



ENVIRONMENTAL JUSTICE

30 YEARS OF
FEDERAL FOCUS

PROGRAM

PROMOTION KIT



LOGO

There are two versions of the *Environmental Justice: 30 Years of Federal Focus*, a white version and black reverse version to appear on lighter backgrounds.

Recreation

Do not recreate the logotype.

Reverse Logo

The white version of the logo used as the primary logo. Only use the black version of the logo when the white version will not allow for enough contrast.

Distortion

Do not stretch, distort or otherwise modify the logo. You may add a drop shadow.



Minimum Padding

Minimum Padding around the logo is equal to 25 percent of the height of the logo.

Minimum Sizing

Logo should never print less than 0.5" in width.

Color	Print	Digital	
	CMYK	RGB	HEX
 Baby Blue	C: 8 Y: 0 M: 3 K: 0	R: 235 G: 247 B: 255	#ebf7ff
 Pacific Blue	C: 95 Y: 0 M: 50 K: 54	R: 6 G: 59 B: 18	#063b76
 Seaweed Green	C: 61 Y: 23 M: 0 K: 56	R: 44 G: 112 B: 86	#2c7056
 Turquoise	C: 82 Y: 3 M: 0 K: 8	R: 43 G: 245 B: 228	#2bebe4
 Deep Sea Blue	C: 99 Y: 0 M: 27 K: 65	R: 1 G: 66 B: 90	#01425a

COLORS

The primary color palette for *Environmental Justice: 30 Years of Federal Focus* includes Baby Blue, Pacific Blue, Seaweed Green, Turquoise and Deep Sea Blue. Pacific Blue and Seaweed Green are the brand's primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Baby Blue, Turquoise and Deep Sea Blue are the brand's secondary colors and should be used as an accent or in locations where Pacific Blue and Seaweed Green are not appropriate.

TYPOGRAPHY

Environmental Justice: 30 Years of Federal Focus, uses the font **COPPERPLATE GOTHIC BOLD** for headers and specialty text. Verdana is used for body copy.

- When using these fonts to promote *Environmental Justice: 30 Years of Federal Focus*, you may add a drop shadow.

HEADER SUBHEADER 1

Subheader2
Body copy

IMAGERY

These graphics serve as signature image and title treatment for *Environmental Justice: 30 Years of Federal Focus* and should be used where appropriate.

Signature Image

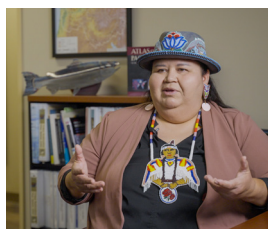


Title Treatment



Program Imagery

Below are 10 production stills selected to reflect *Environmental Justice: 30 Years of Federal Focus*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at www.scetv.org/about/press-room.



FUNDING PARTNERS

Where appropriate, funding partners should be mentioned. Funding partners for *Environmental Justice: 30 Years of Federal Focus* include:

- Public Information and Community Outreach
- U.S. Department of Energy





Kathleen Llewellyn
Producer

Kathleen Llewellyn has spent more than 30 years as a producer covering a wide range of news, feature, thought leadership, and branded content for a variety of clients. She started in local news, then quickly moved to the affiliate servicing arm of NBC, NBC News Channel. During her years there, she covered a wide array of breaking news and historic events including the Branch Davidian standoff in Waco, Texas; the elections and inaugurations of Presidents Bill Clinton and George W. Bush, the Academy Awards and much more. Kathleen rode the brand journalism wave out of news to Wells Fargo, where she was a senior producer for several years, and a leader of the video content team. During her time with Wells Fargo, Kathleen received nine Telly awards for storytelling.



Carolyn Sawyer
Host

Carolyn Sawyer is the Founder and Chief Executive Officer of the Tom Sawyer Company (TSC). She has served as its President and set the strategic direction for this fast growing Communications firm since its inception in 1996.

TSC's core competency is Communication Contact, which includes full service Call Center Operations, Strategic Instructional Training and Public Outreach.

This talented communicator has parlayed her mastery of mass media into creating a firm with capital sales exceeding the multi-million mark. Her cutting-edge business practices have garnered attention from USA Today (March 2004), where she was cited for optimizing Wi-Fi communications access to augment her business capabilities years before it became a mainstream operational tool.

Following TSC's award-winning unveiling of South Carolina's historic African American History Monument on the Statehouse grounds, former US Senator Fritz Hollings nominated Sawyer to serve on national Commission

commemorating the 50th Anniversary of Brown v. Board of Education, et al. As the Marketing Communications Chairwoman, Sawyer helped shape the Commission's worldwide publicity efforts, highlighting the landmark Supreme Court decision that ended school segregation in America.

Ms. Sawyer was a founding member of the Boston chapter of the National Coalition of 100 Black Women and previously served on the Board for the National Association of Blacks in Journalism. Ms. Sawyer is a graduate of Washington State University where she earned a Bachelor of Arts degree in Communications.

A former network correspondent and anchor for ABC News, LIFETIME Television Network, and NBC News, Sawyer has authored an inspirational guidebook for entrepreneurs Forget the Glass Slipper: Build Your Own Castle – 10 Traits of a Million Dollar Business and co-authored ABC's of Media. She regularly contributes guest columns on topics of communications and business.



