

A. Craig Bell

9917 MANCUNIAN WAY W • Douglasville, GA 30135 • 470.432.6313 • BELL21@ME.COM

EXPERIENCED COMMUNICATIONS LEADER

Exceptionally-talented and solution-driven communications professional, possessing 20 years of experience. Strong track record of proven and effective results across a broad range of roles and responsibilities. Absolutely unwavering integrity.

AREAS OF EXPERTISE

- Public Relations
- Community Relations
- Reputation Management
- Conversational Writing
- Strategic Planning
- Crisis Communications
- Public Affairs
- Video Photography
- Still Photography
- Project Management
- Crisis Management
- Strategic Communication
- Video Editing
- Digital Media
- Public Speaking

PROFESSIONAL EXPERIENCE

Georgia Power

Media Issues & Crisis Management Leader— Serves daily as an official company spokesperson to media and other external audiences. Excels in crisis communications, reputation management, preparedness messaging and stakeholder relations. Creative content strategist whose efforts result in high quality brand stories.

- Serves as a primary lead for daily media inquiries regarding company affairs and positions on issues and represents the company as an official spokesperson.
- Relentlessly works with media regarding story content and setting up interviews.
- Persistently maintains strong relationships with Atlanta, Georgia and national editors and reporters of key business and industry news organizations.
- Responsible for connecting and aligning subject matter expert priorities into one cohesive plan
- Strong ability to think and act strategically and with the ability to execute several projects simultaneously across 8-thousand employee corporation.
- Works closely with VP and communications team to develop materials, establish meeting agendas, write follow-up reports from team meetings, collect and distribute alignment communication tactics.
- Creates external/internal talking points for company executives, communications team and subject matter experts.
- Lead cross functional team in development of multiple video communications campaigns
 - Successfully developed concept, look and feel of more than two dozen video campaigns
 - Lead coordination of company's videographers, edits and producers
 - Lead all external coordination efforts of company stakeholders
 - Personally lead video production development from concept to completion
- Lead the company's media team during recovery efforts During and After Hurricane Matthew.
 - The results of proactive pitches led to hundreds of positive local/state/national newspapers and local television stations.
 - Served as company spokesperson during major event.
- Lead development, revision and implementation of company crisis communications strategic plan.
 - Developed 1st 24-hour crisis communications snapshot for eight scenarios.
 - Developed two additional crisis scenarios.
 - Lead Corporate Communication print production and design teams in the revision of the 399-page Corporate Communication "Crisis Response Plan".
- Lead strategy development, positioning and messaging for earned media.
- Research media outlets and creates specific media lists through Cision for local, regional and national media outreach.
- Develops strategic and creative pitches for company promotional campaigns,
- Training of designated spokespeople on messaging and techniques for dealing with media interviews.

Federal Emergency Management Agency

Public Affairs Specialist March 2015 – May 2016

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Public Affairs Specialist—Excels in crisis communications, reputation management, preparedness messaging, stakeholder relations. Provides media outreach in multiple states including AL, FL, GA, KY, MS, NC, SC and TN to help citizens prepare for, protect against, and recover from all hazards natural and manmade.

- Developed targeted distribution channels for delivery of disaster communication that prompted 93,000 survivors to register for federal disaster assistance yielding \$11 million in Individual Assistance and \$73,000 in Public Assistance pay outs to citizens
- Created and drove employee communications and public relations strategies and programs for FEMA senior leadership to include correspondence, articles, bulletins, brochures, news releases, talking points, fact sheets, articles for specialized trade publics, editorials, spot radio and television announcements, feature stories or collateral material to support all external strategies.
- Develops and executes PR processes and messaging that supports FEMA Communications/Incident response
- Lead incident response or issues group drills and mobilization
- Serves as spokesperson for media inquiries to disseminate information to reporters
- Managed and develops strategy to formulate response to congressional, intergovernmental, private sector and media stakeholder inquiries
- Plans, manages, and implements special events, such as news conferences, presentations, meetings and tours.
- Supervised activities related to long- and short-range planning; program and project development, implementation and evaluation; audience research; and translation and dissemination of scientific information.
- Oversaw programs and accomplishments that align with the agency's regional internal storytelling, photography, video taping and editing
- Built and maintained database of media, contacts within the region. Monitors daily press coverage and conducts follow-up responses to clarify or correct reporting errors.

General Assignment Reporter

CBS 46 September 2011- April 2014

Television News Reporter – Highly skilled reporter who routinely leveraged personal network of contacts and sources to consistently produced clear and easy to understand, insightful, thoughtful, well written, multi-layered news reports for 2.5 million TV households across greater Atlanta daily. Expert deliverer of strategically planned demonstrative live reports that connected viewers live to the scene of the latest news.

