

# ANITA DOREEN SMITH



My name is Anita Doreen Smith. I am the CEO and President of the United Nations Association of the United States of America, Southern Palmetto State Chapter, and the Founder, President, and CEO of the 17 SDGs Executive Council Inc. We must explore, educate, and enlighten ourselves on issues that impact our communities locally and worldwide.

My background includes managerial work on Capitol Hill for senior Congress member and former Energy Chairman Joe Barton (TX 6th District), mentorship opportunities under the tutelage of Congresswoman Donna Edwards (MD 4th District), and the White House Administration for the 43rd President of the United States, George W. Bush. In addition, I have been of service during the inauguration of the 42nd President of the United States, Bill Clinton. Also, I served as part of the White House Press Corps for the inauguration of the 44th President of the United States, Barack Obama.

Since our inception in 2007, DW Communications & Media has worked with many Maryland and Greater Washington Metropolitan students. In our first academic year, we escorted students on nine field trips, exposing them to alternative energy sources, biomass research, and conservation practices. Then, in November 2008, we had the opportunity to run a television ad on significant networks (MSNBC, CNN, BET, FOX NEWS, Comedy Central) designed to promote education in energy and the environment. The 30-second spot featured our program students, who also helped produce the commercial. The commercial aired the night of the 2008 presidential election and was well-received.

Also, DW published "Green Education" for a #1 rated Nationally Syndicated Women's Educational Newspaper (US World and Review). In addition, DW Communications & Media produces Green Education 101, a television series. The series includes 13 broadcast programs highlighting energy and environmental education and promoting student participation. The program aired in January 2010, and the viewers reached over 2 million households in the Greater Washington Metropolitan area.

DW Communications and Media brings young people to the world of sound environmental practices, alternative energy resources, the scientific community, and various areas within the field of engineering and the arena of media production. In addition, we expose the students to the sciences to enhance their awareness and enlighten them on career alternatives and higher education options.

The Founder has lent her energy, expertise, and experiences to programs and is committed to the integrity of the company's teachings. Specifically, Mrs. Smith's background includes work on Capitol Hill for the House of Representatives as a Manager in the Office of Congressman Joe Barton. Also, she served under the White House Administration from 2002-2007 as a Special Assistant in the Office of Congressional Affairs. Mrs. Smith has also worked on the Energy Policy Team and served as the Acting Communications Director for the Biomass Program at the Department of Energy. She is credited with developing a Biomass presentation in "Campaign Victory" at the Assistant Secretary level. As Acting Director for the Biomass Program, Mrs. Ssmith coordinated across agencies during President Bush's Biofuels Initiative, Federal Biofuels Posture Plan (now known as the National Biofuels Action Plan).

In addition, she developed a communications plan describing agency roles in meeting the President's Advanced Energy Initiative. She also aided in understanding biofuels within government agencies, industry, academia, and stakeholders and led the development of the most comprehensive communications plan ever developed for the Biomass Program.

Mrs. Smith received a notice of nomination and acceptance to the prestigious 2009 Who's Who registry. We know our efforts are helping to motivate and inspire. ---

**Cell~ (301)537-4362 ~ Website:www.17sdgsec.org ~ Email: doreen@17sdgsec.org**

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## About the Journey



**President Clinton's  
(42nd. U.S. Presidential  
Inauguration)**



**Department of Energy,  
Secretary Abraham**



**House of  
Representatives, Office of  
Congressman Joe Barton, (TX)**



**Existing the  
White House**



**Office of Congresswoman  
Donna Edwards, (MD)**



**President George W. Bush's  
(43rd. U.S. Presidential  
Inauguration), escorted by the  
oldest son, Nafis**



**White House  
Administration Christmas**



**President Obama's  
White House Press  
Corps,  
(44th U.S. President)  
Inauguration**



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## BUSINESS OWNER

- 2007 - Current** **President & Executive Producer, DW Green Institute Foundation Inc.**  
**Division: 1 - Green School -** A non-profit energy & environment educational program developed to educate and bring awareness and understanding to students as well as provide Green Workforce Development Industry-Level Training to ages 16 and up. County Partnerships: Prince George's & Calvert  
**Division: 2 - Producer, DW Communications & Media -** A communications company that provides educational resources while increasing environmental awareness and understanding through innovative education and communications strategies.  
**Producer, DW Communications & Media Commercial -** A 30-second energy educational spot featuring local students from the Washington Metropolitan area. The promotional spot aired on election night (Obama Administration), broadcasting on MSNBC, CNN, BET, FOX NEWS, and Comedy Central.  
**Producer, Green Education 101/PBS-TV Series -** a 30-minute program that takes students and viewers on an inside view into some of the leading Green Workforce Industries.  
**Producer, Maryland STEM Connection, CBS Radio/WNEW-1580 AM -** A 60-minute CBS radio program focusing on bringing together STEM and related studies, research and industry advances under one arena from around the entire State of Maryland and beyond.  
**Author, A Positive Life -** Motivational booklet geared to uplift youth and inspire positive thinking and problem-solving skills. (2007-2008)  
**Contributing Writer, Women Journal Publication -** Sparking An Interest In Science Education (May 2009), Energy Efficient Mortgages (July/August - 2009), Green Workforce (October/November 2009), Green Workforce (November/December - 2009)

