

Karen M. Jones



Journalist/Author

Is your audience hungry for opportunities to ...

- ◆ Make a real difference?
- ◆ Respond to disasters with hearts and hands instead of wallets?
- ◆ Reconnect personally with compassionate action?
- ◆ Express their naturally altruistic instincts in ways that matter, free of conventional volunteer requirements and institutionalized charity?

So many Americans feel like they have less and less influence in both public and personal arenas, as the powerful few with access to government, business and media leave the extraordinary "ordinary" citizen without a voice. Even volunteering and nonprofit enterprise have gone "corporate;" financial donations — not personal action — are the solicitation of choice, and bureaucracy limits individual involvement. Once an effort grows beyond grassroots, its operations require big bank accounts, specialized staff, mass marketing campaigns, and policies and procedures that leave little room to accommodate singular offers of help. Then, when donations are squandered or incompetence is revealed, caring citizens are left to wonder, *why bother?*

As a freelance journalist, author and founder of BenevolentPlanet.com, I advocate strategies that empower the individual – the Everyday Altruist – apart from the charitable elite. Through articles and books, web content and commentary, e-programming, broadcast interviews and public presentations, I apply the principles of Compassion, Conscious Choice and Common Humanity to offer practical prescriptions for more meaningful living. Contact me when you need:

- ◆ An immediate, expert response to national and international tragedies, sharing simple ways for your audience to help that require little time and no check-writing
- ◆ An interview about my work on behalf of Everyday Altruists for your print, online or broadcast media outlet
- ◆ A regular column or audio message about Everyday Altruism for your audience
- ◆ An article or audio message tied to the "Areas of Expertise" listed in this packet, or on another related topic you wish to assign
- ◆ An interview of inspiring individuals – disaster survivors, recovery workers, individuals who have made a difference – for your publication or program

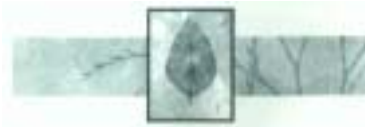
The blogging and podcast phenomena, netroots movement, recent books about reclaiming democracy, and the explosive growth of simplicity and spirituality markets all mark a revival of personal potential, common humanity and the desire to be heard. Help your audience discover the surprising power of compassion in action. Contact me for a reliable stream of compelling, original content to get them started today.

With genuine appreciation,

Karen M. Jones

Author, *The Difference a Day Makes: 365 Ways to Change Your World in Just 24 Hours*

