

SCIENCE & ENVIRONMENTAL COMMUNICATION

PAYSON R. STEVENS 1970s - 2009

SOUTHWESTERN COLLEGE STUDENT GALLERY, SAN DIEGO CALIFORNIA
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This exhibit focuses on my work as a science communicator writer, designer, producer, and director in various media. With training in science and art, I have combined/used these skills during my professional career. After graduate school (Scripps Institution of Oceanography) I worked at CRM (1970-73) the company that founded the groundbreaking magazine, *Psychology Today* in Del Mar. I was a consultant to their college book division, CRM Books and contributed as a writer/artist/designer to their acclaimed books, *Biology Today* (1971) and *Geology Today* (1973). I was also involved in their film division learning, the basics, and later applied them to writing and directing films. After CRM I started Creative Consulting (1974-78) doing media projects as a creative director, writer and producer of print and film, and environmental analysis (primarily helping to prevent oil development off the coast of San Diego proposed in Lease Sale 48 consulting to SANDAG). In 1978 I researched and wrote the script for the KPBS documentary: *Antarctica: Desert of Ice, Sea of Life* that aired nationally and won a CINE Golden Eagle in New York.

In 1979 we incorporated as InterNetwork, Inc. (INI), a full production science communication studio. INI was deeply involved in the creation, design, and production of print media for NASA's study of the earth (1981-1995; benefiting from my earth/ocean science training). Our NASA projects raised awareness about global and environmental change issues including their Oceanography From Space, Earth System Science, and Mission to Planet Earth programs. NASA satellite observations showed serious year-to-year changes in the environment, including global warming. These images reached a wider audience with my book, *Embracing Earth: New Views of Our Changing Planet* (1992). INI's work drew a larger client base including the US Geological Survey, the National Oceanic and Atmospheric Administration, and universities. The emerging computer technologies in the 1980s allowed early email, digital graphics and desktop publishing software that we now take for granted (in 1986 a 300 MB hard drive cost \$3,000). For 15 years, working with world-class scientists, INI produced award-winning educational materials, posters, reports, brochures, journals, newsletters, and books on these topics.

Catalyzed by the emerging digital media, INI created a sister company, InterNetwork Media, Inc. (INM) developing and publishing educational CD-ROMs on Earth science and environmental subjects. Ten acclaimed titles were published, two of which debuted at the Smithsonian Institution's 1995 "Ocean Planet Exhibition." This pioneer work eventually led to the Presidential Design Award for Excellence from Bill Clinton in 1994. *Surfology 101*, *Embracing Earth: Global Change*, and *GeoMedia* can be viewed on the exhibit's computers.

In 2000, INI and INM wound-down and full time artwork was next. With my wife, the writer Kamla K. Kapur, we began a life in India. I volunteered as an advisor to the newly opened Great Himalayan National Park working on conservation and sustainable livelihood issues for rural poor. This work has also included developing the Park's website and educational print materials (with volunteer professionals). During 2003-05 we built a home near the Park and now live there half the year. We witnessed the impacts of rural poverty with pervasive child malnutrition, limited immunizations for childhood diseases, and few doctors. Moved by these conditions, I helped found the US and Indian NGO, My Himachal (www.mymhimachal.com) with a focus on child health care, education, and environmental conservation. My Himachal was a recipient of San Diego's Project Concern International's "Hands Across the Borders" 2008 award.

Over the last decade, I've offered eclectic skills to help protect Nature and improve people's lives in rural India. Ironically, this had been a goal as a student in the 1960s, when giving back to society, protecting Nature, and helping those less fortunate were important philosophies. The one constant underlying all these aspects of my life was to tap into creative energies whether working solely or with small, energetic teams.