

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."



Video Journalist/
Media Strategist/
Consultant

Bridging alternative
and mainstream
culture

Paul Shore

Reporting the future today.

Videojournalist/Media Strategist/Consultant

paulshore.net / info@paulshore.net

t 514 369 0422 / c 514 910 9040



entrepreneur/ creative self-starter

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

Resfest Montreal, 2005-2006: Co-Produced international traveling film festival, featuring avant-garde music videos, short films, ads and animations.

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

Apathy Is Boring, 2004: 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 APATHYISBORING.COM

"Paul Shore's work in alternative media is critical to all those who believe we can create a world where social justice informs our actions and personal decisions."

Lance Evoy, Founder/Director, Institute in Management and Community Development, Concordia University

"Insightful ideas married to skillful execution. That sums up Paul Shore. Paul's work drags you in and bathes you in worlds you never knew existed. And he does it honestly and quietly."

Bob Presner, President, Beyond the Box™ Former President, Film Finances Canada



producer/director/editor

The Real News, 2007

CBC, 2006

Guerrilla News Network, 2001-2006

Cineplex Odeon, 2004

Bravo / Much Music, 2001-2004

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

newswriter/videographer

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.

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

consultant

Governor General Jeanne Sauve Foundation, 2004-2008: 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.

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

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

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. (YouthFriendly.com)



With Jerry Springer during MTV Cancun.



With Queen Noor in NYC at Seeds of Peace.

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 and 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 am a **connector**; I know and bring together large numbers of people across an array of social, cultural, professional, and economic circles.
- > I graduated with a B.A. **Cum Laude** from the **University of Pennsylvania** in 1996
- > 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. (<http://www.sauvescholars.org>)
- > I am a **dual citizen** of Canada and the US
- > I am **fluent in French**
- > I am a pro at shining light on people and 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 have a knack for **inspiring trust in people**
- > I am good at **packaging various media products**
- > I remain **level-headed** under pressure
- > 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.