

Charlotte A. Meador, APR

Communication and Strategic Planning Consulting

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Degrees Earned:

University of Houston, Houston, Masters degree, Communication/Public Relations Studies, 1996

Louisiana Polytechnic University, Ruston, LA, BA , Liberal Arts, 1967

Other qualifications and certifications:

Completed all classwork requirements for Doctorate in Political Science at the University of Houston, 1999

Accredited Public Relations (APR), Public Relations Society of America

Peer-Reviewed Publications and Artistic Performances/ Exhibitions:

"Being Prepared for Disasters," Presentation to the Annual Meeting of the Texas Association of Homes and Services for the Aging in Arlington, TX, May 22, 2006.

"Everything You Ever Wanted to Know About Reporters, but Were Afraid to Ask," Presentation to the Annual Meeting of the Texas Association of Homes and Services for the Aging in Austin, May, 2004.

Peer-Reviewed Presentations/Posters:

"The Practical Application of Symbolic Convergence Theory for PR Practitioners," at the International Interdisciplinary Research Conference, Educators Academy, PRSA, at the University of Maryland, College Park, Maryland, 1998.

"A Rhetorical Vision of the Political Right: How the U.S. Militia Movement Views the World" at the Central States Communication Association Conference, St. Paul, Minnesota, on April 20, 1996. *(This work is widely cited in the*

literature of sociology and is considered by many as the seminal work on the understanding of internet-mediated communication of radical groups in the United States.)

Work or Professional Experiences:

*Faculty in Mass Communication, SAM HOUSTON STATE UNIVERSITY,
Huntsville, TX*

(January 1995 – 1999 and January, 2010 – present)

*Adjunct Faculty in Government, LONE STAR COLLEGE SYSTEM, Houston, TX
(August, 2009 –2016)*

*Senior Vice President for MRC Network Affairs, METHODIST RETIREMENT
COMMUNITIES, The Woodlands, TX
(1999-2008)*

Interfaced with community organizations and elected officials in Austin and Washington to lobby and advocate for the low-income elderly while directing all legislative affairs, including acquisition of over \$20 million for housing facilities in Bryan and La Porte, TX.

Strategic public relations planner, special project director, and marketing consultant to affiliates for bringing new facilities and new services in healthcare related company with low-income clients in 57 counties of East Texas.

Responsible for protecting and positioning the image of the organization with all stakeholders, both internal and external.

Recruited, directed, and managed volunteers for community service projects

Performed extensive public speaking and speechwriting for community education and for fund raising.

Managed the content of three websites.

Responsible for a statewide program in 2002 in partnership with Pfizer Drug Company to save low-income seniors in Texas over \$7.5 million in prescription drug costs. Received statewide TAHS Community Service Award.

Emergency management coordinator for seven locations with nearly 1500 residents and 800 staff, supervising both writing and execution of evacuation plans

Expert witness in hurricane evacuation related legal actions in the Southeast Texas area

Co-chair of the Southeast Texas Senior Care Providers Taskforce for hurricane evacuation. Recognized by state regulatory agencies and by regional emergency managers as advocates for fixed facilities in Southeast Texas area for emergency preparedness. Received second TAHS Community Service Award in 2007.

Served on Board of Directors of the Regional Hospital Preparedness Council, an organization of 129 area hospitals charged with preserving the area medical infrastructure in the event of emergencies, natural disasters, and terrorism.

Held the Special Needs seat in the HEC center when the Catastrophic Medical Operations Center is activated. Responsible for evacuating numerous hospitals and nursing home facilities during both Hurricanes Rita and Ike. Designed the special needs hurricane vests currently use by these facilities after advocating that the state Department of Emergency Management purchase over 160,000 to be distributed by local emergency managers in coastal areas of Texas.

Manager/Legislative and Corporate Affairs, QUANEX CORPORATION, Houston, Texas (September, 1983 - August, 1994).

Directed and supervised all legislative affairs in Washington, including giving testimony before Senate and House Committees, advised management on and coordinated company response to proposed legislation, and supervised a lobbying firm in Washington.

Wrote, directed, and supervised all annual reports, quarterly reports, advertising, industrial films, executive speeches, handled all media relations with newspapers, television, and trade publications. Arranged all special events such as press conferences, annual meetings, and plant commissioning ceremonies. Wrote and edited the company's bi-monthly newsletter.

Counseled corporate management on legislative and corporate affairs, including issues management, reporting to the CEO and Chairman of the Board of the Fortune 500 company

Administered education-business partnerships with HISD schools to fund and man the first HOST program as a pilot project for inner city students through the Quanex Foundation. Managed corporate giving from the corporate foundation.

Served as NYSE investor relations contact for the company.

Served as the crisis spokesperson for the company. Wrote, implemented and supervised the crisis communications plan and trained divisional crisis managers.

Account Supervisor, WHITEHURST AND ASSOCIATES Advertising, Spring, Texas (January 1982 - September, 1983).

Principal, CEDAR HILL ASSOCIATES, Willis, Texas (November, 1977 - January, 1982).

National Marketing Manager, E. J. MITCHELL COMPANY (a division of Hoerbaker Value), Houston, Texas (August, 1976 -October, 1977

News/Public Service Writer, KSLA-TV, Shreveport, Louisiana (January, 1973 - May, 1974

Teacher, HARRISON COUNTY SCHOOL DISTRICT, Gulfport, Mississippi (March, 1968 - June, 1971).

Honors and Awards:

Founding member, Association of Women in the Metals Industry (Served on Board of Directors, 1983-1985).

Former Member of the Board of Directors of the Houston Area Regional Hospital Preparedness Council. Special Needs seat in the CMOC during disasters.

Former member of Board of Directors, Epworth Services, an Affiliate of Methodist Retirement Communities

Former Chair of Southeast Texas Senior Care Providers Taskforce and Community Partner of the Regional Hospital Preparedness Council

Former member of Board of Directors of the I Have A Dream/Houston Scholarship Foundation - an organization that tutors and mentors inner-city at-risk students and provides college scholarships upon graduation from high school.

Winner of the Community Service Award for Texas Association of Homes and Services for the Aging (TAHSA) in 2007 for leadership in hurricane evacuation for nursing homes

Winner of the Community Service Award for TAHSA in 2003 for the media campaign for the Pfizer ShareCard Enrollment Program which saved Texas seniors over \$7 million.

Winner of the Best Publication, TAHSA, in 2002 for printed annual report.

Winner of the Nicholson Award for Best Annual Report for individual investors, given by NAIC (National Association of Investors Corporation) for ten consecutive years, 1984-1994).

Media relations specialist for the Greater Houston Partnership at the Economic Summit Conference in Houston and at the Republican National Convention in Houston in 1992.

Public Relations Society of America (PRSA) examining board member for the APR accreditation examination

Other Competencies:

Consultant for health care web publications, Herrington and Associates, Silver Springs, MD, 2008- 2009

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