

Peggy Ann Lewis
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Highlights of Qualifications

- .Sixteen years as a Television Journalist—Nineteen years in broadcast journalism
- .Two years of management, administrative and organizational experience at the White House
- .Two years of Senior Executive Service in the Federal Government
- .Extensive Community Service and Public Speaking
- .Served as President of Board of Directors of Nonprofit organization overseeing a million-dollar budget
- .Excellent verbal and written communication skills
- .Surrogate Speaker and Volunteer for Clinton/Gore '96
- .1994 National Big Sister of the Year, Big Brothers/Big Sisters of America
- Ran the U.S. Marine Corps Marathon—October 2000

EXPERIENCE:

ADJUNCT ASSISTANT PROFESSOR, HOWARD UNIVERSITY SCHOOL OF COMMUNICATIONS

(Fall 2003 – Present)

Tenure track position teaching broadcast news courses in radio and television news. Teach a three-hour NewsVision capstone media lab for seniors, helping students develop products for television news magazine and integrated media lab. Help place students in internships and advise students about post-graduate career opportunities. Annenberg Honors Student Advisor.

LECTURER, HOWARD UNIVERSITY SCHOOL OF COMMUNICATIONS

(Fall 2002/Spring 2003)

As a part-time faculty member was responsible for teaching one course each semester. In addition to teaching Broadcast Journalism I and II, advised students in career and internship opportunities and wrote numerous recommendations for scholarships and jobs.

DIRECTOR OF COMMUNICATIONS, THE ALLIANCE FOR RETIRED AMERICANS

(July 2002 – August 2003)

Successfully created and managed a communications department for new national organization with three million union retiree members, hiring and overseeing a staff of three. Developed and implemented communications strategies which took the organization from little or no media coverage to weekly media exposure that included national news coverage by the New York Times, Washington Post, CNN, ABC, NBC Nightly News and a host of other local and national television, radio and print media outlets. Responsibilities included all media outreach, publications, web activity, and message development and implementation. Was responsible for creation and implementation of strategic marketing and communications activities for the President and Executive Director. As part of the management team helped plan and run national conferences and the organization's strategic five year plan.

DIRECTOR OF COMMUNICATIONS, THE CHILDREN'S DEFENSE FUND

(September 1999 – June 2002)

Managed CDF's Communications Department including Publications and Media Relations with a staff of 12. Was responsible for all fiscal operations for division, staff selection, supervision and training. Responsibilities included the organization's message and media outreach; marketing and promotional efforts; management of quality publications in print and on line. Planned the communications strategy for the organization, and implemented the strategic goals of the President.

DEPUTY ASSISTANT SECRETARY, U.S. DEPARTMENT OF LABOR

(September 1997 – August 1999)

Developed and implemented plans for a wide range of public affairs activities for the Secretary of Labor including news conferences, multi-media education campaigns, publications, and pamphlets, fact sheets and news releases. Helped plan strategies and events for the Secretary, Deputy Secretary and other top DOL officials on high priority issues often involving complex, controversial laws, programs or activities. Handled daily media inquiries from a wide range of organizations. Supervised media specialists and support staff. Wrote and edited wide range of materials including: strategy plans, position papers, talking points, briefing papers, news releases, statements, publications and fact sheets and other forms of written communications. Handled all press inquiries during Secretary's domestic and international travel.

SENIOR MEDIA RELATIONS ADVISOR, UNITED STATES INFORMATION AGENCY (USIA)

Washington, D.C. (April 1997 - September 1997)

Developed strategies to highlight the Agency's public diplomacy initiatives as a key member of the Director's senior staff. Promoted the programs and policies of USIA and the Administration, targeting domestic and international media. Provided strategic planning and management support for the Press Center for the President's *Summit of the Eight* in Denver. (June 1997) Developed and implemented special projects involving appropriate media outlets.

ASSISTANT TO THE CHIEF OF STAFF TO THE FIRST LADY, HILLARY RODHAM CLINTON

Washington, D.C. (February 1996- April 1997)

Manage staff, respond to political and press requests, constituency outreach, issues, scheduling, research, correspondence and office activities for the Assistant to the President and Chief of Staff. Help to coordinate special White House events/social activities with the Press and Social Offices. Highlights: Planned unveiling of the First African American painting to the permanent White House collection. Helped coordinate guest and press lists, and organized press preview. Prepared background material and briefed the President and First Lady on the event; Staffed the Vice President for his speech to the annual conference of the National Association of Black Journalists in Tennessee; Charged with trouble shooting for the 1996 Democratic National Convention.

DIRECTOR OF SPECIALTY PRESS FOR THE WHITE HOUSE

Washington, D.C. (February 1995 - February 1996)

Developed and implemented a Specialty Press strategy to amplify and communicate the President's message, working extensively on the areas of affirmative action, the State of the Union, the budget, and special events. Updated data base for more proficient and proactive outreach. Developed talking points, briefing materials and coordinated press interviews for Senior Staff. Drafted talking points and briefing materials for the President for several hour-long roundtable interviews with African-American columnists and editorial writers, Veterans publications, and Catholic and Religious press. Sent hundreds of specialized press releases, speeches and photographs to media not normally touched by the White House. Releases were written to accommodate the special needs of non-traditional media, i.e., small staffs and budgets, and they often reprinted what was sent verbatim. Also, coordinated agency-wide effort to increase the Administration's Specialty press outreach. Area of coverage included, African-American, Latino, Catholic, Religious Women, Education, Business, Gay and Lesbian, Science and Technology, and Ethnic media.