- Responsible for writing, producing, photography/video-taping, editing and presenting daily live news reports. Also responsible for researching and analyzing information about newsworthy events.
- Responsible for delivering, developing and managing daily news project while meeting tight deadlines.
- Built and maintained a database of vital of civic leaders, agency representatives, local organizations and other members of the media nationwide.
- Personally prepared formal statements in the form of news reports from information gathered at press conferences, by analyzing news releases and coverage of meetings and scheduled events.
- Arrange interviews with spokespersons of various organizations.
- Provide local and national news coverage on news-sensitive projects and controversial issues that affect the public and critically important audiences.
- Assists news managers in the development of plans, goals, and objectives for new initiatives and programs. Recommends, develops and implements proactive short and long term communication strategies for external reporting.
- Prepared news gathering tactics and personally develops and writes materials, correspondence, articles, bulletins, brochures, news releases, talking points, fact sheets, articles for specialized publication, editorials, spot radio and television announcements, feature stories or collateral material to support all external strategies.

National Assignment Editor

CNN Atlanta, GA February 2008 – September 2011

Performed front line newsgathering for all CNN's networks that often-yielded exclusive details, covering BP oil spill, the Miracle on the Hudson and Time Square attempted bombing. Proficient in social media gathering news, including digital trends and the latest technology and provided updates to managers and editorial units.

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- Managed the daily assignments, locations, and travel arrangements for multiple news crews that resulted in news coverage that reached 2.5 million TV households
- Utilized social media daily to communicate and monitor media reports, edit web pages, create links to develop and convey information to the general public.
- Created and drove plans, goals, and objectives for new initiatives and programs. Recommends, develops and implements proactive short and long term communication strategies for external reporting.
- Oversaw news gathering tactics and personally develops and writes materials, correspondence, articles, bulletins, brochures, news releases, talking points, fact sheets, articles for specialized publication, editorials, spot radio and
- Produced television announcements, feature stories or collateral material to support all external strategies.
- Personally managed the daily special events, editorial, logistical, newsgathering needs of CNN, HLN, CNN Espaniol, CNN.com, CNN Newsource, and CNN International. Seamlessly prioritizing of the movements of satellite trucks, CNN crews, and travel of CNN assets.
- Serves as CNN liaison for federal, state, and local organizations to formalize events, which may involve congressional leaders, agency officials and other high-level industry, federal and community leaders.
- Established and maintained working relationships with members of the media across the country to ensure quality customer service, solicit the improvement of external relationships, coordinate personal station visits and evaluate feedback.
- Managed database of media, contacts within the region. Monitors daily press coverage and conducts follow-up responses to clarify or correct reporting errors.

Vice President of Broadcast

Atlanta Association of Black Journalists January 2008- January 2011

Status quo disrupter, systems thinker, growth enabler tasked with revamping organizational structure, processes and goals. Leadership input resulted in AABJ winning 2011 national chapter of the year

- Managed AABJ's weekly public affairs program "[In Contact](#)"
- Oversaw the writing of contracts, agreements, and negotiation for AABJ
- Managed response to inquiries from stakeholders, the media or the general public. Serves as an on the record spokesperson.
- Planned and ran all television show concepts, administrative functions and contributor evaluation
- Served as a liaison between the local and national organization

General Assignment Reporter

Television News Reporter – Highly skilled reporter who network of contacts and sources to consistently produced insightful, thoughtful, well written, multi-layered news reports to thousands of viewers daily. Expert deliverer of strategically planned demonstrative live reports that connected viewers live to the scene of the latest news.

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| • WAGA-TV Atlanta, GA
February 2008-August 2008 | • KTRK-TV Houston, TX May
2007 –January 2008 | • WPTY Memphis, TN March
2005-May 2007 |
| • KEYE-TV Austin, TX March
2003- March 2005 | • WQAD Quad Cities, IL June
2002 – March 2003 | • BET Nightly News September
2001 –June 2002 |

- Responsible for presenting daily live news reports. Also responsible for researching and analyzing information about newsworthy events.
- Built and maintained a database of vital of civic leaders, agency representatives, local organizations and other members of the media throughout the region. Monitors daily press coverage and conducts follow-up responses to clarify or correct reporting errors.
- Spearheaded and personally prepared formal statements in the form of news reports from information gathered at press conferences, by analyzing news releases and coverage of meetings and scheduled events.
- Arrange interviews with spokespersons of various organizations.
- Provide local and national news coverage on news-sensitive projects and controversial issues that affect the public and critically important audiences.
- Supervised intern teams to develop communication strategies for news media coverage.
- Educate organizations on writing news releases that attract coverage by local and national media outlets.

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- Serve as a mentor for various civic organizations – personally preparing speeches and for major events.

Sports Reporter

WBAL-TV Baltimore, MD June 2000 – June 2001

WXII-TV Winston Salem, NC September 1998 – June 2000

- Attended all local and national sporting events and facilitated interviews with coaches, athletes, team owners, and fans.
- Researched and gained proficient knowledge of the rules, violations and code of ethics of each sport.
- Solicited and engaged community feedback.

AFFILIATIONS

- Atlanta Association of Black Journalists (AABJ)
- National Association of Black Journalists
- Omega Psi Phi Fraternity, Incorporated
- National Association of Broadcasters

EDUCATION

B.A., Communications/Marketing - Alabama Agricultural & Mechanical University, Normal, Alabama