Dr. Ben Chavis

Program Participant

Dr. Ben Chavis is an African-American activist, author, journalist, and the current president and CEO of the National Newspaper Publishers Association. He serves as national co-chair for the political organization No Labels.

In his youth, Chavis was a youth coordinator and SCLC assistant to Martin Luther King Jr., who inspired him to work in the civil rights movement. At the age of 23, Chavis rose to international prominence in 1971 as the leader of the Wilmington Ten in North Carolina, civil rights activists who were unjustly convicted of committing arson. As the oldest of the ten, Chavis received the longest sentence of 34 years in NC prisons. The Wilmington Ten convictions and sentences were appealed and overturned, and in 1980 all ten were freed by the U.S. 4th Circuit Court of Appeals due to "prosecutorial misconduct." Chavis returned to graduate school and the field of civil rights, and he became a Vice President of the National Council of Churches in 1988 in New York City.

In 1993, the national board of directors of the NAACP elected Chavis as the executive director and CEO of civil rights organization. Chavis later served in 1995 as the National Director of the Million Man March, and the Founder and CEO of the National African American Leadership Summit (NAALS). Since 2001, Chavis has been CEO and Co-Chairman of the Hip-Hop Summit Action Network in New York City which he co-founded with hip-hop mogul Russell Simmons.

In 2014, Chavis became the president and CEO of the National Newspaper Publishers Association, an African-American organization which focuses on supporting and advocating for publishers of the nation's more than 230 black newspapers.



Richard Moore

Panelist

Richard Moore is a widely respected national environmental justice leader who shares his expertise gleaned from decades of fighting for healthier lives for people of color, low-income communities, indigenous peoples and other disenfranchised groups.

Moore is Co-Chair of the White House Environmental Justice Advisory Council and sits on many other national and local boards. He is also the Co-Founder and Co-Coordinator of the Los Jardines Institute in Albuquerque, a network of 37 farms engaging people in the essential work of farming to produce food for their communities.



Tom Goldtooth

Panelist

Tom Goldtooth is of Diné and Dakota ancestry and is Executive Director of the Indigenous Environmental Network (IEN). The IEN was formed by grassroots Indigenous Peoples to address environmental and economic justice issues.

Goldtooth is co-producer of the award winning documentary film, "Drumbeat For Mother Earth," which has received critical acclaim for its exposure of the effects of bio-accumulative chemicals on Indigenous communities. In 2010 he was honored by the Sierra Club and by the NAACP as a "Green Hero of Color."

In 2011 Goldtooth and a number of other Native American leaders were arrested in front of the White House during an IEN protest of the proposed Keystone XL Pipeline.



Christine Cordero

Panelist

Raised by a Filipino immigrant family in the working class town of Pittsburg, CA, Christine acts from the deep belief that we are stronger together and go farther together than we ever could alone. She is the Co-Director of Asian Pacific Environmental Network (APEN), organizing with immigrants and refugees for a healthy environment and thriving economy for all communities. For over 20 years, Christine has

trained, organized, and built coalitions across environmental health and justice, workers rights and economic and racial justice issues. Previously, she was Executive Director at the Center for Story-based Strategy, reinvigorating narrative strategies for social change. She is committed to spiritual training and enjoys nerding out on sci-fi/fantasy books, tea, gaming, meditative practices, and strategy.





Beto Lugo-Martinez

Panelist

Beto Lugo-Martinez is a grassroots environmental justice organizer and executive director of Rise4EJ. Lugo-Martinez serves to raise community voices in the fight against environmental racism and to overcome systemic exclusion of frontline communities from the decision-making process. His lived experience, growing up fenceline to a petrochemical facility, continues to drive his work at the intersection of climate, environmental justice, and public health. He is a founding member of the California Environmental Justice Coalition, the Science and Community Action Network, and a member of multiple National Climate & Environmental Justice Networks.

Lugo-Martinez's contributions to the movement include bottom-up organizing, research, legislation that prioritizes environmental justice, and community-led research to inform policy action, among many other community-

engaged initiatives that directly inform state, local, and federal policy. Beto has coauthored multiple academic publications on community-based participatory research, air pollution, data accessibility, and community engagement. He also serves in advisory board roles of professional associations and academic institutions, such as the American Public Health Association's Center for Climate, Health, and Equity; the University of Southern California (USC) Center for Children's Environmental Health Sciences Translational Research; and the Advisory Board for the Community Engagement Core of the Southern California Environmental Health Sciences Center at USC. Beto currently serves on the United States Environmental Protection Agency Clean Air Act Advisory Committee, to provide frontline grassroots perspectives and environmental justice priorities. He is committed to finding ways to improve environmental health literacy and centering fenceline community expertise and solutions in public policy.





Lessie Price

Panelist

Having grown up on a farm in Barnwell County with nine siblings, Lessie Price never dreamed she would run for political office or work for a Global International Fortune 500 Company. She is the first woman elected at-large to the Aiken City Council, a position she has held for 24 years, and has also served as Mayor Pro-Tempore. She has worked to create affordable housing for families that has led to partnerships that built approximately 300 affordable homes, and supported job placement, scholarships and internships for students and families.