ANCHOR/REPORTER

WPLG-TV, ABC Affiliate, Miami, Florida (April 1989-January 1995)

Co-Anchored hour-long morning news show. Helped write the show and coordinate guests for live shots. Wrote, produced and anchored five-minute local news segments during Good Morning America. After the show, researched, developed and covered stories for later newscasts. Was the Senior Correspondent for the station's *Children First* campaign; researching, writing and producing stories and special three-part segments. Also hosted monthly half-hour Community Affairs programs on children's issues.

GENERAL ASSIGNMENT REPORTER

WPLG-TV, ABC Affiliate, Miami Florida (April 1983 - April 1989)

Researched, developed, wrote and produced stories for daily newscasts. Covered Haiti, urban issues, education, juvenile crime, poverty, homelessness, the drug war (including coverage in the Caribbean, Central and South America) and various challenging issues facing Miami's multi-cultural community. Covered six coups in Haiti, an earthquake in El Salvador and three hurricanes, including Hurricane Andrew.

GENERAL ASSIGNMENT REPORTER

WTVT-TV, CBS Affiliate, Tampa, Florida (November 1981-April 1983)

Primary responsibilities included development and coverage of local news stories. Convinced station to let me cover the Super Bowl in Pasadena, California the year before it came to Tampa and produced five-part series on economic impact of hosting a Super Bowl. Edited my own stories using state-of-the-art equipment.

REPORTER TRAINEE

WUSA-TV, CBS Affiliate, Washington, D.C. (November 1980-November 1981)

Assisted reporters, producers and assignment editors covering a variety of stories in an environment that nurtured an individual program of intensive writing and reporting that resulted in a professional resume reel which led to my first television reporting job.

WRITER**Peggy Lewis (p.3 of 3)**

WCBS-AM, CBS Radio, New York, New York (February 1980-November 1980)

Writer for morning drive for all-news radio station in a fast-paced eight-hour shift of four one-hour newscasts. Covered local, national and international news, including sports news. Also edited tape for broadcast.

WEEKEND ASSIGNMENT EDITOR

WUSA-TV, CBS Affiliate, Washington, D.C. (March 1979-February 1980)

Managed weekend staff of reporters and photographers. Generated, developed and assigned stories.

WRITER

WTOP-AM, CBS Affiliate, Washington, D.C. (December 1976-March 1979)

Writer for all-news radio station, working a variety of shifts, but primarily morning drive. Conducted interviews, edited tape and some on-air reporting, while juggling full college course load.

ADDITIONAL EXPERIENCE

- .President of Big Brothers/Big Sisters of Greater Miami (1994) overseeing a \$1 million dollar budget

- .Nine years as a Big Sister with Big Brothers/Big Sisters (1986-1995)

- .President of the South Florida Association

- of Black Journalists 1991-1993

- .Florida Statewide Coordinator for Habitat for Humanity and Delta Sigma Theta Sorority Inc. Partnership

- .Helped build two Habitat Houses, one in S.E. Washington (6/93), one in Dade County Florida (10/95)

KEYNOTE SPEAKING ENGAGEMENTS AND CONFERENCE SEMINARS

Have served as keynote speaker for a variety of groups and organizations:

- *Howard University's 4th Annual Woman to Woman Conference Keynote Speaker (February 1996)

- *Howard University's 7th Annual Woman to Woman Conference- Success Workshops (February 1999)

- *Senior Class Convocation Speaker - Trinity College, Washington, D.C. (September 2000)

- *District of Columbia Public School Counselors Association Conference Keynote Speaker (January 2001)

- *White House Briefing for Students of Historical Black Colleges and Universities - Remarks (September 1997)

- *The National Black College Alumni Reunion Miami, Florida - Keynote (March 1996)

- *The Dade County School Administration's Back-to-School Orientation Speaker for Teachers (1993, 1994)

- *The National Coalition of 100 Black Women-Rhode Island Chapter-Keynote Speaker (September 2001)

- *Simpson Hamline United Methodist Church Women's Day Speaker (November 1996)

- *Northminster Presbyterian Church Women's Day Speaker (March 2000)

- *Delta Sigma Theta Sorority - Delta Days in Washington (February 1999)

- *Founders Day Speaker-Delta Sigma Theta Sorority Northern Virginia Chapter (January 1996)

- *41st Anniversary of Mt. Carmel Missionary Baptist Church Keynote Speaker, Miami (March 1995)

- *Leadership Forum for the Junior League of Miami (1994)

- *Internal Revenue Service Black History Month Speaker, Miami (February 1994)

- *American Business Women Conference, Miami (June 1994)

EDUCATION

- Bachelor of Arts, June 1977 - Trinity College, Washington, D.C. Major: English

AWARDS

- .Named 1994 National Big Sister of the Year by Big Brothers/Big Sisters of America

- .Received the 1994 National Hero Award

- .Dade County Proclamation for Peggy Lewis Day, May 17, 1994 for Community Service

- .Recipient of the Trinity College Presidential Leadership Award

- .Recipient of the South Florida Association of Black Journalists Summit Award