

# MICHAEL LONG

## PROFILE

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Writer, speechwriter, and educator with extensive experience in business, government, non-profits, and policy

## ACCOMPLISHMENTS

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### Speechwriting

- Prepared remarks for more than 20 Fortune 500 CEOs
- Prepared remarks for four presidential nominees
- Co-writer of defense secretary's remarks on European security
- Prepared remarks for and coached high-profile speaker at TEDx Beacon Street
- Author of inaugural and first State of the Commonwealth addresses for Kentucky governor
- Author of addresses for New Jersey governor
- Former director, White House Writers Group

### Entertainment

- Multiple-award-winning screenwriter and playwright
- Author of liner notes for Jerry Seinfeld film/DVD *Comedian*
- Film critic for major-market radio station and *National Review Online*
- Contributing editor, *Washington Examiner*
- Consultant, *The Onion* and *Saturday Night Live*

### Strategy

- Created media strategy and training for historic Supreme Court case
- Helped plan media strategy for senate campaign finance hearings
- Scripted over 200 radio debates between Senator Edward Kennedy and Senator Fred Thompson

### Teaching

- Former director of writing for master's program in PR at Georgetown University
- Lecturer, master's program in PR, Georgetown
- Creative writing teacher, Georgetown
- Curriculum design, Georgetown & Columbia University
- Faculty advisor, Georgetown Speechwriting Advisory Group
- Resident Writing Coach, Professional Speechwriters Association (PSA)
- Writing tips newsletter featured weekly as "Prose for Pros" by PSA

### Business & Policy Writing

- Ghostwriter for a non-fiction bestseller & a major biography
- Scriptwriter for ADDY Awards and Advertising Hall of Fame
- Contributor, *National Review Online* and *Jewish World Review*
- Lead author on healthcare policy book for presidential panel
- Wrote portions of White House budget, *A Blueprint for New Beginnings*
- Senior writer on emergency room project on homeland security
- Directed preparation for mock presidential debate partner
- Author of monthly newsletter on US politics (distributed in Japan)
- Author of *One Step at a Time: A Practical Process for Writing Any Speech*, a white paper for the PSA

## SELECT WRITING CREDITS

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- 60 Minutes
- Claremont Review of Books
- Janice, the literary humor magazine
- Los Angeles Times
- National Review Online
- New York Daily News
- New York Post
- San Diego Union Tribune
- San Jose Mercury News
- USA Today
- Vital Speeches of the Day
- The Wall Street Journal
- The Washington Examiner
- The Washington Post
- The Weekly Standard

## HONORS: PROFESSIONAL

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- Dean's Service Award – Georgetown University
- Nominee, Outstanding Faculty Member (multiple years) – Georgetown University
- Host, Speechwriters & Executive Communicators Conference – Ragan Communications
- *Magis Lecture* – Georgetown University (also published in "Vital Speeches of the Day")
- *Weiss Lecture* – Southeast Missouri State University
- Member, Writers Advisory Council – Gotham Ghostwriters
- Judge, Theodore Sorenson Speechwriting Competition – Ragan Communications

## HONORS: SCREENPLAYS, STAGEPLAYS, MUSIC & SHORT FICTION

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- NYC Players Theater Short Play and Musical Festival – Official Selection
  - "Romance" - 2012-13, 2015-17 (Best Play 2015, *Brad Pitt*; 2016, *The Test*)
  - "New York Stories" - 2014-15
  - "Suspense" - 2011-16 (Best Play 2011, *Hostages*; 2015, *Catchpole*; 2016 *Details*)
- International Screenwriters Association Fast Track Fellowship – Finalist 2016 (*Henry Wallace*)
- Boulevard Magazine Short Fiction Contest – Finalist 2016 (*Water, Falling on Water*)
- *The Dr. Demento Show* (2017) – Featured Song "Technical Writer" (parody of "Paperback Writer" by the Beatles, with comedian Steve Goodie)
- Georgetown University's Heart of the Harvey Festival – Official Selection (*Brad Pitt*, 2016; *The Second*, 2017)
- San Miguel International Literary Festival – Diez Minutos Play Festival – Semi-finalist 2015 (*Brad Pitt*)
- Rockford New Play Festival – Official Selection 2015 (*The Megaphone*)
- Nicholl Fellowship Competition (MPAA) 2015 – Top 15 percent (*How to Save Your Own Life*)
- Creative World Awards – Screenplay
  - 2015 – Finalist (*Henry Wallace*)
  - 2014 – Quarter-finalist (*How to Save Your Own Life*)
- World Series of Screenwriting – Finalist 2014
- Slamdance Film Festival Screenplay Competition 2013
  - Finalist, Grand Prize
  - Semi-finalist, Feature
- Manhattan Repertory Theater Summerfest – Official Selection 2013 (*How to Save...*)
- Forearmed Productions Philadelphia Festival 2012 – Official Selection (*Propaganda*)
- Freshwater Theatre Company Minneapolis Better or Worse Festival – Official Selection 2012 (+ anthologized) (*Since the Kids Are Gone...*)
- Vail Film Festival Screenplay Competition – Semi-finalist 2012 (*How to Save...*)
- Christian Screenwriting Competition – 2<sup>nd</sup> Place 2012 (*The Joby Project*)
- Kairos Prize for Spiritually Uplifting Screenplays – Semi-finalist 2012 (*The Joby Project*)