Karen M. Jones

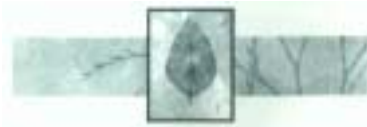


Journalist/Author

Fact Sheet

- ◆ **Freelance journalist and author Karen M. Jones** turns the abstraction of “purposeful living” into a real-life prescription for personal well-being and global healing. By providing simple yet powerful tools for responding to social issues and televised tragedy, Ms. Jones has generated a substantial following of what she calls “Everyday Altruists” via print and broadcast media, her former Web site (BenevolentPlanet.com), her blog (Blogging on Purpose), and a forum/listserv called CompassionFruit.
- ◆ Ms. Jones offers people “**practical strategies for purposeful living**” in feature articles and columns, media interviews, speaking engagements and online. Her award-winning book, *The Difference a Day Makes: 365 Ways to Change Your World in Just 24 Hours*, provides simple actions that people can complete in the course of one day — in even five minutes — to make a difference in their communities, the nation and the world, with no check-writing required.
- ◆ **BenevolentPlanet.com** was launched in October 2003, on National Make a Difference Day. The site offered free resources such as a Compassion Calendar and Donation Station (places that accept donated used goods to benefit others); its highlights, including e-books and e-courses such as Compassionate Kids and Conscious Cornflakes, are now available at karenmjones.com and Blogging on Purpose. In its first six months, Ms. Jones’ e-newsletter, *Waking Up on the Planet*, drew subscribers from 35 states, as well as Canada, the U.K., Australia, New Zealand and Germany. Today her message reaches readers in all 50 states and 10 other nations.
- ◆ Ms. Jones uses “**viral marketing**” to spread her message, including Tag Lines™ anonymous altruism cards, sold on her Web site, and a “**Relay the Difference**” campaign that instructs readers to complete an action from *The Difference a Day Makes*, note it on the inside cover, and then pass the book on to the next potential altruist.
- ◆ *The Difference a Day Makes* and BenevolentPlanet.com have been **recommended in print** (*Woman’s Day*, *The Dallas Morning News*, *Spirituality and Health*), **online** (RealSimple.com, BeliefNet, Planet SARK), and on **more than 80 radio programs**. (See separate complete list.)
- ◆ **Ms. Jones’ work has been endorsed** by the executive directors, chief executive officers or presidents of The Humane Society of the United States, Youth Service America, The Brady Campaign to Prevent Gun Violence, Share Our Strength, Collective Good, Do Something, The Central Asia Institute, Rebuilding Together, SeniorNet, and Women Transcending Boundaries.
- ◆ Ms. Jones **altered her career track** in response to several years of absorbing tragic national events: high school shootings, racially motivated murders and devastating terrorist attacks. In a solo effort to become a positive force for change and invest her own work with greater meaning, Jones wrote *Difference* and launched BenevolentPlanet.com as a means for people to revive the heightened compassion and connection that followed in the wake of September 11.
- ◆ Ms. Jones, a self-described “recovering Corporate American,” advocates **mindful action as a means of personal growth and empowerment**: “We can enrich our inner lives by looking outward. We can reconnect with our best intentions, tune in to our shared humanity, and reclaim our influence in a society that has convinced us, for too long, that individuals are insignificant. The self-help programs people have undertaken in the past can take them only so far. I believe self/ess help is the secret to purposeful living.”
- ◆ **For more information**, email kjones@karenmjones.com, visit karenmjones.com, or call **717-249-1489**, Monday-Friday, 9 a.m. to 6 p.m. Eastern Time.

Karen M. Jones



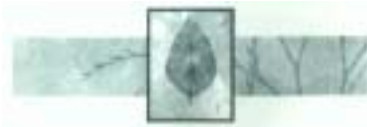
Journalist/Author

Areas of Expertise

Until now, the concept of a Purposeful Life as presented in current culture has been largely philosophical and abstract. Readers of best-selling books on the subject often respond by asking, "Okay, but now what?" Karen M. Jones can respond to your audience's questions about creating a purposeful life **on practical terms**: putting good intentions into action, finding meaningful work, living their altruistic values every day, enjoying more of what matters. Sample topics include:

- ◆ **Purposeful Living**: Having More of What Matters in Real Life
- ◆ **Take Two Mindful Actions and Call Me in the Morning**: Why Doing Good Is the Best Medicine
- ◆ **First Response**: Simple Prescriptions for Healing and Helping When Faced With Televised Tragedies
- ◆ **Joy on the Job**: Finding Meaningful Work
- ◆ **Kind Kids**: Raising Compassionate Children
- ◆ **Numbing News**: Take Back Your Mind From the Media
- ◆ **Governing by Heart**: Claiming Your Role as a Global Citizen
- ◆ **All-Consuming**: How "Stuff" Distracts You from Pursuing Purpose
- ◆ **Where Is My Well-Being?**: When Self-Help Has Left You Stranded
- ◆ **Discovering Your Inner Altruist**: Purpose That Feels Like Play
- ◆ **The Independent Altruist**: When Volunteering Isn't Viable
- ◆ **The Compassionate Computer**: Using the Web to Work Mindful Miracles
- ◆ **The Personal Sabbath**: Creating Your Own Meaningful Practice
- ◆ **Your Path to Purpose**: 7 Small First Steps
- ◆ **Altruistic Artistry**: Compassionate Action for Creative Spirits
- ◆ **Compassion Communities**: Where the Purposeful Unite
- ◆ **Make the World Better** in 15 Minutes a Day
- ◆ **Benevolent Weddings**: Making a Difference With Your Special Day
- ◆ **Purposeful Partying**: Celebrate Your Humanity With Every Occasion
- ◆ **Green Gift-Giving**: Presents That Satisfy and Sustain
- ◆ **While You're At It**: Everyday Choices that Make a Difference
- ◆ **Pass the Purpose, Please**: Start an Endless Chain of Compassion
- ◆ **Consuming Kindness**: Help Others When You Shop
- ◆ **Happier Holidays**: Plan Now to Make *This* Season More Meaningful
- ◆ **10 Simple Ways to ...**
 - Nurture Nature
 - Help a Child
 - Boost Learning
 - Fight Poverty
 - Promote Peace
 - Relieve Homelessness
 - Secure Human Rights
 - Make Schools Safe
 - Protect Animal Friends
 - Feed the World
 - Bridge Human Divides
 - Honor an Elder

