

## Professional Communication

### EXPERIENCE

#### Legislative Aide, September 2001 - current.

Serve In an appointed capacity. Administer state and local legislative office. Assist individual constituents, local government, business, citizen, non-profit and arts groups with concerns relating to state government and other public agencies. Serve as liaison with state and local government officials. Serve as press liaison/spokesperson during General Assembly; responsible for routine preparation of written remarks, press releases, legislative summaries, constituent updates and correspondence.

#### **ENGL 327 (experience matched with course objective)**

- On a daily basis, prepare sensitive correspondence, frequently of a highly persuasive nature, and with a particular point of view that must be clearly articulated.
- Update research on gun violence statistics, with emphasis on youth gun violence. Develop outline for various print pieces (constituent newsletter, floor remarks, letters to the editor, etc.)
- Update research on eminent domain issues, with emphasis on new or pending legislation in other states, and/or other rural areas.
- Do initial research and formulation of policy and potential legislation for upcoming legislation session (in January 2002).

#### **ENG 334 (experience matched with course objective)**

- Daily, prepare print pieces for public distribution, Including press releases, meeting notices, requests for legislative intent and budget amendments.

#### Attorney General Campaign, Democratic Primary.

#### Campaign Finance Manager, November 2000 - July 2001.

Primary responsibility focused on raising money to finance the campaign, approximately \$400,000. Responsible for preparing and filing accurate and timely Campaign Finance reports, and large contribution report. with the State Board of Elections. Ongoing responsibility within 9th congressional district to Coordinate/assist efforts of Southwest Virginia field staff; assisted with petition signature drive, voter outreach, and voter I. D. Development of finance/fundraising, cash and data procedures. Production of press releases, press kits, electronic and print media list. Managed campaign headquarters/staff.

#### **ENGL 327 (experience matched with course objective)**

- Produced press materials (kits, news releases, media alerts) to stimulate appropriate press coverage. Following a market evaluation, these written documents were correctly routed to news directors or assignment editors, per the directives of each news outlet.
- Communicated descriptive information to a variety of Internal audiences, including In-house staff rosters, campaign calendars and events updates.
- Communicated written financial information via Internal campaign forms, Intended primarily as a

sharing tool, with no feedback mechanism.

**ENGL 334 (experience matched with course objective)**

- Created concise yet effective information tracking forms for field staff to document voter or constituent contact with the candidate. These field contacts generally required a follow up letter to the citizen to talk about whatever issue or request they had discussed with the candidate.
- Created a form to track and present weekly financial updates. Presented financial updates to candidate, finance committee and campaign manager.
- Prepared instructions for volunteers: database entry, information collection.
- Prepared instructions for campaign staff: cash handling procedures, field Information collection.
- Created “individualized” mass market mailings to contact large numbers of voters. required the use of customized queries In Access database to determine which voters had been Identified with which Issues (school vouchers, gun control, etc.).
- Created Letters intended to produce small/medium-dollar financial support through exposition of political strategies, and academic/social connections.

**· Congressional Campaign, 9th District, U.S. House of Representatives**

**Campaign Staff Field Coordinator**, August 2000 - November 2000.

Responsible for GOTV (Get Out The Vote) In Montgomery, Pulaski, Craig, Giles and Roanoke Counties; City of Radford. Political strategy, event management, Election Day logistics.

**ENG 327 (experience matched with course objective)**

- Prepared internal communication tools to assist In event planning and execution: written GOTV/contact plan for each county.

**Legislative Aid**, November 1999 - May 2000.

Served in an appointed capacity. Administered state and local legislative office. Assisted Individual constituents, local government, business, citizen, non-profit and arts groups with concerns relating to state government and ether public agencies. Served as liaison with state and local government officials Served as press Liaison/spokesperson during General Assembly; prepared written remarks, press releases, legislative summaries, constituent updates and correspondence.

