



## Kristen Wright

### Director of Communications

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United States



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## Work History

### American Medical Association Inc.

Dallas, TX, United States

Apr 2004 - Present

#### Director of Communications

- Currently manage 8 person media relations team.
- Responsible for entire media relations strategy, including media training the physicians, designing public affairs campaigns and strategic planning for desired press coverage.
- Press coverage of AMA in major publications has increased 35% from April 2004 – August 2007.
- Generated and placed 18 opinion editorials and letters to the editor from allies in various major publications, including *New York Times* and *Washington Post*.
- Produced and directed Domestic Violence Awareness public education campaign and implemented the media strategy around the campaign.
- Recent public affairs campaign (Anti-smoking campaign aimed at youth) won an ADDY award.

## About Me

Learn about my background, preferences and performance in under two minutes!

### U.S. Department of Justice

Washington, DC, United States

Oct 2001 - Mar 2004

#### Press Secretary

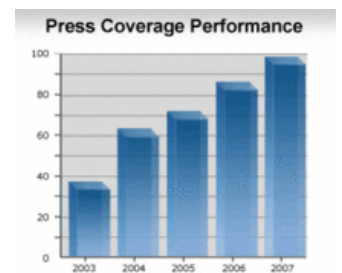
- Handled press inquiries on behalf of the Secretary and managed 4 person U. S. Department of Justice (DOJ) media relations team.
- Set up over 150 television, radio and print interviews for the Secretary, including multiple appearances on:
  - *Larry King Live*
  - *The Today Show*
  - *Good Morning America*
- Responsible for the media related to the Secretary's War on Drugs, developing and implementing aggressive media relations strategy which helped make this a well-known national campaign.
- Press coverage about "War on Drugs" increased by 280% from March 2002 – January 2004.
- Awarded "Young PR Professional of the Year" of 2003 by PRWeek.

## References

**Peter Jones** (Superior)

U.S. Department of Justice  
Peter Jones serves as my superior at the Department of Justice and will happily provide a reference.

## PR Results



From 2004 to 2007 APA press coverage by major publications increased 35%.

### Senator Jeff Sessions (R-AL)

Washington, DC, United States

Jan 2000 - Sep 2001

#### Deputy Press Secretary

- Handled press inquiries on all issues for the Senator.
- Scheduled interviews with major national networks, local networks, and talk radio shows.
- Senator's quotes in major daily newspapers increased 24% from February 2000 – July 2001.
- Produced public affairs program with Senator and guests for local Alabama networks to understand policy formation.

- Hosted radio show with Senator to discuss relevant issues.
- Wrote over 100 press releases on relevant issues in 18 months.

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## Senator Jeff Sessions (R-AL) Office

Washington, DC, United States

Jan 1998 - Jan 2000

### Press Assistant

- Compiled and organized media coverage of Senator.
- Handled selected press inquiries.
- Wrote press releases.
- Scheduled interviews.

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## Measurable Results



Press release associated with anti-smoking campaign.



Poster for "iDon't", anti-smoking campaign. Campaign won Addy Award.



Provided placement support for this article in the Washington Post.

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## Education

### Georgetown University

Washington, DC, United States

Sep 1994 - May 1998

### B.S., Communications & Nursing

- GPA: 3.78
- Dean's List all four years
- Served as President of Communications Club 1996-1997
- Awarded "Outstanding Achievement Award in Communications," 1998

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