

Cheryl R. Arvidson

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EMPLOYMENT HISTORY

CHERYL ARVIDSON EDITORIAL SERVICES

Falls Church, VA.

2001 - Present

Writing, Editing, Media Relations, Communications Consulting

Prize-winning free-lance writer specializing in insurance and financial issues

GOVERNMENT ACCOUNTABILITY OFFICE

Washington, DC

2012 - 2015

Senior Communications Analyst (Retired September 2015)

Editing, writing and providing strategic communications guidance to GAO's Natural Resources and Environment Team

RECOVERY ACCOUNTABILITY AND TRANSPARENCY BOARD

Washington, DC

2009 - 2012

Assistant Director of Communications

No. 2 spokesperson for federal agency overseeing the 2009 economic stimulus program, handling internal and external communications, public and media inquiries

THE COUNCIL of INSURANCE AGENTS & BROKERS

Washington, DC

2002 - 2008

Assistant Director, Strategic Communications

Chief media spokesperson, producing external and internal communications for key insurance trade association

FREEDOM FORUM and NEWSEUM

Arlington, VA

1993 - 2001

Media Relations, Communications, Program Development

Media spokesperson, communications strategist, program planner for major media non-profit

BLUE CROSS BLUE SHIELD ASSOCIATION

Washington, DC

1992 - 1993

Media Relations, Communications

Spokesperson, crisis communications specialist, health care reform media strategist for health insurer

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DALLAS TIMES HERALD

Washington, DC Bureau Chief

1985 - 1991

One of first women to head a Washington news bureau

COX NEWSPAPERS

Washington, DC

1980 - 1985

Investigative reporter, economics/political/government writer

Prize-winning investigative reporter specializing in economics, national politics and Congress

UNITED PRESS INTERNATIONAL

Des Moines, IA, and Washington DC

1969 - 1980

Iowa Bureau Chief/Washington National Staff

Managed operations of six-person news bureau in Iowa; National political reporter/ congressional specialist for UPI Washington

AREAS of EXPERTISE

Communications and Media Relations

Well-regarded professional with extensive knowledge of broadcast/print/electronic media/social media operations. Experience in daily journalism, non-profit foundations, Washington trade associations and government. Spokesperson for new federal agency overseeing the historic 2009 economic stimulus initiative, dealing with technical aspects of website development and data display; reporting of federal contracts, grants and loans; law enforcement and investigative processes dealing with Recovery fund oversight. Spokesperson for two Washington trade associations and major non-profit foundation. Experienced in maximizing media exposure, developing core messages, crafting crisis communications plans, mapping promotion/publicity strategies, writing/researching internal and external communications, congressional testimony, speeches and correspondence.

Writing/Editing

Clear, concise writer able to produce clean, readable copy under deadline pressure. Skilled at finding lapses in logic, weaknesses in arguments. Able to turn complex theories into understandable English. Excellent copy-editing/rewrite skills. Superb news judgment, instincts. Provided communications guidance, writing and editing assistance to GAO audit teams on natural resources and environment issues including nuclear energy, pipeline licensing, fracking, food safety, pesticides, water and land management. Extensive work on financial, economic and insurance issues including property/casualty, life insurance, health care and regulatory issues from both broker and carrier perspective. Contributing writer for Leader's Edge magazine. Prize-winning investigative reporter with background in finance, economics, international trade, politics and Congress. Planned, produced and distributed internal and external communications products including speeches, op-eds and media talking points for senior management, news releases, electronic newsletters, annual reports, and web page content. Free-lance writer/editor for magazines, newsletters, web pages.

Management Skills

Member of senior management teams, hiring, supervising/evaluating staff, developing budgets, coordinating media relations operations with marketing, advertising, publications. Bureau chief of two major news operations, responsible for all staff/office operations.

Professional/Program Development

Directed annual fellowship program for Washington regional reporters, coordinating selection process and planning/moderating monthly programs designed to heighten knowledge and improve coverage of the federal government. Planned and implemented media-oriented live programs for the Newseum, developed content/researched exhibits relating to news history, media ethics, First Amendment issues, civil rights.

Writing Awards

Bronze Excel Award, Society for National Association Publications,
magazine feature writing, 2009
Gold Excel Award, Society for National Association Publications,
magazine feature writing, 2008
Women in Communications Investigative Reporting Award (Dallas) 1991
John Hancock Award for Excellence in Economic Writing, 1984
Investigative Reporters and Editors Award, 1982
National Press Club Investigative Reporting Citation, 1982
Raymond Clapper Award, 1981

Professional Activities

The Gridiron Club, member, 1986-present; Historian, 2003-2009
Washington Press Club Foundation Board, 1998-2002
Pulitzer Prize nominating juries, 1987-88
Editor, Gault-Millau "Best of Washington" travel guide, 1988
Board of Governors, National Press Club, 1985-88
Chairman, Standing Committee of Correspondents, 1983
Distinguished Young Alumni Award, University of Iowa, 1980

Education

B.A. with Distinction, journalism and political science, University of Iowa

References

Available on request