

The Birth of the Green Economy

"We have finally entered a new era where sustainable business and the triple bottom line - people, planet, profit - are increasingly valued by the mainstream. I have been waiting, poised, for this moment to finally arrive."

Pushing Into the Mainstream: Shadow Reports on CBC

"What does permaculture, being Iraqi in Canada and biodiesel have to do with the state of the world? Everything. Especially if you are living as part of - or even apart from - the mainstream."

The Kids Are Alright: Apathy Is Boring

"Democracy works only when people vote. Our youth are notoriously apathetic, believing their voices will be ignored. We use media, technology and sarcasm to ignite a sense of purpose and the possibility for empowerment for young people."

The Birth of a Network: GNN

"Today's media savvy kids have been raised on music videos and advertising. They live in a rapid-fire culture. The news has to reach them viscerally... without taking away its credibility and objectivity."

The New(s) Paradigm

"It's time for people in broadcasting to make the leap and abandon the old model of news acquisition; to create a programming culture that cuts costs and is able to monetize, all the while innovating news and information culture."

From Cog to Critic

"Working for CNN and MTV was exciting and stultifying - all at the same time."



Bridging alternative

& mainstream culture

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entrepreneur / creative self-starter

Mojumbo Media Group, 2010-2012: Partner in cause-related communications agency, specializing in branding, social campaigns, marketing; responsibilities included sales, strategic marketing, project management and video production. (www.mojumbo.com)

Jewography Project, 2010-2012: Co-founded non-profit film and education organization filming disappearing Jewish communities around the globe, including Dominican Republic and Curacao. (www.jewographyproject.com)

Apathy Is Boring, 2004-2008: Co-founded national, non-profit organization to re-engage youth in the Canadian democratic process and encourage them to vote. (www.apathyisboring.com)

-Secured over \$250,000 in financing from Telefilm Canada and the J.W. McConnell Family Foundation.

-Recruited Sacha Trudeau, Stephen Toope and John Raulston Saul to head Advisory Board

-Procured endorsements by all political parties and various celebrities, including K'naan, Sarah McLachlan, Sarah Harmer, Sam Roberts and Melissa auf der Maur.

Tabletribe Network, 2000-2002: Co-founded Montreal-based youth-oriented TV and radio production company.

manager / marketer

Groundwork Coffee Company, 2011-Present: Management and marketing consultant; developed e-commerce website, manage all integrated marketing and communications including outreach, digital strategies, social media, and metrics for sustainable coffee company. (www.groundworkcoffee.com)

GNN (Guerrilla News Network), 2001-2006: Canada Bureau Chief of award winning alternative news network; managed Canada operations, promotions & events. (formerly GNN.tv)

Apathy Is Boring, 2004-2008: Managed, marketed and branded national youth voting campaign.

Transform Media, 2000-2001: Built and managed broadcasting department for independent music portal.

EAR (Emerging Adult Research), NYC 1999: Managed and directed national street teams to recruit 12-24-year-old trendsetters, who provided trend projections later sold to the likes of Sony and ESPN.

videojournalist / subjects covered:

- > Lethal injection executions in Virginia
- > Women's prisons in America
- > Nike sweatshop labor protests.
- > Graffiti culture ▶
- > Sneaker culture ▶
- > IBM and the Holocaust ▶
(selected for film festivals worldwide)
- > Unanswered questions from 9-11
- > Mind control experiments ▶ conducted
by the CIA on unwitting subjects
- > Post 9-11 Arab Stereotypes ▶ (*Being Iraqi*
selected for film festivals worldwide)
- > Street gangs ▶
- > Running cars on biodiesel ▶
- > Sex workers in Montreal ▶
- > Eco-design, urban agriculture and
green roofs ▶
- > Behind the scenes of the modeling biz ▶



CO-FOUNDED BY PAUL SHORE, APATHY IS BORING IS A NATIONAL, NON-PROFIT ORGANIZATION THAT RE-ENGAGES YOUTH IN THE CANADIAN DEMOCRATIC PROCESS USING SARCASM, MEDIA AND TECHNOLOGY WWW.APATHYISBORING.COM



producer/director/editor

The Jewography Project, 2010-2012: Documentary about disappearing Jewish community of Dominican Republic

The Real News, 2007 - Pilot for branded segment **The Global Underground** for start-up alt news network online; segment examines human rights through the eyes of young media-makers/artists spanning the globe. (www.therealnews.com)

CBC, 2006-2007 - Consultant / Producer: Consulted CBC Quebec on creating local news (and complementary websites) that better engage young viewers; created and produced **The Shadow Reports**, a series of VJ-driven mini-documentaries examining under-reported current affairs.