## SELECT PROFESSIONAL EDUCATION CLIENTS & AUDIENCES

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### **Corporate**

- AbbVie (Paris, France)
- Bechtel
- Booz Allen Hamilton
- Citadel
- Dougherty Dialectic
- Environics
- Global Strategy Group
- Glover Park Group
- Kivvit (formerly M Public Affairs)
- Mediabistro
- Navy Federal Credit Union
- Pacific Gas & Electric (PG&E)
- PR News
- Qualcomm
- Target Corporation
- UPS

### **Government**

- Centers for Disease Control (CDC)
- Defense Information School (DINFOS)
- Panama Canal Authority
- Premier's Office, Government of Saskatchewan
- United States Navy
- United States Agency for International Development (USAID)
- United States Joint Chiefs of Staff (Chairman's speechwriting team)

### **Non-Profits**

- Congressional Youth Leadership Council
- Cristo Rey
- Michael J. Fox Foundation

### **Education**

- Georgetown Hoya Pitchmasters
- Georgetown Speechwriting Advisory Group
- The George Washington University
- Johns Hopkins School of Medicine – Armstrong Institute for Patient Safety and Quality
- Johns Hopkins Bloomberg School of Public Health
- University of Maryland

### **Trade Associations**

- American Hospital Association
- Consumer Technology Association (CTA, formerly CEA)
- Cooperative Communicators Association
- VMD Association of Electric Cooperatives

### **Professional Societies**

- The Dead Horse Society (Netherlands Speechwriters Network)
- The European Speechwriters Guild
- International Association of Business Communicators (IABC) – DC Chapter
- National Association of Attorneys General
- National Association of Government Communicators
- Professional Speechwriters Association
- Public Relations Council of Alabama
- Public Relations Society of America
- Silicon Valley Speechwriters Roundtable
- Women in Government Relations

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## TELEVISION AND RADIO APPEARANCES

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- *Good Day New York with Greg Kelly*
- *Morning with Heather Hiscox* – CBC, Canada
- CNBC
- Most major radio markets in the US

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## EMPLOYMENT

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2007-Present	Georgetown University	Washington, DC
	<i>Lecturer; past Director of Writing, Master of Professional Studies program, Department of Public Relations and Corporate Communications, School of Continuing Studies</i>	
2000-Present	Various clients	Washington, DC
	<i>Freelance writer</i>	
2007-2014	Ragan Communications	Chicago, IL
	<i>Leader, Speechwriting and Executive Communications Seminars</i>	
2000-10	White House Writers Group	Washington, DC
	<i>Director</i>	
1999-2000	National Association of Realtors	Washington, DC
	<i>Chief Speechwriter</i>	
1998-99	Widmeyer Baker Public Relations	Washington, DC
	<i>Assistant Vice President and Senior Writer</i>	
1996-98	Senator Fred Thompson	Washington, DC
	<i>Chief Speechwriter and Special Assistant</i>	
1990-96	Various publications	Nashville, TN
	<i>Freelance writer</i>	
1986-96	TCS Management Group, Inc.	Nashville, TN
	<i>Systems analyst and trainer</i>	

## EDUCATION

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Vanderbilt University	Nashville, TN
<i>Graduate studies in general physics</i>	
Murray State University	Murray, KY
<i>B.S., Physics; cum laude; full scholarship; ranked #1 in department</i>	