## POLITICAL/CONGRESSIONAL EXPERIENCE

- 2013 - 2014** **Director of Communications, Delegate Aisha Braveboy, Attorney General for Maryland, 2014**  
Develop, implement and oversight of campaign strategies including; media, radio, newspaper, social media, video, and photography. Design and development campaign brand. Coordinate as well as accompany candidate to social and political events as well as public appearance and public forums. Liaison between the candidate and the public.
- 2013** **President Elect-Barack Obama/White House Administration Washington, DC**  
Detailed to assist the White House Press Corp, 2013 Presidential Inauguration Ceremony, Coordinated and escorted news announcers to broadcast site to assure proper placement for Inauguration Ceremony.
- 2009** **Intern, Congresswoman Donna Edwards, Washington, DC (Suitland, MD)**  
Constitute services, Organized and prepared pamphlets/literature packets for Congressional events.



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## **POLITICAL/CONGRESSIONAL EXPERIENCE, cont'd.**

**2002 - 2007**

### **Acting Director of Communications, White House Administration**

Detailed to the Office of the Biomass Program, Acting Director of Communications, Office of Energy Efficiency and Renewable Energy and Served on Energy Efficiency and Renewable Energy Communications Council - Researched clean energy technology, Managed meetings, daily interviews/question; Architect for Biomass presentation (Campaign Victory - A Secretarial level communications campaign); Developed media campaigns and corresponded between technical program managers, Developed communication plans describing Agency activities and roles for the President's Advance Energy Initiative; Coordinated cross-agency for the President's Biofuels Initiative, Federal Biofuels Posture Plan (National Biofuels Action Plan)

### **Energy Policy Team, White House Administration (2004 - 2006)**

Detailed to the Energy Policy Team, Special Assistant, Office of Congressional & Intergovernmental Affairs - Focus on Fossil Energy, Energy Efficiency & Renewable Energy, and Energy Information Administration issues, Attended and monitored Congressional and Senate meetings and hearings and prepared detailed reports.

### **Confidential Assistant, White House Administration (2002 - 2004)**

Detailed as Confidential Assistant to the Assistant Secretary, Office of Congressional & Intergovernmental Affairs - Responsible for apportioning the Assistant Secretary's time among the many demands of Congressional responsibilities, Maintained the Secretary's personal correspondence. Ensure full compliance of Administration's rules and regulations; Oversight on all other administrative duties in the office; Assisted with hearing and meeting preparation; Liaison between the Secretary, Industry leaders, Congress, Senate and the White Administration.

**2000 - 2002**

### **Congressional Scheduler/Office Manager, United States Congress, Washington, DC**

Responsible for managing/apportioning the member's time among the many demands of congressional responsibilities and constituent requests; Responsible for making travel arrangements, arranging speaking engagements and visits to the district. Maintained the Member's personal correspondence. Ensured full compliance with House and Senate rules and regulations. Oversight on all other administrative duties in the office; Assisted with hearing and meeting preparation; Liaison between Congressman and constituents.

### **Office Assistant, United States Congress, Washington, DC (2000)**

Daily administrative duties, answered phone, greeted constituents and guests, Assisted legislative staff with Congressional task; hearing and meeting preparation as well as constituent troubleshooting. Administered flag requests.

## **RADIO WORK EXPERIENCE**

**1997 - 1999**

### **On-Air Commercial Spot Talent, Cumulus Broadcasting, WDAI/98.5KISS FM, Myrtle Beach, SC**

Produced, wrote and voice-over talent for promotional advertisement, Responsible for researching and preparing newscasts and producing and editing news programs. Reviewed public service and other announcements before airing, to make sure they are accurate and ready for broadcasting.



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## **RADIO WORK EXPERIENCE, cont'd.**

### **Senior Advertising Sales, Cumulus Broadcasting, WDAI/98.5 KISS FM Myrtle Beach, SC**

Responsible for being sales team lead; building quality relationships with local businesses, learn and understand clients needs and objectives and provide solutions utilizing radio advertising and community events. Identify prospects for potential sales and maintain projections report. Maintain client files and sales records, submit orders consistent with radio account management systems, write commercial scripts, create professional marketing proposals, build effective marketing campaigns and supervise the production process.

