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Teresa Moore

President, Moore Ink. PR

Summary of qualifications

- 25 years experience in communications, PR and news media
- Proven, award-winning presenter, trainer, writer, speechwriter and editor
- Broad background in public affairs; governmental, community and media relations
- Extensive experience in writing and implementing strategic communications plans

Education

- Bachelor of Arts, political science, summa cum laude (4.0 GPA), University of Texas at Dallas
- Research and communications courses (4.0 GPA), master's degree program in public relations, University of Texas at Austin
- Numerous professional development courses (as participant and trainer): Public Relations Society of America, International Association of Business Communicators, American Society of Association Executives, National School PR Association

Professional experience

- **June 1999 – Present: Moore Ink. PR, Owner and President:** Manage and operate consulting firm specializing in public relations and strategic communications for non-profit organizations and public institutions. Work for clients includes:
 - ✓ **Washington Association of Housing and Services for the Aging:** Researched, wrote, produced and trained WAHSA members in use of a comprehensive "Image Campaign" notebook with step-by-step guides for WAHSA member facilities to conduct community-based PR, media relations, advertising, fundraising, Web sites, employee and resident communications, crisis planning, community outreach and business partnerships.
 - ✓ **YWCA of Seattle-King County-Snohomish County:** Wrote and implemented public relations plan for the YWCA's \$40 million community campaign; served as member of the Campaign Committee; wrote annual report; succeeded in generating extensive news media coverage.
 - ✓ **Fremont Public Association:** Trained Board members, managers and staff in public speaking, media relations and communications; conducted assertive media relations efforts, resulting in more than 150 articles in local news media over two years.
 - ✓ **Odessa Brown Children's Clinic:** Managed and wrote all marketing materials including 30th anniversary video, report to donors, eight program brochures, direct-mail pieces, and more; coordinated adoption of new logo, promoted community events, arranging news media coverage.
 - ✓ **Healthy Aging Partnership:** Implementing multi-year public information campaign built around a toll-free information and referral number for seniors. HAP is a coalition of 30 city, county, state and non-profit senior service agencies.
 - ✓ **University of Washington Office of Development:** Conducted internal communications audit and wrote strategic communications plan for 200-employee unit; implemented plan and created internal Marketing and Communications unit.
 - ✓ **Children's Hospital and Regional Medical Center:** Researched, wrote and conceived research publication and promotional materials for Children's Heart Center; edited surgical Outcomes Report; assisted in labor/management communications.

Professional experience, continued

- **July 1998 – June 1999: Premera Blue Cross, Vice-President/Corporate Communications:** Managed corporate communications for one of the Northwest's largest health insurance with responsibilities including:
 - ✓ Managed 10 employees; developed and administered \$2 million annual budget
 - ✓ Developed and implemented comprehensive communications plans for 1.1 million members, providers, employees, news media and other audiences
 - ✓ Administered corporate charitable giving program, including community relations and interaction with fund-raising officials of local, state and regional organizations
- **Jan. 1989 - June 1998: Washington Education Association, Director of Communications and Research:** As a member of WEA's senior leadership team, helped lead a strategic approach to organizational management to ensure integration of PR strategies into WEA programs. Developed and managed comprehensive statewide efforts in Communications/PR and Research, with responsibilities including:
 - ✓ Managed 12 employees; developed and administered \$2 million annual budget
 - ✓ Initiated and managed community relations programs to develop collaborative relationships and to link WEA with Special Olympics, children's charities, and other community organizations and programs; planning and conducting events
 - ✓ Developed and conducted annual week-long "communications school" for local education association leaders
 - ✓ Directed all media relations efforts, including acting as corporate spokesperson and conducting message development and media training
 - ✓ Helped develop and implement legislative strategies and political programs
 - ✓ Directed outside research firms; analyzed and presented results of public and member opinion polls and focus groups
 - ✓ Supervised Web site development, content and design
 - ✓ Managed radio/TV advertising program, wrote speeches, conducted training, wrote and edited Association reports, managed employee communications
- **April 1985 - Jan. 1989: Texas Education Agency, Director of Public Information:** Supervised staff of seven in State Department of Education; provided information about TEA, public schools and education reform legislation to TEA staff, news media, school districts and public; advised management on PR policies.
- **Jan. 1980 - March 1985: United Press International (UPI), Reporter:** Journalist focusing on political news, covering state legislatures, court trials, political campaigns and other government news in Austin, Texas (three years) and Baton Rouge, La. (one year); general news writing in New Orleans and San Antonio (one year)
- **Aug. 1976 - Dec. 1979: Plano (Texas) Daily Star-Courier:** Reporter and News Editor of daily newspaper (also part-time from 1973-1976)

Volunteer work

- Board of Trustees, National Multiple Sclerosis Society, Greater Washington Chapter, 1999 – 2002; chair of 2000 "Celebrate the Hope" Luncheon fundraiser
- President, Women Business Owners, 2002; Board of Directors, 2001 – present

Awards and presentations

More than 25 national, state and regional awards in PR, speechwriting, community relations and governmental relations. Conducted some 200 presentations and training sessions for local, state and national audiences.