**ENG 327 (experience matched with course objective)**

- Prepared routine correspondence to constituents, providing a concise narrative overview of complicated legislative activity, as well as preparing a variety of sample letters for use by other staff members, especially the temporary staffers In Richmond.
- Created letters of recommendation, frequently a delicate and complex task. To some people these are “boilerplate”, but a good recommendation letter needs to be highly persuasive yet genuine, and needs to highlight the key technical qualifications of the applicant in context of broader social, business or economic themes.
- Prepared written remarks for delivery by including the introduction of

Gallery VIPs, elected officials from South West Virginia, and the Virginia Tech football team.

**ENG 334 (experience matched with course objective)**

- Prepared weekly multi-page press update entitled Report \_\_\_\_, designed to update local reporters about the details of bills affecting constituents and local government.
- Prepared outline of events/topics for weekly radio Interview,  
  
given by either \_\_\_\_ or myself.
- Researched and produced commencement speech (We Are Virginians) for \_\_\_\_ to deliver for the 2000 Spring Graduation ceremony at New River community College. This speech examined the cultural and political heritage of “service” in Virginia, as compared to Virginia’s contemporary non-service (and non-military) culture.

· **General Election Senate Campaign, The Honorable \_\_\_\_**

**Campaign Staff**, September 1999 - November 1999.

Developed newspaper print campaign; assisted/edited direct mail print campaign, provided copy for electronic media advertising; prepared press releases and statements, as well as other various written remarks.

**ENGL 327 (experience matched with course objective)**

Prepared series of written campaign ads, designed to occupy approximately 1/8 page of the many weekly newspapers in Southwest Virginia. The small size of the ad dictated a small amount of words, yet the writing had to be meaningful - a lot of people read those local weeklies. The ad campaign, “Clip and Save”, became very popular, and clearly outlined Senator \_\_\_\_’s Legislative record, accomplishments, and main campaign themes.

**ENGL 334 (experience matched with course objective)**

- Prepared numerous press releases, media alerts and Updates. Also produced several statements for the campaign co-chairman, also the Chairman of the Montgomery County Democratic Committee. These press releases were inflammatory in nature, and were intended to provoke a response from the campaign of the opponent.
- Researched and produced an 8 minute speech for Senator 93~ to deliver to the New River Valley AARP, Blacksburg/Christiansburg chapter. required research of legislative record, MRP initiatives, social service and medical programs for senior citizen in SW. Virginia.
- Researched and produced remarks for the Commonwealth of Virginia’s Secretary of Natural Resource, The Honorable \_\_\_\_ In addition to Secretary \_\_\_\_ remarks, also Outlined other Issues and speaking points for other press conference participants.

**Special Assistant for Community Affairs to County Chairman**

April 1993 - September 1996.

Served in an appointed capacity as a primary liaison for The Honorable. Orange County Chairman, the first chief elected official of Orange County Florida, a charter government with a budget In excess of 2 billion dollars, and approximately 800,000 citizens. Areas of responsibility Included liaison with elected and appointed community leaders, government agencies, citizen and community groups. Special areas of focus Included youth, families and juvenile justice; the performing and cultural arts; non-profit, faith-based and community building groups. In

addition to creating and maintaining positive relationships, ongoing duties included special event planning and execution; development of protocol activities and ceremonies; speech writing and research; development of collateral printed materials.

Prepared external communication tools to guide volunteers and community leaders through public events, including event itineraries, Election Day schedules, and Election Day precinct worker instructions (where to stand, what to do if it rains, what the law says about voter contact, etc.)

**ENG 334 (experience matched with course objective)**

- Prepared updates for candidate and senior staff prior to events, generally through the use of a written outline, including a brief biography of other speakers or head table guests.
- Developed and placed informational/instructive advertisements in regional newspapers to announce events, and generate attendance.
- Developed collateral news releases for news directors and reporters to generate coverage of events and appearances by the candidate.