

SETH MASIA

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EMPLOYMENT

- From 2007 Deputy editor, *Solar Today*, Boulder, Colo.
The magazine and its website solartoday.org are published by the American Solar Energy Society. Plan, budget, assign, write, edit and produce print and digital periodicals, policy papers and educational materials. Supervised production while ramping frequency from 6x to 9x annually. Write news and features, daily renewable energy blog at solartoday.org/blog. Launched award-winning bonus issue, bimonthly professional bulletin.
- From 2002 Executive editor, webmaster, *Skiing Heritage* magazine, Boulder, Colo.
Skiing Heritage is the quarterly journal of the International Skiing History Association. It has a related website, skiinghistory.org.
- 1999-2001 Director of internet strategy, Intrawest Corp., Vancouver, B.C.
Supervised twenty web sites for resort properties across North America and France. Coordinated new ventures in two languages and in three countries.
- 1996-1999 Website producer, Microsoft Corp., Denver
Produced content at msn.sidewalk.com, a massive on-line city guide serving 10 major metropolitan areas. Supervised data import staff, freelance writers and graphic artists. Did service and sports reporting. Coordinated with a copy desk, marketing staff and peer producers in local departments and distant cities. Met multiple weekday deadlines. Earned two Microsoft Ship It! Awards.
- 1994-1996 General manager/online products, AOL-Time Warner, Boulder, Colo.
With a staff of graphic designers and coders, designed, built, launched and maintained skinet.com, the first consumer website for the company's magazine division. Managed content, promotion, marketing and advertising sales. Trained ad sales staff to handle on-line product. Audience growth averaged 20 percent per week during the first two winters. Site was nominated for a Webby Award and named one of the Top 100 Websites by *Personal Computing Magazine*. Pioneered real-time weblog-format sports reporting.
- 1993-1994 Product manager/alpine skis, K2 Corp., Vashon, Wash.
Coordinated product development, validated engineering prototypes, planned and executed product launches including marketing and merchandising materials, supervised press relations and professional sales program.
- 1974-1993 Editor, managing editor, technical editor, Times Mirror Magazines, New York
Planned, budgeted, assigned, edited and produced content for three monthly magazines, concurrently. Wrote feature articles on a wide variety of subjects. Supervised internal staff, freelance writers, photographers, illustrators and product testers. Average monthly production quota 300 pages.
- 1972-1974 Equipment editor, *Backpacker Magazine*, New York
Produced a groundbreaking consumer product testing series, setting a new standard in outdoor magazines.
- 1970-1972 National service

- 1967 Editor, Greater Cleveland Science Project, Cleveland
Produced high school chemistry and biology textbooks written by teachers.
- 1966 Associate editor, Science Research Associates, Chicago
Wrote teacher's manuals for elementary school math curricula.

EDUCATION

- 2007 University of Colorado: MA, environmental journalism
- Thesis: [Mediating Renewables: How newspapers cover clean energy.](#)
 - Graduate certificate in environmental policy, 2006.
- 1970 University of Chicago: BA, English literature, minor in British history
Daily Maroon reporter, four varsity letters in fencing (NCAA nationals 1969, 1970), wrote Blackfriars show, Undergraduate English Policy Committee

VIDEO

Produced, wrote, and directed commercial projects for Time Warner/Lorimar, Kastle skis, RD skis, Sacramento Valley Insurance, Ruth Frishman Assoc., Professional Ski Instructors of America, other clients.

CERTIFICATES

- 2009 Photovoltaic design and installation, Solar Energy International
- 1987 Private pilot SES/SEL, instrument rating, complex, high performance, tailwheel
- 1987 Professional Ski Instructors of America, Alpine Level 3 certified, Vail Ski School

FREELANCE WRITING and BOOKS

- From 1974 Articles sold to *New York Times*, *San Francisco Chronicle*, *Rocky Mountain News*, *Outside*, *Backpacker*, *Ski*, *Bicycle Guide*, *Flying*, *Private Pilot*, dozens of other periodicals.
- 1970 *Choosing a College*. Chicago: Science Research Associates
- 1974, 1978 *Walks in the Catskills*, with John Bennet. New York: East Woods Press; Pequod Press
- 1975 *Backpacking Equipment*, for William Kemsley. New York: Macmillan
- 1987, 1989 *Alpine Ski Maintenance*. Chicago: Contemporary Books
- 1987 *Cross Country Ski Maintenance*. Chicago: Contemporary Books
- 1987, 1988 *Total Skiing*, with Bob Jonas. New York: Putnams
- 1991 *Master the Mountain*. New York: Scribners
- 1996 *Terrain Skiing*. Chicago: Contemporary Books
- 1996 to 2004 *The Unofficial Guide to Skiing in the West*, with Lito Tejada-Flores and Peter Shelton. New York: Frommer's

AWARDS

- 2009 Excel Gold Award: Editorial for *Solar Today* Chuck Kutscher column
- 2009 Apex Grand Award: Special Issue for *Get Started Bonus Issue 2009*
- 2009 Apex Award: Most Improved Magazine for *Solar Today*
- 2009 Apex Award: Digital Edition for *Solar Today*
- 1996 Webby Award nomination for SkiNet
- 1996 100 Best Websites in *Personal Computing* for SkiNet
- 1989, 1993 Harold Hirsch Award for work in *Outside*, *SKI*

WORK SAMPLES

- From 2007 solartoday-digital.org/solartoday, solartoday.org/blog

LANGUAGES

Literate in French