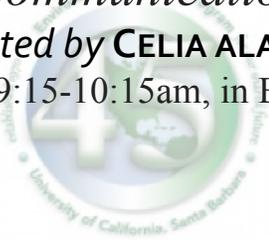


Panel 2: *Environmental Communications for the 21st Century*

Moderated by **CELIA ALARIO**

Saturday, April 25, 2015, 9:15-10:15am, in Bren Hall, Room 1414



Panelists:



Sara Aminzadeh, ES Class of 2003, first gained an appreciation for thriving coastal ecosystems logging hours at the Santa Barbara Aquarium touch tanks, tracking endangered foxes on Santa Cruz Island, and removing non-native species from Goleta Slough. As the Executive Director of California Coastkeeper Alliance (CCKA), Sara Aminzadeh directs legal and policy work to protect California's coast, ocean, bays and rivers, including climate adaptation work. Sara uses strategic communications tactics to cultivate and organize an active, informed network of water stewards. Sara also helped found the California King Tides Initiative, a program to encourage the public to engage in sea level rise issues by taking and sharing photographs of ultra-high tides. Sara holds a B.A. in environmental studies and

political science from the University of California, Santa Barbara, and a J.D. from the University of California, Hastings College of the Law.



Susan Cox, ES Class of 1990, is an environmental speaker/performer and the founder of GPG Inc. GPG has contracted with public utilities, non-profit and other organizations to offer outreach education to hundreds of K-12 schools on the topics of energy awareness, climate change and earth stewardship. The Green Power Heroes aim to educate, empower and activate our unique special powers to bring on the Green Power Revolution and change the course of the planet! Green Power Girl presents a live action animation school assembly program that has been shown to students in California, Hawaii and in post-Katrina New Orleans to over 150,000 students.



Merrilee Fellows, ES Class of 1973, has worked in the environmental and international fields for four decades. She joined the ES Program in its first year and graduated in 1973; she was awarded Outstanding ES Alumnus in 2011. Merrilee works for NASA, specializing in risk communication for environmental matters. Recently she took on a new role for NASA analyzing the human dynamics related to potentially vulnerable terrestrial critical infrastructure—known as Space Asset Protection. Ms. Fellows holds a J.D. in environmental law and an M.A. in Urban Planning. Her career has focused on the research and delivery of renewable energy with the California Energy Commission, as a private consultant in Northern Virginia, at Jet Propulsion Laboratory (JPL), Southern California Edison, and as Director of Regulatory Affairs for Luz — at the time the world's largest provider of solar thermal electricity. She was the Southern California Field Representative for The Nature Conservancy. Collaborating with numerous governmental

agencies, she purchased thousands of acres of biologically diverse raw land. She was the first lecturer in Environmental Planning at the University of Cape Town. She has served on several highly regarded NASA teams, including the Stardust sample return, and has a number of publications, most recently as a co-author on climate resilience. As an Army brat and during her career she has lived in six countries on three continents. She is a licensed pilot, wildland firefighter and licensed real estate salesperson and is an active member of the JPL Urban Search & Rescue Team. Currently she is in the process of being licensed as a NASA pilot to fly unmanned aerial vehicles.

Moderator: Celia Alario, ES Class of 1990, is a communications strategist, coach, trainer and educator. She caavorts



with grassroots change agents, artists and journalists who share her love for social justice, planetary healing and culture shaping. In the last 25 years, Alario has collaborated on groundbreaking media campaigns, provided one-on-one coaching for communications directors and staffers, trained hundreds in public speaking and spokesperson skills and placed thousands of stories about critical social justice and environmental issues in media outlets worldwide. In addition to her consulting practice, Alario teaches courses in Environmental Communications for the *Environmental Studies Program* and the *Bren School of Environmental Science and Management* at her alma mater, UC Santa Barbara. Alario serves on the Board of the Center for Story-Based

Strategy, and on the Advisory Boards of IVAW (Iraq Veterans Against the War) and The Kindle Project. She alternatively chases her poodle across the majestic red rock landscapes of Moab, Utah and the effervescent coastlines of Santa Barbara, California. Find her on Twitter @celiaalario.