

# Gary Krane PhD's Resume

## FUNDRAISING, ORGANIZING, MEDIA, & STRATEGIZING RESUME (abbreviated)

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New York, NY and as of Jan 28, Texas (willing to relocate)

**THUMBNAIL:** For more than 40 years, I've devoted my life mostly full time, to social justice and environmental activism and to saving/revitalizing couple relationships as a high donor fundraiser, investigative PBS filmmaker, book author, strategist, organizer, and social venture entrepreneur. Below this thumbnail and list of skills is a partial list of my accomplishments.

## EDUCATION

**Ph.D. University of California (Berkeley) Educational Psychology**

**M.Ed. Harvard University (Cambridge, MA), Education (with major in Mass Media)**

**B.A. Reed College (Portland, OR), Psychology**

**SKILL SUMMARY:** References Available on Request

- **Startup Founder, CEO and Chief Psychologist for CoupleWise.com**, a social venture consumer Internet startup, **pioneering the next stage after dating sites: helping couples stay and grow together. (See first item in work history below for details)**
- **TV Investigative Documentary Producer & Director** (14 years producing/ directing/ shooting national award winning PBS-aired TV documentaries; **two First place national awards**, plus created the concept and developed the material for **successful TV reality series taken by Disney (without my permission) which ran for several years.**
- **Development Director/ High Donor/Investor Fundraiser (\$1.5MM raised) for films, book, political and media cause campaigns, my startup, etc:** See also separate detailed Fundraiser Resume.
- **Strategy & Organizing Consultant:** Community, political, and union, including development of breakthrough internet technologies to massively expedite growth of movements
- **Networking /outreach** to advocacy and civic groups, and finding talent for startup teams
- **Publicity/PR and Media production;** specializing in earned media & creative strategies
- **Writer & Published author:** books, grant proposals, PBS TV documentaries, press releases, op-eds and essays published by numerous mainstream major market newspapers etc.
- **Research** in numerous psychological (couple therapy specialty) and political issue areas

## Chronological Work History:

**2006-Dec. 2015** CEO, chief co-founder, and chief psychologist for **CoupleWise.com**

Conceived the vision, wrote the Business Plan (winner of UC Berkeley Business School startup competition), developed the alpha, Go-to Market strategy, financial projections and product (cont'd) requirements a'la customer-driven lean startup methodology, and then over next 4years, recruited team, **raised over \$75,000 plus over \$200,000 in in-kind** services (coding, design, research, management, marketing, consulting, etc) to produce the beta. Was a finalist in the International Startup Festival. Valuation now approximately **\$2.5 MM with \$750k funding expected by June 2016. Hoping to become the "Newman's Own of CoupleCare," with a radical agenda.**

developed vision, Business Plan, alpha, beta, Go-to Market strategy, financial projections and product requirements a'la customer-driven lean startup with soft launch starting January 2016. Profitability expected by mid 2016.

**2005-2006** Founder and Exec Director, HouseParties.org

Developed new Internet technology to increase civic engagement (enabling houseparties to double every 2-3 wks). **Inkind coding and design: \$35,000**

**2004** Founder and Exec Director Election Protection Project and also Volunteer Organizer on Kerry Campaign in Florid. Raised \$75k to \$150k from HINWIs like Anne Getty Earhardt (LA) to fund an effort to help prevent the 2004 election from being electronically hacked (stolen). Too little, too late.

**2001-2005** Founder and Exec Director of **FairElections.us** (now defunct)

- **Chief fundraiser and strategist** for one of two California based organizations that led the public education effort to raise awareness about the need for publicly funded elections (Google me and elections or fair elections) and replacing our corrupt campaign finance system with a publicly funded system.
- **As fundraiser and strategist 1) developed high leverage strategy to get MoveOn involved in exposing electronic vote hacking by** raising just **\$6,000** for FreePress.org/ CASE/Ohio (sponsor) to get Fenton communications (who is big influence on Joan and Wes Blades) to get NY Times to publish major story on electronic vote stealing in the 2004 election and thereby to get MoveOn involved in this issue, and 2) developed the strategy and raised **\$35,000** from a wealthy woman in Des Moines Iowa for a publicly funded elections education campaign designed to make public funded elections central to the Iowa Caucus and thereby to the Dem debates there. Alas, the sponsor misappropriated the funds.