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Journalist/Author

The Difference a Day Makes and BenevolentPlanet.com have been featured in...

- ◆ A Visit From the Muse (e-newsletter)
- ◆ Articulation newsletter and e-Artella ezine
- ◆ BeliefNet
- ◆ Body + Soul Magazine
- ◆ CoffeyTalk.com
- ◆ Delaware Cape Gazette
- ◆ Delaware Coast Press
- ◆ Delaware State News
- ◆ Delmarva Parent
- ◆ Diane Magazine
- ◆ Enlightened Woman Magazine
- ◆ GRANDTimes.com
- ◆ Holistic Village
- ◆ Living Gently Quarterly
- ◆ Maggie Mae Magazine
- ◆ Planet SARK
- ◆ Rainbow Xpress (e-newsletter)
- ◆ RealSimple.com
- ◆ Seeds of Inspiration (e-newsletter)
- ◆ Spirituality & Health Magazine
- ◆ The Dallas Morning News
- ◆ Threads of Change (blog)
- ◆ Thrillionaires.org
- ◆ Wilmington (DE) News Journal
- ◆ Woman's Day Magazine
- ◆ Youth Service America's National Service Briefing (e-newsletter)

The Difference a Day Makes has been named Recommended Reading by:

- ◆ Working Assets
- ◆ Alternative Gifts International
- ◆ The Messenger

Listen to the author read the book's Introduction at karenmjones.com; click on the **Author** link on the home page.

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Karen M. Jones has been a guest on:

WABJ 1490 AM (Adrian, MI) "The John Sebastian Morning Show"
KGRS 107.3 FM (Burlington, IA)
KBUR 1490 AM (Burlington, IA)
KBOZ 1090 AM (Bozeman, MT)
WJBC 1230 AM (Bloomington, IL)
WICR 88.7 FM (Indianapolis, IN) "Journeys Fire" (NPR)
KXEM 1010 AM (Phoenix, AZ)
KAWL 1370 AM (York, NE) "Crossroads Café"
KFCD 990 AM (Dallas, TX) "The Teena Jones Show"
KWIX 1230 AM (Regional) "The Home Show"
KCBR 1040 AM (Colorado Springs, CO)
KSMA 1240 AM (Santa Maria, CA)
WLMX 104.9 FM (Minneapolis, MN)
KMHL 1400 AM (Marshall, MN) "The Book Club"
KAHI 1380 AM (Sacramento, CA) "Popp Off"
WRWB 740 AM (Harrogate, TN)
Westwood One Radio Network (National)
KLYC 1260 AM (McMinnville, OR)
KFIZ 1450 AM (Fond du Lac, WI) "Backstage Live"
KPQ 560 AM (Wenatchee, WA) "Two O'clock Show"
KSFR 90.7 FM (Santa Fe, NM) "Journey Home" (NPR)
"Your Second 50 Years" (National)
KYNG 105.3 FM (Dallas, TX) "Vocal Points"
KIXL 970 AM (Austin, TX) "The Weekend"
WRVC 930 AM (Regional) "View Point"
WPAZ 1370 AM (Reading, PA) "The Mary Helene Show"
WBEV 1430 AM (Beaver Dam, WI) "Idea Exchange"
KBUL 970 AM (Billings, MT)
WSBC 1240 AM (Northfield, IL)
"Mysteries of the Mind" (National)
WUMR 91.7 FM (Memphis, TN) "Spotlight"
WGMD 92.7 FM (Lewes, DE)

