

PETER ARNOLD

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Executive Summary

I am a story teller. While earning my Master's Degree in Cinema from the University of Southern California, I was hired as a writer-producer at Universal Studios. I've authored ten non-fiction books published by Doubleday, Penguin, and other major houses. For more than two decades at Peter Arnold Associates, I created public and community relations messages about clients' products, services and organizations from offices in Boston and Dallas.

Most recently, I've written ninety magazine articles about leaders in politics, medicine and entertainment. After retiring for a few years, I've resumed writing magazine articles, interviews and guest editorials.

Professional Experience

Writing 2015 to present

The articles I've written over the past several years have been published by *Jmore*, a print and online magazine based in Baltimore, MD. The leaders I have featured have included U.S. Representative Jamie Raskin, former Maryland Governor Larry Hogan, opioid expert Dr. Joshua M. Sharfstein of Johns Hopkins Bloomberg School of Public Health, motion picture director Barry Levinson, and the host and executive producer of *This American Life*, Ira Glass.

Peter Arnold Associates 1994 to 2015

Public Relations

- Fifty percent of our clients provided leading edge high technology products.
- For five years, arranged for Manhattan-based industry analysts from Jupiter Research to deliver their technology findings on tight deadlines to *The Wall Street Journal*, *The New York Times*, *The Financial Times*, NBC-TV, AP, Agence France Press, and many more.
- For nine years created narratives and, with other team members, aided the international recognition of Boston University Questrom School of Business. Moved global rankings from no listing or outside the top 100 to between 40 and 60, depending on the data measured.
- Ghost wrote speeches and white papers for clients.
- Prepared clients to answer tough questions from members of the media and private citizens.

Community Relations

- Aided the City of Fond du Lac, WI to gain community acceptance of a new waste water treatment plant.
- Hired by the City of Frisco, TX to improve communication with different segments of taxpayers.
- Aided the Stop & Shop supermarket chain in seeking community approval of a proposed, controversial new store in Wellesley, MA.

Writing 1968 to 1994

- Was a writer-producer at Universal Studios in Hollywood, CA, often fixing script problems for television and motion picture projects.
- Authored ten non-fiction books including the nation's first crime-prevent volume for women, Lady Beware (NY: Doubleday, 1974) Additional books focused on career building (sometimes as co-author), travel, real estate, and medical emergencies.
- Contributed news and feature stories to *Advertising Age* about American and Danish advertising agencies.

Special Skills

- Listen well
- Read what people say, often understand what they really mean
- Can quickly determine where people agree and where they disagree
- Often able to get people to relax so they are more open
- Find the heart of a story

Education

- University of Cambridge, (non-credit) Philosophy, 1964
- University of Michigan, BA, English, 1966
- University of Southern California, MA, Cinema, 1969