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***Communications consultant:*** Create & edit content; develop media campaigns; design & produce print, online, video material.

***Instructor -- Corporate Communications and Journalism, James Madison University, Harrisonburg, Va. (Aug. 2007-Aug. 2009):*** Full-time position in the School of Media Arts and Design. Taught senior seminar in Corporate Communications, Employee Communications (created course), Principles of Advertising, News Writing. Launched a magazine used as a marketing piece for the department as part of a Journalism class for juniors and seniors.

### **Corporate Communications**

***Verizon Corp. (1983-2006)***

#### ***Executive director – Employee Communications***

Developed strategic messages and communications channels for 220,000 Verizon employees. Directed staff responsible for all internal media, including print, online, video, voice mail and e-mail. Reporting staff of seven employees and five full-time contractors. (2000-2006)

***Media relations:*** Liaison between media and company subject-matter experts. Wrote and placed articles supporting products, services and company positions on industry issues. Conducted media spokesperson training for executives.

***Merger communications:*** Point person for internal communications regarding the Bell Atlantic/GTE merger in 2000 that created Verizon, and for the merger of Bell Atlantic and NYNEX (the telecom company serving New York and New England) in 1997. Each merger was the largest in U.S. history at the time. Created special publications and other channels for merger-related communications. Edited and wrote copy reinforcing key messages.

***Crisis communications:*** Responsible for developing message points and directing internal communications during emergency situations. Created key employee messages, directed special video, online and print communications during recovery efforts following Sept. 11 attacks and Hurricane Katrina.

***Executive communications:*** Developed speeches, talking points, op-ed columns and other presentations for chairman and CEO and other corporate officers of Bell Atlantic.

***Shareowner communications:*** Responsible for content, design, and production of Bell Atlantic annual and quarterly reports to the company's 1.6 million shareowners.

## **Television news, newspapers, magazines**

***Cable TV news:*** Field producer, assignment desk editor, writer for national cable network and various cable TV news bureaus covering Capitol Hill, the White House and the federal government for stations across the country

***County editor, reporter:*** Covered county government, agencies, school board, local industries, municipalities and other stories for Salisbury Daily Times, a 40,000+ circulation daily on Maryland's Eastern Shore

***Managing editor:*** Directed staff of 25 for Maryland Coast Press, a twice-weekly newspaper in Ocean City, Md. Oversaw reporting, advertising and production staffs. Also published feature magazine and weekly entertainment guide

## **Awards/distinctions**

- More than two dozen national and international awards for writing and design in print, video and Web
- **Gold Quill** from IABC for publications excellence
- CEO presentation listed in **Top Ten Speeches** of the Year by *Speechwriter's Newsletter*
- Published in *Vital Speeches of the Day*

- Twice voted the **Outstanding Service** award by colleagues for professional skills, leadership and teamwork
- Bell Atlantic annual report named **Best In Class** for summary reports at the International ARC Awards.
- Also included in the AR 100 – **top 100 annual report designs** in the U.S.

## **Education**

*M.A. Journalism and Public Affairs, American University:*  
Program designed for professional journalists. Students covered Congress and the federal agencies while working for major media organizations. Graduated with distinction, 1983

*B.A. Communications, James Madison University:*  
Graduated 1978

*Executive courses in leadership and business issues:*

The Wharton School, Aresty Institute of Executive Education

Executive Education Program, Kogod School of Business, Duke University

Executive Education Program, Darden School, University  
of Virginia