



MEDIA KIT & FACT SHEET

Civilian Exposure | www.civilianexposure.org | Gavin P. Smith - Founder, Executive Director & Editor-in-Chief
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Civilian Exposure is a 501-3(c) tax-exempt non-profit organization/public charity.
All contributions are tax deductible to the extent allowable by law.

Overview

I'm Gavin P. Smith. Acute Leukemia (AML) took the life of my father in June, 2008. Based on the evidence available from civilian mortality studies and my own personal research and involvement in various panels on the issue, my father's leukemia came from over four decades of exposure to Benzene, TCE, PCE, Vinyl Chloride and other toxins that contaminated base water supplies aboard Camp Lejeune in Jacksonville, NC. My father, a Korean Army Veteran, worked as a loyal civilian Dept. of Defense employee on the base for 25 years from 1973-1998. He was slowly poisoned to death by extremely high levels of carcinogens present in contaminated drinking water at the base from 1953-1987.

It is because of his loss to this chemical catastrophe that I've built and sustained this effort. I simply felt the need to do something and take action. As a media, marketing and management professional for 20+ years, I knew that my personal passion and expertise could help.

Along the way, I have discovered that this problem goes far beyond Camp Lejeune. There are scores of military bases with contamination issues today, both at home and abroad. The sheer number of contaminated bases is eye-opening. Over 150 exist today on the EPA Superfund site list. We continue to hear from people daily that share compelling stories of exposure to contamination at various military bases. They, too, fight for justice.

In my own awakening to this issue, I uncovered several key problems. The majority of military and civilians exposed: 1) do not know of the contamination problem, 2) are not aware of ongoing research, and 3) do not have guidance to know if their health problems are connected. In addition, I found a glaring deficit of media coverage and coordinated community outreach for this issue. Frankly, national media attention to this problem has been tepid at best. Plus, government agencies continue to delay, deny or deflect all matters regarding toxic military contamination both at home and abroad.

It is my mission to reach as many people as possible by creating a fresh, updated resource center for both members of the media and for our audience - the exposed. We research and report on the locations, chemicals, ongoing health issues and overall history of toxic military contamination. There are so many American citizens out there (20+ million veterans, civilian workers and family members) that remain unaware of the gravity of this issue. Yet, they may have been exposed.

Please help Civilian Exposure in our efforts to bring awareness, accountability and assistance to ALL people exposed to Camp Lejeune Toxic Water Contamination, as well as those exposed at all contaminated US military base communities. By shedding further light on these issues, we hope to educate all who were exposed so that they can seek the proper help and guidance required.

Thank you in advance for your support.



Our Mission

Building Awareness, Accountability and Assistance for People Exposed to Toxic Contamination Aboard U.S. Military Installations. Our initial project focus is Camp Lejeune Toxic Water contamination.

We are dedicated to shedding light on the extent of military contamination, as well as the generational health impacts to all people exposed. Our work honors and serves our nation's military veterans and civilian DOD personnel working aboard US military installations, along with their families and children, in need of critical information about exposures.

We continue to build a talented board of advisers and journalists dedicated to the mission. Civilian Exposure benefits from a driven founder directly impacted by military contamination, with a clear mission and vision built around the following 5 specific goals:

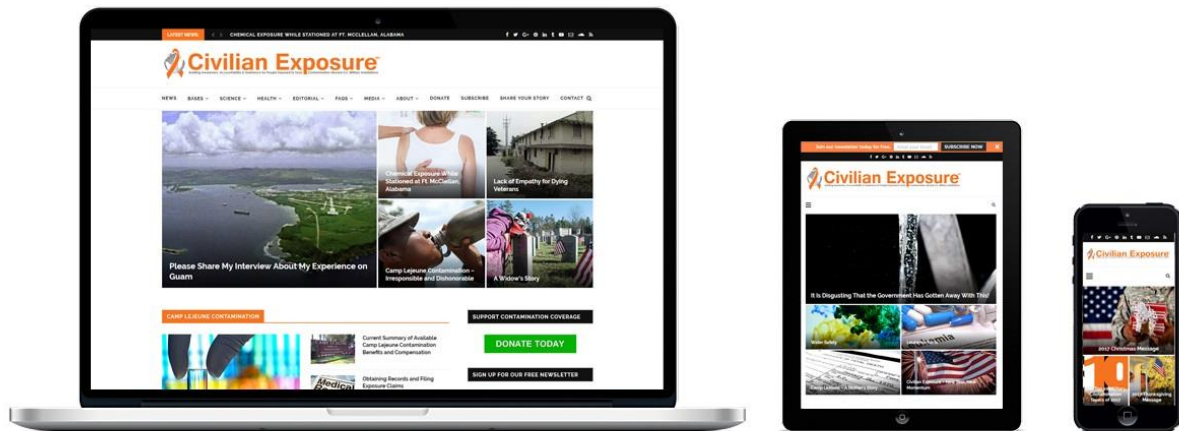
1. **Raise national awareness of exposure** to US military contamination at home and abroad.
2. **Ensure accuracy, transparency and release of all information and pertinent studies** in order to create a more informed community and foster accountability.
3. **Ensure protections and assistance** in current and future efforts for veterans, civilian DoD personnel, families and children aboard contaminated military bases. Our original flagship effort is to support those exposed to Camp Lejeune water contamination from 1953-1987. (Current legislation only covers military personnel with presumptive status designated for only a handful of illnesses, but we continue to monitor progress on possible improvements). We have expanded this in recent years as the reality of the problem is not isolated to Lejeune, but rather systemic and national in nature.
4. **Raise funding** to support our reporting, to create brand and issue awareness, to sustain operations and to offer direct aid and assistance to victims and families in need.
5. **Expose contamination risks** for everyone on every contaminated US military installation past, present, or future.

