

LADD M. EVERITT

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AREAS OF EXPERTISE:

Strategic Communications
Policy Formulation

Writer/Editor
Grassroots Organizing

Social Media
Public Speaking

PROFESSIONAL EXPERIENCE:

Ladd Everitt Consulting, Silver Spring, MD

Sole Proprietor, June 2019-Present

- Consult on communications strategy and provide related products to individuals and organizations in advocacy space.
- Website at laddeveritt.com.

One Pulse for America, Washington, DC

Director, July 2016-June 2019

- Director of action-focused gun violence prevention (GVP) group founded by actor/LGBTQ rights activist George Takei following mass shooting at The Pulse nightclub in Orlando.
- Developed daily (M-F) action campaigns using customized Wordpress website and shared alerts with Facebook group members.
- Drove more than 46,000 grassroots contacts to key decision-makers/validators (via phone, email, Facebook and Twitter) and won scores of campaigns affecting gun policy/culture.
- Published op-eds on gun policy/politics in *Los Angeles Times*, *New York Daily News* and *Slate*.
- Interviewed as policy expert by CNN and quoted in major periodicals (*People*, *The Guardian*, *Sun-Sentinel*, *Roanoke Times*, *Tribute-Review*, etc.).
- Helped raise \$70,000 to support work of One Pulse for America.
- Served as liaison with media, members of Congress and their staffs, and GVP organizations (+ allied groups).
- Recruited volunteers to moderate and develop content for One Pulse social media accounts.
- Author of successful Medium [blog](#) on GVP (more than 1,100 followers).

Coalition to Stop Gun Violence (CSGV), Washington, DC

Director of Communications, May 2006-July 2016

- Guest on popular TV and radio programs including the *Diane Rehm Show*, *Rachel Maddow Show*, *Today Show*, *Daily Show with Jon Stewart*, CNN's "New Day" and ABC's *Nightline*.
- Policy expert quoted in major periodicals, including the *New York Times*, *Washington Post*, *Washington Times*, *Newsweek*, *Christian Science Monitor*, *U.S. News & World Report*, *Los Angeles Times*, *Chicago Tribune*, etc.
- Drafted and placed op-eds/letters for executive director and Virginia state director in the *Washington Post*, *U.S. News & World Report*, *The Hill*, *Richmond Times-Dispatch*, CNN, etc.
- Created and managed digital campaigns that positively impacted gun policy/culture and raised more than \$28,000.
- Expanded CSGV mailing list from 10,000 to 64,000 members.

- Assisted in drafting and editing of grant proposals/reports for CSGV and 501(c)(3) affiliate.
- Trained and supervised communications associate, policy associate, and interns (several of whom went on to professional success in the GVP movement).
- Started CSGV Facebook and Twitter accounts and built followings of 262,000 and 15,900, respectively, with little brand recognition.
- Collaborated with video production professionals to design, script and distribute successful PSAs including “Stand Up to Stand Your Ground,” “Too Many Press Conferences,” and “NRA’s Circus of Fear.”
- Drafted successful front-page [blog](#) at Huffington Post for executive director.
- Oversaw design and maintenance of multiple websites for CSGV and its 501(c)(3) affiliate.
- Primary liaison to grassroots GVP advocates at the state and local level.
- Addressed groups of professionals, students, and senior citizens as policy expert.

Million Mom March (MMM), District of Columbia Chapter

Volunteer/President, September 2000-December 2007

- Raised money to conduct events in support of gun violence victims and survivors.
- Spokesman for MMM-DC with local media (television & radio) and at community events.
- Author of *Resource Book for Victims and Survivors of Violent Crime* distributed by Metropolitan Police Department (MPDC) Family Liaison Specialist Unit.
- Published letters and op-eds on gun violence prevention in area newspapers/blogs.

Air Force Association (AFA), Arlington, VA

Chief of Policy Development, April 1999-May 2006

- Scripted remarks and created PowerPoint slides for AFA chairman of the board, national president and executive director.
- Writer/editor for organization publications including annual conference guide and *AFA Statement of Policy and Top Issues*.
- Assisted in planning, marketing and execution of national and regional conferences.

U.S.-Saudi Arabian Business Council, Washington, DC

Research Associate, 1995–1999

- Co-writer of *A Business Guide to Saudi Arabia* and the quarterly *U.S.-Saudi Business Brief*.
- Conducted successful fundraising drive which resulted in recruitment of 32 new member companies with annual revenue exceeding \$20 million.

AFFILIATIONS:

- Gerson Lehrman Group (GLG) Council of Advisors paid consultant
- Public Relations Society of America (PRSA) member
- Waging Nonviolence blog contributor

HONORS AND ACCOMPLISHMENTS:

- Chair of National Gun Violence Prevention Coalition from 2012-2015
- Author of “Guide to the Gun Debate” for Congressman Jamie Raskin’s “Democracy Summer” program
- Published in Princeton University *Journal of Public and International Affairs*:

- "Congressional Oversight of Covert Action"
Staff Writer, Albany Student Press, State University of New York .

EDUCATION:

- 1995 **American University**, Washington, DC
M.A. International Affairs, concentration in U.S. Foreign Policy and subfield in
International Economic Policy, GPA 3.70
- 1992 **State University of New York at Albany**, Albany, NY
B.A. in Political Science, Magna Cum Laude, GPA 3.70, Phi Beta Kappa