

KEY ACCOMPLISHMENTS INCLUDE

Brookings Institution: Initial task was to determine why a major, highly publicized project failed to gain much publicity. Conducted a communication audit and media analysis for the project and recommended short, medium and long range actions to be implemented – with immediate positive results of significantly increase story placements and response. The project was broadened to develop similar media strategies for the rest of the year and is ongoing.

ARDEC Picatinny: ARDEC QE&SA Lean Six Sigma Competency is the Baldrige award winning efficiency and creativity program – the best program very few people have heard about. Now they are hearing about it, through speeches, brochures, websites, visits, news articles, books and a total infusion of awareness of how this program that does good for whoever embraces its methods and successes. The canvas was bare when our work began; now it is brimming with colors and stories, in a journey that is designed not to end – but only get better.

Kurdistan Regional Government: Researched and collected professional guidance to write the initial draft press freedom legislation that was used in the final KRG law of October 2008 that removes criminal proceedings against journalists and establishes for the first time in any part of Iraq, freedoms of expression, communication and assembly. Conduct research and collect material on the democratic parallels between Iraqi Kurdistan and the United States’ democratic evolutions. Collect and draft materials for consideration by the KRG for use by their public relations operations in speeches, op-eds, brochures and other written materials. Help connect the KRG to needed professionals in the wider communications community including such as but not limited to sign and banner makers, professional framers, event planners, and book binders. Help research current affairs and issues and identify possible media representatives that may be of interest to the KRG.

Wholeness for Humanity: Developed and crafted a six-month “crescendo” plan for media awareness, coverage and cultivation for this environmental-based/spiritual organization with a prime focus on care of the Chesapeake Bay. The successfully implemented plan resulted in wide coverage of a three-day event in October, repeated stories in the Washington media regarding the different challenges facing the Bay, and garnering attention from the White House (President Bush declaring concern for two species of Bay fish).

Tobacco company success: A U.S. tobacco processing company found itself included in congressional legislation giving the FDA regulatory control over tobacco – but discovered this after the legislation passed a House subcommittee. In an 11th-hour presentation training, help craft the message and hone deliver in advance of a meeting with the staff of Rep. Henry Waxman to make their case to be exempted. The exemption was granted during the passage of the legislation by the full committee.

Developed and provided the foundation writing for an ongoing three year campaign by the **American Road & Transportation Builders Association** to increase dedicated funding to improve the U.S. national transportation system.

Investigated and documented how **Army interrogators in Iraq and Afghanistan exposed prisoners to extreme hot and cold weather**, which resulted in their deaths. Resulted in the Army rewriting the death reports for those dead prisoners and reopening investigations into those deaths, with a further result of new prohibitions ordered to prevent weather being used as an interrogation tactic.

Wrote detailed reports on the **privations and challenges faced by children, women and other victims in Bosnia** during the four-year war in that country. Resulted in groups in the United States organizing aid and clothing drives to help schools, children and others in former Yugoslavia.

Investigated and documented how the **Army failed to maximize production of fully armored Humvees for Iraq** and then how the Army misreported the number of vehicles in Iraq. Resulted in Congress appropriating an extra \$213 million for more fully armored Humvees and demanding regular reports from the Defense Secretary on the number of armored vehicles in the war zones.

Detailed the hidden policy of the George W. Bush administration **to produce a new generation of tactical nuclear weapons**. Resulted in Congress sharply reducing the funds for research and development of those weapons.

Created and ran a **system to get individuals and supplies into Afghanistan** from Uzbekistan within a 48 hour turnaround of landing in Tashkent, Uzbekistan. Resulted in establishing the newspaper as a competitive force in covering the war in Afghanistan and in developing deep ties with the new Afghan government and governments in the Central Asian region.

Carried a man through gunfire and mortar fire after the truck we were riding in entering Sarajevo was blown up by a rocket-propelled grenade and we sustained wounds. Resulted in the man's life being saved.

Established authority in reporting on **third parties and congressional redistricting** in America. Resulted in more attention being paid to those candidates, who some say tipped the 2000 presidential election to George W. Bush.

Accurately outlined **in 1995 how radical Islamic terrorists**, trained by the United States in Afghanistan, were turning their focus to anti-Americanism and anti-Westernism. Alerted readers to the threat of radical Islamic terrorism six years before the attacks of September 2001. Resulted in Congressional hearings and investigations on Capitol Hill.

Revealed the failure of the Nuclear Regulatory Agency to **stockpile potassium** iodide tablets near nuclear power plants for use by nearby civilian populations in the vent of

terrorist attacks. The iodide tablets keep the thyroid from absorbing radioactive iodine, significantly reducing the risks of radiation poisoning. Resulted in Congress providing emergency funds to stockpile the potassium nitrate and orders the agency to distribute and stockpile the tablets.

Investigated and **documented deficiencies in the Stryker military vehicle** and how the vehicles and their crews were being rushed into service in Iraq. Resulted in new armor and protection for the Stryker before it left the United State and triggered increased congressional scrutiny of the program.

First to report how **Stealth aircraft could be detected by radar**, which was contrary to how the aircraft was being sold to Congress. Resulted in Congress restricting funds for aircraft purchase and ordering new contracts to eliminate suggestions that the plane would be "invisible" to radar.

Helped craft and lead the campaign to **reposition Taser International** from a severe crisis communication dilemma to its current highly regarded, proactive profile. Constructed the media response plan, a turn-the-table media accountability operation, high-level op-ed writing and placement, and successful recruitment of third party allies to counter inaccurate charges from opponents.

Chief architect and author of materials to **highlight successes of Fluor Corp** for its work in the aftermath of Hurricane Katrina, its successful cleanup of the nuclear waste facility in Fernald, Ohio, and its longtime commitment to work in South Carolina, site of a major company facility. Developed the style and research, and handled reporting and writing, for informational brochures, one-page fact sheets, testimonial advertisements, booklets and coffee table book.

Key participant in **the launch and early growth** of the Poker Players Alliance, including media training the new coalition's leaders, developing messaging and congressional testimony, speech and op-ed writing and proactive, thorough research.

Exposed a network of gun smuggling from southwestern United States into Mexico, including weapons used in the attempted assassination of high-ranking elected Mexican officials. Resulted in stepped up law enforcement action on both sides of the border and a major shutdown in the illegal weapons flow.

Revealed a cross-country pattern of **serial killings of prostitutes**. Resulted in police departments across the United States linking data bases and sharing information that led to the arrests of national serial killers.

First U.S. reporter to interview **Sinn Fein leader Gerry Adams** on his historic first visit to the United States and secret talks between the British, Irish and the U.S officials. Resulted in greater public and media attention on the Northern Ireland peace process and a subsequent scrutiny and pressure on all parties to keep working until a peace agreement was reached.

First to report that the ValuJet plane that crashed in Florida was **not authorized to carry oxygen containers and had mislabeled the canisters**. Resulted in new restrictions on

what commercial airplanes could carry in their cargo holds and new requirements for more detailed labeling of contents.

Revealed how the **United States planned to use land mines in the 2003 Iraq war** despite giving verbal commitments to reduce the use of those weapons except for defensive purposes. Resulted in the military abandoning the plan.

Documented how the **Atlanta Olympic Committee was aware of a security threat to those games** and took no action to enhance or augment protection, in order to avoid negative pre-Olympics publicity. Resulted in more transparency on safety and security, and increased security precautions, by future Olympic committees.