

Tom Keiter

Filmmaker/Communications Consultant

Selected Experience

- Creative principal, groupPositive, independent communications design production group
- Director Creative Development, Penn State Public Broadcasting (PBS)
- Communications consultant to *Building Green in PA* initiative, Pennsylvania Governor's Green Government Council, and Pennsylvania Department of Environmental Protection
- Consultant to U.S. General Services Administration
- 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

Executive producer/project architect on selected green design-related public service/educational projects:

- *High Performance Building: Perspective & Practice* – with Rocky Mountain Institute, 30 minutes. The business case for green building featuring 12 project profiles. Downloadable at RMI.org.
- *Liquid Assets* – a national public media/outreach initiative on wet infrastructure. Public broadcasting release in partnership with American Society of Civil Engineers.
- *Willow School* – 12 minutes, a profile of an independent K-8 school that integrates green building into curriculum
- *Building Green in PA*, series of seven video programs advocating green building, including:
 - *Pennsylvania's First Green Building* – 30 minutes, broadcast, DVD distribution
 - *Lessons Learned: The First Five Years* – 30 minutes, broadcast, DVD distribution; used in LEED® training
 - *Better Places To Learn* – 18 minutes, features and benefits of high performance schools
 - *Making the Case* – 15 minutes, targeted to business and commercial developers
- *This Remarkable Place* – 12 minutes, produced for the Pittsburgh Green Building Alliance and The Heinz Endowments; the story of Pittsburgh's green Convention Center. Version also produced for The Pittsburgh Convention and Visitors Bureau.
- *Workplace 20-20* – 18 minutes, produced for U.S. General Services Administration to promote organizational shift in practice
- *Integrated Design, LEED and Materials* – 60 minutes, AIA CE program developed as a programmed DVD presentation for architects and interior design groups
- *PA Energy* and *Energy @ Home* – each 30 minutes, television productions promoting sustainable energy and energy saving home design (public television)

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

Projects in development:

- *Geospatial Revolution* – national public media project on geospatial technologies and implications, view trailer and project at geospatialrevolution.psu.edu
- *Energy, Business, and Policy* – a national public media project

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
- Green Building Association of Central Pennsylvania, a U.S. Green Building Council affiliate

Education

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