WQUE 93.3 FM (New Orleans, LA)
KKSM 1320 AM (San Diego, CA)
"Good Day America" CRN (National)
KCPS 1150 AM (Burlington, IA)
WRGC 680 AM (Knoxville, TN) "Share Your Mission"
WJON 1240 AM (St. Cloud, MN)
"Success Journal" (National)
"Be the Star You Are" (National)
WRHU 88.7 FM (Hempstead, NY)
KIUP 930 AM (Durango, CO) "For Your Information"
KJSL 630 AM (Creve Coeur, MO)
WICH 1310 AM (Hartford, CT)
"The Round Table" (National)
KLIN 1400 AM (Lincoln, NE)
WCUB 980 AM (Manitowoc, WI)
WRJZ 620 AM (Knoxville, TN) "Morning Magazine"
KMSU 89.7 FM (Mankato, MN)
KSWN 93.9 FM (McCook, NE) "Pulse of the Prairie"
WSAR 1480 AM (Somerset, MA)
KODA 99.1 FM (Houston, TX)
KOSI 101.1 FM (Denver, CO) "Cozy After Dark"
WNOX 990 AM (Knoxville, TN)
WHO 1040 AM (Des Moines, IA)
KRSN 1490 AM (Los Alamos, NM)
KWRE 730 AM (St. Louis, MO)
KUCI 88.9 FM (Irvine, CA) "Peace by Peace"
"The Jordan Rich Show" (National)
WBAA 920 AM (West Lafayette, IN)
KTKK 630 AM (West Jordan, UT) "INNERviews and INNERactions"
WYSP 94.1 FM (Philadelphia, PA)
WAFL 97.7 FM (Milford, DE)

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Journalist/Author

Reviews for *The Difference a Day Makes: 365 Ways to Change Your World in Just 24 Hours*

Award Winner: Best Spiritual Books of 2005 by the Media Editors of *Spirituality & Health* magazine

"As someone who has helped hundreds of people put their compassion into action, I am thrilled with Karen M. Jones' new book *The Difference A Day Makes*. By giving us one small and potent action a day, she cuts through the major obstacles that often prevent skillful action--unwieldy bureaucracy, the overwhelming scope of social problems, and lack of time to serve. Suddenly making a difference is simple and elegant! Karen's splendid book will be required reading for all my students and a gift to my dear friends." — **Gail Straub, executive director of Empowerment Training Programs and author of *The Rhythm of Compassion: Caring for Self, Connecting with Society***

"Keep this book next to wherever you sit while watching the television news. Place your hand upon it while you read the front page of your newspaper. Hold it to your heart when you look at a child or a tree you love. Take several deep breaths and remember that you *do* make a difference." — **Dawna Markova, coeditor of *Random Acts of Kindness***

"We each need to do all the good we can in the world, and this book makes that easier!" — **M. J. Ryan, author of *Attitudes of Gratitude, The Giving Heart, and The Power of Patience***

"Here's the perfect book to help anyone become a volunteering enthusiast or benefactor — even those with little time or cash to spare. In just moments a day, any individual can do good works for the environment, promote peace, health, and the arts, fight hunger and poverty, and much more. I know that my family and I will treasure this inspiring, resource-filled book." — **Nava Atlas, author of *The Vegetarian Family Cookbook* and host of vegkitchen.com**