Cineplex Odeon, 2004 - Produced **PSA for Apathy Is Boring** encouraging youth voting, screened nationally in advance of federal election

Guerrilla News Network, 2001-2006 - Shot, produced, and directed mini-docs for award-winning (Sundance, Rotterdam), independent, global news network.

Viacom / MTV, 1999: Casting Director for "Jerry Springer's Spring Break in Cancun" and other shows broadcast nationally across the US.

consultant

Media and Youth Engagement, Ongoing: Clients have included NGOs, gov'ts and unions like The JW McConnell Family Foundation, the National Film Board of Canada, the Governments of Burkina Fasso and Canada, the UN MDGs, iEam Sierra Leone, and others.

Witness Foundation, 2005-2010: Consultant and mentor to Peter Gabriel's NGO, which arms human rights activists with cameras and trains them in video advocacy

Jesta Real Estate Group, NYC, 2007: Green building consultant for The Jesta Real Estate Group, NYC.

CBC News, 2005: Consulted on news cast and website strategies to better engage younger viewers

Governor General Jeanne Sauve Foundation, 2004-2010: Teach communications, video production and advocacy to young social activists, journalists, and future policy-makers from Sierra Leone, Pakistan, Taiwan, Peru, Algeria, Burma, Nigeria, and other places. (www.sauvescholars.org)

newswriter/videographer >

Have shot interviews with Scott Ritter, the Dalai Lama, Patti Smith, Bryan Adams, Ray Anderson, amongst others, and over 100 concerts.

Transform Media, 2000-2001: Producer, shooter, editor of 15 mini music documentaries for online music portal.

Globalvision, NYC, 1998-1999: Camera and sound recordist at award-winning documentary film company.

Fox News Channel and CNN, NYC, 1997-1998: Wrote overnight cut-ins for news.



With Morley Safer.



With Queen Noor in NYC at Seeds of Peace.



With Jerry Springer during MTV Cancun.

From the sublime to the ridiculous,
Paul's range of experience is broad and eclectic.



“Paul is persistent and compassionate. When he asks a question it is impossible to evade him. And that is what makes him a great reporter.”

Dennis Berman, Global Deals Editor, the Wall Street Journal

Lecturer/teacher

Media Literacy and Production, Montreal, Ongoing: Lead workshops and lectured extensively in high schools, universities and conferences.

Institute in Management and Community Development, Montreal, 2001-2007: Have led workshops ranging from Video Production and Advocacy, Youth Engagement Strategies, Guerrilla Marketing and How to Get your Message Out Using the Media.

Seeds of Peace NYC, 2004: Led media literacy workshop on political cartoons for teens from the Middle East and other war zones.

Rethinking Global Development (The Happiness Conference), Nova Scotia, 2004: Lecturer and workshop leader at global conference - "Using Video to Fight Social Injustice".

other stuff you should know about me...

- > I was a **Sauve Scholarship Recipient** in 2003-2004; the scholarship is a non-academic fellowship that brings to Montreal 12 highly motivated under 30 year olds from around the world and who exhibit leadership potential. (www.sauvescholars.org)
- > I graduated with a B.A. **Cum Laude from the University of Pennsylvania** in 1996
- > I am **dual citizen** of Canada and the US
- > I am a **connector**; I know and bring together large numbers of people across an array of social, cultural, professional, and economic circles.
- > I have an **expansive network of young leaders** from over 70 countries
- > I am **fluent in French**
- > I am a **pro at shining light on people/stories** way ahead of mainstream media
- > I have a great **ability to get access to stories**, characters and communities difficult to penetrate; i have been particularly successful at getting my subjects to open up
- > I am a Board member of **Co-op La Maison Verte**, Canada's oldest environmental cooperative (www.cooplamaisonverte.com)
- > I am President of the Board of Montreal Theatre Company **Scapegoat Carnivale Theatre** (www.scapegoatcarnivaletheatre.com)
- > I am good at **packaging various media products**
- > I remain **level-headed** under pressure
- > I have a knack for **inspiring trust in people**
- > I have extensive experience with **wilderness tripping**

Paul is a connector, a bridge builder between alternative and mainstream culture; he helps companies and NGOs better adapt to, message in and navigate our changing world.