Price serves as Manager of Government Affairs for URS Corporation, a Fortune 500 company and global provider of engineering, construction and environmental management and technical services. She is responsible for providing public affairs assistance and building strategic relationships with government, academic, environmental and corporate stakeholders.

Price has served on the Lower Savannah Council of Government-Workforce Development Board, SC Commission on Higher Education Foundation, SC Tourism Board, News 6 Advisory Board, Past President of Aiken County Dollars for Scholars, SC Municipal Incorporation Board, Aiken Junior Invitational Golf Tournament Board, Augusta Chamber Women in Business Board, Environmental Management Advisory Board and Past President of the SC Municipal Association.

Some of her recognition includes: Allen University-Richard Allen Award, News 26-26 Women to Watch, Department of Energy Environmental Justice Award, Aiken Chamber Woman of the Year-and Outstanding Leadership Award, Aiken Sunrise Rotary Club Unsung Hero Award, Central Savannah River Council of Girl Scouts Woman of Excellence, USC-Aiken Woman of Distinction.



Catherine Flowers Coleman

Panelist

Catherine Coleman Flowers is an internationally recognized environmental activist, MacArthur “genius” grant recipient and author. She has dedicated her life’s work to advocating for environmental justice, primarily equal access to clean water and functional sanitation for communities across the U.S. Founder of the Center for Rural Enterprise and Environmental Justice (CREEJ), Flowers has spent her career promoting equal access to clean water, air, sanitation, and soil to reduce health and economic disparities in marginalized, rural communities. In addition, Flowers serves as Rural Development Manager for Bryan Stevenson’s Equal Justice Initiative (EJI), is a Board Member for the Center for Earth Ethics at Union Theological Seminary, and sits on the Board of Directors for the Climate Reality Project and the Natural Resources Defense Council.

Flowers is also Co-Chair of the American Academy of Arts and Sciences Commission on Accelerating Climate Action and Practitioner in Residence at Duke University. In 2021, her leadership and fervor in fighting for solutions to these issues led her to one of her most notable appointments yet — Vice Chair of the Biden Administration’s inaugural White House Environmental Justice Advisory Council. Flowers was also named Levenick Resident Scholar in Sustainable Leadership at the University of Illinois for the spring 2021 and was awarded an honorary PhD in science from Wesleyan University.





Long Description

With host Carolyn Sawyer, explore the Environmental Justice movement's accomplishments and ongoing challenges while expert panels discuss past injustices, community resilience, and political and cultural shifts. Topics include economic barriers to clean energy, grassroots initiatives and the critical role of communities in building an equitable future.



Medium Description

Explore 30 years of progress and challenges in the Environmental Justice movement while expert panels cover past injustices, community resilience, and political and cultural shifts shaping our future.



Short Description

Explore challenges and community resilience within the Environmental Justice movement.

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IMAGE 1



Credit
SCETV, Andre Bellamy

IMAGE 2



Credit
SCETV, Andre Bellamy

IMAGE 3



Credit
SCETV, Andre Bellamy

IMAGE 4



Credit
SCETV, Andre Bellamy

IMAGE 5



Credit
SCETV, Andre Bellamy

IMAGE 6



Credit
SCETV, Andre Bellamy

IMAGE 7



Credit
SCETV, Andre Bellamy

IMAGE 8



Credit
SCETV, Andre Bellamy

IMAGE 9



Credit
SCETV, Andre Bellamy

IMAGE 10



Credit
SCETV, Andre Bellamy

IMAGE 11



Credit
SCETV, Andre Bellamy

IMAGE 12



Credit
SCETV, Andre Bellamy

IMAGE 13



Credit
SCETV, Andre Bellamy

IMAGE 14



Credit
SCETV, Andre Bellamy

IMAGE 15



Credit
SCETV, Andre Bellamy

IMAGE 16



Credit
SCETV, Andre Bellamy

IMAGE 17



Credit

SCETV, Andre Bellamy

IMAGE 18



Credit

SCETV, Andre Bellamy

IMAGE 19



Caption

Sharon LaVigne standing in front of a billboard. LaVigne is a major figure in the grassroots advocacy against industry along Cancer Alley, which is an 85-mile stretch along the Mississippi River between New Orleans and Baton Rouge.

Credit

SCETV

IMAGE 20



Credit

SCETV

IMAGE 21



Credit
SCETV

IMAGE 22



Credit
SCETV

IMAGE 23



Credit
SCETV

IMAGE 24



Credit
SCETV

IMAGE 1



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy

IMAGE 2



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy

IMAGE 3



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy

IMAGE 4



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy

IMAGE 5



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy

IMAGE 6



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy

IMAGE 7



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy

IMAGE 8



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy

IMAGE 9



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy

IMAGE 10



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy

IMAGE 11



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy

IMAGE 12



Caption

Behind-the-scene of *Environmental Justice: 30 Years of Federal Focus*

Credit

SCETV, Andre Bellamy



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