"All too often we take on large and ambitious projects which we then abandon because we just don't have the time or the energy to do them justice. Jones has come up with a sane strategy that will appeal to the altruist in you." - ***Spirituality & Health Magazine***

"Volunteering, believes Karen M. Jones, doesn't necessarily mean being a certain place at a certain time on a certain day. Her book, *The Difference a Day Makes: 365 Ways to Change Your World in Just 24 Hours*, offers simple, fast, no-cost ways for people to get involved." - ***The Dallas Morning News, March 6, 2005***

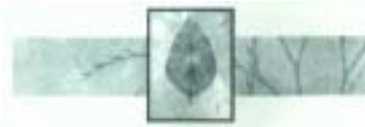
"Just in time for New Year's resolutions comes this guide to making the world a better place without investing herculean amounts of time or money...Readers can easily browse and follow up by going to related Web sites or using contact information...this feel-good, do-good book is recommended for public libraries." — ***Library Journal***

"For some, compassionate feelings can overwhelm spare time and energy; readers with such a problem should consider *The Difference a Day Makes*, a kind of recipe collection for doing good." — ***Midwest Book Review***

"[Karen M. Jones'] new book, *The Difference a Day Makes*, offers simple actions you can take that can make that difference with a minimum of time commitment and no cash donation. And perhaps those small steps are just the beginning for further action in the near future. If you need that quick start and small beginning step, obtain a copy of *The Difference a Day Makes* and begin to change the world." — ***Living Gently Quarterly***



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Responses to BenevolentPlanet.com

"This is exactly the kind of positive boost the world needs." – **Joanne H., Rehoboth Beach, DE**

"Thank you so much for this site. One becomes one and that one becomes another one and then you have a BILLION (BEP's song). This site empowered and helped me, and in turn I was able to pass on the info to friends all over the U.S. Thanks for your hard work and passion in making this site and all the work that goes into anything that is worth it, effective, and great! Bless you and enjoy your journey." – **Anonymous responder**

"I am a retired school social worker and teacher, so we seem to travel a similar path. Kudos for your chutzpa and commitment to taking a REAL step toward peace." – **Annie A., NY**

"[Your book] is the topic today of my favorite daily inspiration email...and most of my Christmas gifts were donations to the charity Web site you mentioned in one of your e-newsletters." – **Michelle C., San Francisco, CA**

"When I was introduced to Benevolent Planet, my heart felt so full of gratitude for the work that Karen Jones is doing. This Web site is devoted to encouraging all of us to take small, compassionate actions of service in our world, but Benevolent Planet makes it *easy*. I adored my time on the site...so much to explore, so much to feel GOOD about." – **Marnie M., Orange County, NY**

"I value what you do and who you are. Your book is a sacred gift. May you experience and fulfill all that you dream. You've made quite a difference to many." – **Annie M., Wilmington, DE**

"I find what you're doing with the 'Planet' fascinating. I think your efforts are right on target. With the current national trend moving away from environmental concerns, with an insensitivity toward social justice issues, I can't think of a better idea/program such as yours to help turn things around. Through social interaction and conversation, we can build the necessary bridges to solve the differences that alienate us from each other. What we need most, in my view, are structures and organizations like Benevolent Planet as a roadmap to success." – **Ernie L., Newark, DE**

"I am so impressed with all that you are doing for this world!" – **Bill M., Washington, DC**

"A friend sent me your Web site; I think it is a great idea and a great service to humanity. I love the tone, the images and the ideas, especially the ones that are meant for busy people." – **Diane A., Berlin, MD**

"I am so happy that I have found this wonderful, supportive and optimistic community. I believe that we create our own world through our values and actions. By fostering compassion we can all help to make the world a more loving and accepting place to live. I am looking forward to being a part of something very positive." – **Amanda, CompassionFruit member**

"I think that is what it comes down to -- feeling a sense of responsibility to the Earth -- and the Oneness that we feel to one another as a result. That's what Karen's book brought out in me." – **Austen, CompassionFruit member**