Founded in late 2013, Civilian Exposure is currently sustained by a mix of individual, crowdfunding, and grant donations to support research and publishing efforts. Funds used help us increase media outreach, document key sites and health concerns, support general operations, and provide direct assistance programs.

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Our Presence

We conceived, designed, structured and implemented a full non-profit news, marketing and multi-channel outreach process serving a niche audience with an average of 120,000+ website visits per year and growing daily. We strive to deliver a cohesive brand, aggregated content and relevant news via our website, mobile app, weekly email newsletters, content research and creation, editorials, independent journalist contributions, news partner contributions, reader contributions, multi-platform social engagement, search, and PR.



- **Website:** <http://www.civilianexposure.org>
 - **Twitter** <http://twitter.com/civilianexposed>
 - **Facebook** <http://facebook.com/civilianexposureorg>
 - **LinkedIn** <http://www.linkedin.com/company/civilian-exposure>
 - **Google+** <https://plus.google.com/+CivilianexposureOrg>
 - **Vimeo** <http://vimeo.com/civilianexposure>
 - **Pinterest** <http://pinterest.com/civilianexposed>
 - **Tumblr** <https://www.tumblr.com/blog/civilianexposure>
 - **Flickr** <https://www.flickr.com/photos/civilianexposure>
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- Veterans, civilian workers and families exposed are encouraged to share their stories here: <http://civilianexposure.org/share-your-story-with-us/>
 - Media inquiries are encouraged here: <http://civilianexposure.org/media-inquiries>
 - Find our latest news and register for email updates here: <http://civilianexposure.org/category/in-the-news>

Our Team

Gavin P. Smith - Founder, Executive Director, and Editor-in-Chief

Gavin's expertise meets perfectly at the intersection of media, marketing, and entrepreneurship. Gavin has 20+ years of experience developing and executing award-winning broadcast operations and digital marketing strategy. Through his independent consulting business, Gavin Consulting, Gavin works with a network of business experts to improve processes and market reach for global businesses and nonprofits in a variety of sectors.



Gavin also leads Civilian Exposure. Launched in 2013, this non-profit news and outreach organization assists service members, veterans, Dept. of Defense civilian employees, families and children exposed to toxic contamination aboard U.S. military installations. He has previously served on the CDC/ATSDR Camp Lejeune Community Assistance Panel, collaborating with government agencies to promote scientific research and corrective measures for all exposed.

Gavin holds a Master of Global Management (MGM) with distinction and Beta Gamma Sigma from Thunderbird School of Global Management, an MBA from William & Mary Mason School of Business, and a BA in History from Wake Forest University.

Advisory Board Member – Patrick Hogan

Patrick Hogan has been managing NASA open-source projects since 2002, incubating competitive technologies to deliver scientific content. The goal has been to engineer open-source solutions that leverage open-data standards for sustainable technologies that can be extended in both open and proprietary ways.



Several successful projects have come out of this program, including a virtual scanning electron microscope, software that allows the blind to aurally visualize mathematical equations, and the very successful NASA World Wind, a fully navigable 3D geospatial data visualization platform.

Patrick has managed other NASA programs, including one in the early '90s which effectively modeled contaminant transport scenarios that leveraged over a million soil and groundwater data points.

Prior to this, Patrick was a high school science teacher and a deep sea diver for the offshore oil industry. He is a California Registered Geologist and a former pilot.

Advisory Board Member – Jon Mitchell

British journalist Jon Mitchell has been investigating contamination on U.S. military bases in Japan since 2010. This research won him the Foreign Correspondents' Club of Japan Freedom of the Press Award for Lifetime Achievement in 2015. He is the author of the Japanese language book, *Tsuiseki: Okinawa no Karehazai (Chasing Agent Orange on Okinawa)* and a visiting researcher at the International Peace Research Institute of Meiji Gakuin University, Tokyo. Mitchell is a correspondent at Okinawa Times.



Mr. Mitchell serves on the Civilian Exposure Advisory Board and is also a contributor for our Civilian Exposure Okinawa military contamination coverage.

Volunteer – Cassandra

“I help Civilian Exposure explore various funding options, including foundation and government grant sourcing, crowdfunding, corporate sponsorship as well as private donation support.”

In addition to working as former senior enterprise sales professional for Burroughs Corporation, Tektronix and ITT/Qume, Cassandra has explored her love of art through entrepreneurial endeavors in the design/import of sterling jewelry and collectibles from Mexico.

Volunteer – Mike

“I help Civilian Exposure to increase greater internet search marketing and outreach.”

Raised in Indiana, Mike’s early career began learning the ins and outs of loyalty programs, loyalty marketing and product marketing. After spending time in the recognition and incentive industry, he switched gears to tackle e-commerce marketing where he has spent the majority of his career. Mike’s focus has always been working with smaller businesses. It was during this time that he honed various skills such as copywriting, PPC, SEO, email, display, retargeting, social and affiliate marketing.