**1999-2000** Raised **\$40,000 in emergency funds to save Pacifica Radio Network** the last bastion of progressive major media (via FM, LinkTV and FreeSpeechTV, in at least 6 of the top 10 media markets). Client: MarinHealth Fund /Carol Spooner, lead lawsuit to prevent the hostile takeover.

**1997-99 Cofounder CoDirector**, Teachers Tobacco Divestment Campaign (California).

Chief strategist and organizer of teachers in California to successfully force CAL STRS (2nd

largest pension fund in the US ) to divest from Tobacco. In-kind funds raised: \$30,000 (**mostly publicity and strategy consulting**) (see next page)

1998-2000 **Raised around \$50,000 dollars from celebrities and HINWIs** to help GreenParty and Nader in non swing states, e.g. to get the GP on the ballot in Texas (including \$35k for full page ad for Nader in *Houston Chronicle* which got the GP greatest number of votes ever in a state election.

**Co-wrote with Howard Zinn:** Beyond Voting, and an essay of my own, Beyond the Lesser of Two Evils, to encourage mass movement organizing (Google "Howard Zinn and Gary Krane").

Awarded (with 3 others) **Best Organizer** of the "None of the Above Campaign" in California

**1997-99** Authored and did publicity for a "benefit" book (**Simple Fun For Busy People** (Conari Press/Red Wheelweiser) to help workaholic couples (ie most Americans) with and without kids have more play and fun together (alternatives to TV) & thereby more real togetherness (google my name and "fun"); The book's post tax profits went to increase democracy and protect the planet (see box on back cover). Funds raised from individual, the publisher & book sales: **\$20,000 cash, and \$30,000 in-kind (press and travel)**

**1994-99: Exec Director of the FUN(d) Project:**

Conceived and Developed material, demo reel, and promotion materials for potential hit new concept network weekly reality TV series –World's Best Free Fun (with profits I would control to go to progressive causes). Offered head producer deal from **Funniest Home Videos (Vin Di Bona productions with ABC/paramount)**; later Stolen by Disney. **In-kind funds raised: \$100,000**

**1976 to 1990** Conceived, produced, raised funds for, wrote, directed, shot, edited, ran publicity, and distributed (to high schools, grass roots peace groups, and PBS) 13 documentaries (one of which, "US vs. USSR" won **First Place in the American Film Festival**, and one, "Losing Control," the **First Place in the National Film and Video Festival**) exposing numerous social ills & offering solutions to everything from racism, spouse abuse & developer greed, to Pentagon fraud/waste & inadvertent nuclear war. **Funds raised from HINWIs and foundations** (Buffet, Castle and Cook, Hawaii Bicentennial, Rockefeller Family, Ploughshares Fund, Peace Development Fund, Center for Defense Information, Paul Newman, Martin Sheen, sales of videos, plus in-kind (mostly online editing and press tours): **approx. \$1,000,000**

**Much Earlier But Informative Years:**

- 1968-70 organized the first alternative school in the nation for drop out kids, regardless of class, using the community (Berkeley and Oakland) as the school. I also consulted other alternative schools that followed. **Funds raised (RosenBerg Foundation: \$40,000 cash, plus \$100,000 in in-kind (teacher-time, office space, printing, etc.)**
- 1967-68 Strategizing and Organizing fellow graduate students in the Graduate School of Education at UC Berkeley to win voting power in all major policy and curriculum decisions
- Volunteering on various GOTV efforts, especially the 1972 McGovern Campaign; volunteering in

Chile in 1971 to help Allende's agrarian reform revolution