### **Advertising Sales, Cumulus Broadcasting, WDAI/98.5 KISS FM Myrtle Beach, SC**

Responsible for building quality relationships with local businesses, learn and understand clients needs and objectives and provide solutions utilizing radio advertising and community events. Identify prospects for potential sales and maintain projections report. Maintain client files and sales records, submit orders consistent with radio account management systems, write commercial scripts, create professional marketing proposals, build effective marketing campaigns and supervise the production process.

### **1992 - 1993 Voice-Talent, WKYS/93.9 RADIO Washington, DC**

Responsible for writing, producing and editing 30 and 60-second promotional spots, public service announcements (PSAs), and commercial advertisements.

### **1990 - 1991 News Broadcaster/Reporter/Copywriter, WNMB/B105 Radio North Myrtle Beach, SC (Gulf War, 1991)**

Produced, wrote and voice-over talent for promotional advertisement, Responsible for researching and preparing newscasts and producing and editing news programs. Reviewed public service and other announcements before airing, to make sure they are accurate and correct.

## **TELEVISION WORK EXPERIENCE**

**1994 Associate Producer/Producer, Evening Newscast WWAY/TV-3 ABC News, Wilmington, NC**  
Managed and assigned news team for broadcast coverage of local news stories and live broadcast sites; wrote, edited and coordinated news team for daily news broadcast as well as special events as well as operated cameras, teleprompters, and edit bay equipment.

**1993 - 1994 Producer, Morning and Noon Newscast, WBTW/TV-13, CBS News, Myrtle Beach, SC**  
Assigned news team for broadcast coverage of local news stories and lives broadcasting sites; wrote, edited and coordinated news team for daily news broadcast as well as special events as well as operated cameras, teleprompters, and edit bay equipment.

**1993 - 1993 Associate Producer, Morning/Noon Newscast, WBTW/TV- CBS News, Myrtle Beach, SC**  
Oversight and coordinated for all news broadcasts. Assigned news team for broadcast coverage of local news stories and live broadcasts; wrote, edited, and coordinated news team for daily broadcast as well as special events; operated cameras, teleprompters, and edit bay equipment.



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## TELEVISION WORK EXPERIENCE, cont'd.

**1992 - 1993** Engineer for Electronic Journalism, WRC/TV-4, NBC National News Washington, DC  
Judge, WRC/TV-4, NBC Local News, Washington, DC  
1993 New York Emmys in the Editorial Category  
Stand-Up, WRC/TV-4, NBC National News, Washington, DC Presidential-Elect Bill Clinton's  
1993 Inauguration

## EDUCATION

**1983 - 1986** St. Augustine's College, Raleigh, NC  
Bachelors in Communications - (Concentration in Broadcast News, Communications and  
Management Strategies)

**2001 - 2002** John F. Kennedy School of Government Harvard University, Cambridge, MA  
(Concentration in Leadership and Management Studies)

**2004 - 2006** Harvard University Extension School, Cambridge, MA  
Environmental Management, Graduate Level Program - (Concentration in Fossil Energy, Energy  
Efficiency & Energy Renewable, Greenhouse Gas/Climate Change & Sustainability)

**2008 - 2009** Duke University, Nicholas School, Durham, NC  
Duke Environmental Leadership Master of Environmental Management Program -  
(Concentration in the scientific basis of environmental problems, as well as the social, political  
and economic factors that determine effective policy options for their solution.)

**2013-2014** Harvard University, Cambridge, MA,  
Teaching For Understanding Program, Graduate School of Education - (Concentration in  
Communications and Teaching Strategies focusing on Enhancing Student and/or Audience  
Critical Thinking Skills along with 21<sup>st</sup> Century Problem & Solving Skills.)

## PROFESSIONAL MEMBERSHIPS

SWE-Society of Women Engineers; WIFV-Women in Film & Video; Need-National Energy  
Education Development; NABE-National Association of Black  
Engineers; Calvert Mentoring Partnership Committee; Patuxent Partnership; IBSAC  
Educational Subcommittee; Calvert County Mentoring Committee; EPA/Landfill Methane  
Outreach Program; Maryland Department of the Environment Outreach Subcommittee;  
USGBC-United States Green Building Council, Radiation Control Advisory Board (RCAB),  
NAACP Environment Climate Justice, Chair, Horry County Community Collaborative (HC3)

## SOFTWARE:

Final Cut, Word, Publisher, Excel, Adobe