

Charlotte A. Meador

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Education:

University of Houston, Houston, Ph.D. program, completed all class work for program in 1999, Political Science – Public Policy, Public Administration, and Emergency Management

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

University of Southern Mississippi, Hattisburg, MS, Post graduate work, 1969, Political Communication

University of Mississippi, Oxford, MS, Post graduate work, 1968

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

Experience:

Adjunct Faculty, Sam Houston State University, Huntsville, TX

(January, 2010 – present)

- Adjunct faculty teaching mass communication

Adjunct Faculty, Lone Star College System, Houston, TX

(August, 2009 – present)

- Adjunct faculty teaching Communications and Government

Senior Vice President for MRC Network Affairs, METHODIST RETIREMENT COMMUNITIES, The Woodlands, TX

(1999-2008)

- Interfacing with other 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.
- Experienced in recruiting, directing, and managing volunteers for community service projects, and familiar with local not-for-profit organizations. Skilled in identifying community service opportunities that also provide positive image building for the organization.
- 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 TAHTSA 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 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 TAHTSA 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. Currently hold the Special Needs seat in the HEC center when the Catastrophic Medical Operations Center is activated.

Professor, SAM HOUSTON STATE UNIVERSITY, Huntsville, TX
(January, 1995 - 1999).

- Full time professor in mass communications, journalism, public relations, marketing, and advertising while a doctoral student, University of Houston, Political Science.
- Published and presented papers in St. Paul, MN and in College Park, MD.
- Supervised student internships and advised communication majors.

Manager/Legislative and Corporate Affairs, QUANEX CORPORATION, Houston, Texas
(September, 1983 - August, 1994). Quanex is a Fortune 500 metals producer with 18 plants in the U.S. producing steel, aluminum , and titanium.

- 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.

- As manager of all communications 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.

- 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, Spring, Texas (January 1982 - September, 1983). Whitehorse and Associates was a public relations/marketing firm with main offices in Houston, Texas. It specialized in service to technology, engineering, and petroleum-related manufacturing companies.

Principal, CEDAR HILL ASSOCIATES, Willis, Texas (November, 1977 - January, 1982). Cedar Hill Associates was a small marketing/public relations firm that specialized in counseling companies who exported to Central and South America.

National Marketing Manager, E. J. MITCHELL COMPANY (a division of Hoerbaker Value), Houston, Texas (August, 1976 -October, 1977). E. J. Mitchell is a distributor and re-manufacturer of large compressor valves for the pipeline and refinery industry.

News/Public Service Writer, KSLA-TV, Shreveport, Louisiana (January, 1973 - May, 1974). Researched, wrote, and produced business news and public service information spots.

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

- As a VISTA teacher, taught English, history, chemistry, and math at a newly integrated African-American high school and was faculty advisor to student government.

- Served at the Governor's pleasure on the State Textbook Selection Committee in 1970 and 1971.

- As county employee, served for six months with Harrison County Emergency Management in the aftermath of Hurricane Camilla in charge of routing incoming emergency supplies.

PUBLICATIONS:

Master's thesis article about anti-government groups use of the Internet
"Worldviews of Militia Members as Revealed on the Internet," Available at University of Houston, Houston, TX

Conference Papers and Presentations:

"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.

"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.

"The Practical Application of Symbolic Convergence Theory for PR Practitioners," at the International Interdisciplinary Research Conference, Educators Academy, PRSA, on June 13, 1998, at the University of Maryland, College Park, Maryland.

AFFILIATIONS:

APR, Accredited member of the Public Relations Society of America

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 Co-chair of Southeast Texas Senior Care Providers Taskforce and Community Partner of the Regional Hospital Preparedness Council

Past Member, Board of Directors (1992-1996), 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.

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

Guest lecturer, Sam Houston State University, Mass Communications Department

HONORS AND ACTIVITIES:

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 organization of 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).

Appointed 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.

Served on Public Relations Society of America (PRSA) examining board for four years for the APR accreditation examination