



ForestWatch Faces

Get to know the folks who make it happen

Welcome to a new web feature that spotlights some of the special folks behind the scenes of Georgia ForestWatch. If you'd like to nominate someone for ForestWatch Faces, please contact our office by clicking the e-mail link below.

Meet Michael Griffith: media guru

Working “behind the scenes” has always been Michael’s style. A shy guy, he’d rather put someone – or something – else out front. In the case of Georgia ForestWatch, what is out front is this beautifully redesigned website, and Michael put it there. Michael created the website and the slide shows found within it. Michael also created the look for our email Alerts and has shot the video and created DVDs for various applications.

He is always there for office staff during a technical crisis and has helped with all manner of e-mail challenges. You’ll see him setting up most of the media equipment at ForestWatch events. Using few words, Michael prefers to communicate with images.

Basically, if it makes an image, Michael has worked with it. With a BFA in photography, Michael has worked in commercial and public television, owned and managed film animation studios, created CD-ROMs and DVDs, built websites and written computer software.

In the early 1980’s, Michael began writing computer software to operate animation stands and make early, albeit crude, computer graphics. Those graphics led to managing the graphics department at Crawford Multimedia, where he supervised production of consumer CD-ROMs for Discovery Channel; exhibits for numerous museums; and communications pieces for corporations. He joined IBM-Atlanta just in time to move their graphics and video teams into the digital world and onto the web, producing World Book Encyclopedia on CD, among other projects. After leaving IBM, he worked to “productize” NASA video and still images. Today Michael is owner-operator of Griffiti, creating graphics, websites, and shooting video.

Why is he interested in Georgia ForestWatch? “I like the woods; I like hiking; and we need to take care of our environment if we want a future.” That says a lot.

Thanks to Michael, the ForestWatch website is better than ever.

Want to give us feedback or suggestions? Call our office at 706-635-8733, or send an e-mail to [info at gafw.org](mailto:info@gafw.org).