year-old participant's photograph of HUG won first place in the youth division of the Kentucky State Fair.

T-FORCE

Economically disadvantaged teens spent three years learning about urban forestry and planting more than 1,000 trees in a blighted downtown Louisville neighborhood. Jeanette managed the project and worked with youth to plant the trees and produce a video documentary with funds from The National Tree Trust and Captain Planet Foundation.

Earth-Spirituality Video Projects

Nature's Wisdom

Sisters of Loretto in Kentucky use metaphors from nature to promote Earth-healing consciousness and green lifestyle choices.

Santuario Sisterfarm

A sanctuary managed by Adrian Dominican Sisters in the Texas Hill Country embodies the Feminine Divine and promotes permaculture principles of living lightly on Earth.

Soul Quest

Tucked into southern California's San Jacinto Mountains is a warm and welcoming retreat center where people experience Earth's powers to heal and awaken to our inner story.

Home to Me

A mountaintop monastery in rural eastern Kentucky is home to Sisters from the Order of St. Benedict who, for 25 years, have been meeting the needs of people living in the impoverished Appalachian mountains.

Present to Earth

The Oblates of Mary Immaculate conduct an Earth Literacy course each summer to foster understanding of the 14-billion-year-old story of the Universe and show how science and spirit unite. The course takes place in Godfrey, Illinois, atop ancient sandstone bluffs that overlook the beauty where three great rivers converge.

We Mean No Harm

People throughout Central America leave everything behind when they risk a better life in the United States, knowing they may never see their families again. A leadership team from a small parish in Kentucky traveled to Mexico to meet families of their parishioners and bring to the families messages of hope from loved ones who emigrated.

Freedom Expressed

Immigrant and refugee youth from 11 countries explored feelings of isolation and issues of culture, race and identity through media arts and community dialogue. Jeanette designed the year-long project and received a grant for it from the U.S. National Endowment for the Arts.

Media Masters

Jeanette created Media Masters as a way to help instill pride among students in a middle school that is riddled with poverty and gangs. Media Masters began as a two-week summer project, evolved into a weekly after-school program, and ultimately became part of the school's core curriculum. Under Jeanette's guidance, youth created three music videos and five short video documentaries about their school and neighborhood. Kentucky Education Television featured Media Masters on a public television program called Mixed Media.

See Me

A grant from Kentucky Foundation for Women enabled high school girls living in a remote coal-mining town to use photography and filmmaking to examine media stereotypes about Appalachian girls, and to explore their self-identity within a cultural framework. Jeanette created the project after teaching in a school in Appalachia and witnessing how the culture affects girls.

Help Me

High school girls in the Louisville Girls Leadership Summit produced a video drama examining emotional pain adolescents suffer when they have no adult guidance or strong community to support them. The video won first place in a United Way film competition, and garnered a \$10,000 grant from the City Council for the girls to continue their work as media activists.

Brave Girls

Jeanette worked with teens in the Louisville Alliance for Girls to write and produce a radio drama about European Girl Guides who helped Jews escape Nazi persecution during World War II. Funding from the Kentucky Foundation for Women allowed the girls to produce the radio drama, digitally master it onto CD-Rom, and develop a companion Educators Guide. The girls packaged and distributed the product to girls' organizations worldwide.

It Starts Here

Middle and High School girls tackle issues of leadership, equality and voice as imperatives to shaping young women's lives today. The girls created a website and worked with Jeanette to produce a video that fosters understanding and deepens appreciation of issues that affect women and girls.

Contact Info

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References

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Aquarian: 1 February



Youth produced three songs during Proyecto Sobreruedas to integrate into a slideshow and documentary about their community.



Children scavenge for garbage inside La Churca, looking for anything with recycle value to turn into cash to help support their families.



Poverty doesn't stop love.

Osa's Treasures

The environmental club at St. Mary's High School in Berkeley, California, traveled to the Osa Peninsula in Costa Rica to learn about biodiversity in the tropical rainforest and participate in conservation actions. The youth worked with Jeanette to produce a video documentary about their experience. Students wrote the script, shot the video, selected music for the score and narrated the voice over.



Sobreruedas, Managua, Nicaragua

Proyecto Sobreruedas

In the capital city of Nicaragua, the second poorest country in the Western Hemisphere, there looms La Chureca, the largest waste dump in Central America and home to an estimated 1,800 people and workplace for an additional 2,000 people who arrive at the dump each day to scavenge for garbage that might have recycling potential. A grant from the Loretto Earth Network enabled teens who live in La Chureca to use digital media to express their feelings about what it means to live inside a garbage dump, and what it means to dream of a better future. Jeanette designed the project after visiting La Chureca during a visit to Managua, Nicaragua.



Osa's Treasures, Costa Rica

St. Mary's High School environmental club

JEANETTE McDERMOTT

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SUMMARY OF EXPERIENCE

- 38 years experience working in print and broadcast media
- 18 years experience managing non-profit organizations (concurrent with media work)
- 14 years experience teaching media arts and environmental education (concurrent w/non-profit management)
- 25 years voluntarism in ecological restoration and wildlife rehabilitation

RELEVANT EXPERIENCE AND PROFICIENCIES

Teaching and Human Relations Skills

- Proven ability to work cooperatively and successfully with diverse populations
- Excellent skills developing innovative curriculum and service learning projects for environmental education and media arts
- Mentor youth to increase social skill development for empowerment and voice
- Professional Development training for teachers in media arts and environmental education
- Group training facilitation for adult learners of digital media and natural resource conservation

Media, Public Relations and Marketing Skills

- Seasoned journalist, photographer, graphic designer, scriptwriter, video producer and editor
- Direct development of products for interactive media and commercial and non-profit media outlets
- Broad participation in corporate communications and media, public and community relations
- Oriented toward meeting demanding time goals and production deadlines
- Proven ability to work efficiently and multi-task successfully under diverse conditions

Management Skills

- Founded a non-profit environmental education organization and served as Executive Director for 12 years
- Founded a non-profit arts organization and served as Director of Media Arts for 6 years
- Co-Founded a non-profit forestry stewardship organization and served for 10 years on Board of Directors
- Served 4 years on Board of Directors for Kentucky Association of Environmental Education
- Served 3 years as a Roster Artist with the Kentucky Arts Council
- Successfully received grants over an 18-year period to support non-profit organizations and individual artists
- Process-oriented, orderly and detail-oriented to achieve outcome-based goals
- Created and currently maintain two comprehensive social media networks with more than 4,000 members: one for conservation of the world's bears and one for ecological awareness for Earth healing

EDUCATION

California State University East Bay: Bachelor of Arts, Professional Writing, magna cum laude
Ongoing CEUs, college courses and Adult Ed. in media, teaching, and natural resource conservation

WORK HISTORY

2005 – Present	Media Activist	U.S. and Central America
1999 – 2005	Director, Media Arts	Kentucky Theater Project, Louisville, KY
1993 – 2005	Executive Director	Learning Pursuits, Inc., Louisville, KY
1972 - 1993	Photojournalist/Media Artist	U.S. and Overseas
1985 - Present	Environmental Activist	Global outreach; local actions U.S. & Central America

PERSONAL INFORMATION

Date of Birth: 1 February 1954

Single with no dependents; vegetarian; physically fit and in excellent health