

# RICH GARELLA

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Communications professional with an unusually diverse background in media, political development and project management. Focused on public policy, government transparency, civil liberties and the rule of law. Adept political analyst, expert writer and editor, visionary systems builder, effective team facilitator, methodical planner. Experienced in training NGO staff, journalists and political organizers in groups of up to sixty. Experience in the US, Cambodia, El Salvador, Nicaragua, Lebanon and the Thai-Burma border. Established record of building individual and organizational capacity in contexts of social and political change.

## Particular strengths:

- Identifying challenges and finding innovative solutions
- Developing and implementing strategic communication plans
- Adapting to demanding conditions and circumstances
- Sensitivity to intercultural communication issues

## Education

University of Pennsylvania  
Bachelor of Arts  
Post-colonial world history

## Citizenship

United States  
EU (Italy)

## Languages

*Native fluency:* English  
*Mid-level:* Italian, Khmer  
*Basic:* Spanish, French

## Consulting Specialties

- Organizational development
- Recruitment and staff training
- Political and issue campaign planning
- Communications capacity building
- Appropriate technology

## Topical Specialties

- Democratic transitions and human rights
- Media access and freedom of information
- Electoral procedures and monitoring
- Urban policy and economics
- Health care policy

## Selected Organizational Experience

### Served as **press secretary** for Cambodia's main opposition party

- Trained, managed and collaborated with eight-member communications office staff
- Represented party to foreign diplomatic staff, UN personnel and electoral assistance NGOs
- Developed materials in English, wrote statements and managed distribution to global media
- Cultivated media contacts, represented principal to local journalists and foreign correspondents
- Evaluated election procedures including seat allocation formulas and their application
- Managed media availability, organized dozens of news conferences and news events
- Developed reporting system and compiled incident reports

### Consulted for a US-funded **democratic development institute**

- Advised Cambodian organizational and political party clients on effective media strategies
- Trained hundreds of party activists in message development and communications techniques

- Evaluated electoral procedures, regulations, compliance; particular focus on media access
- Summarized and tabulated reports from long- and short-term observing teams
- Collaborated in preparation of final report and news conference

### **Coordinated national campaign to promote transparency and integrity in US elections**

- Researched electronic voting issue and collaborated in campaign strategy development
- Wrote alerts that were sent to up to 2.2 million subscribers to influence decision-makers
- Worked closely in coordination with legislative offices and allied citizens' groups

### **Managed successful citizens' ballot in parallel with official city election**

- Served as key member of strategy group for effort which collected more than 13,000 verifiable votes
- Oversaw development of on-site, phone-in, and secure open-source online polling methods
- Devised secure chain of custody and transparent balloting and counting procedures
- Trained more than 200 volunteers in polling procedures, closing and tabulation

### **Led or staffed a variety of foreign and domestic policy community organizations**

- Coordinated advocacy campaigns on health care, public utilities, social and economic rights
- Played key role in strategic planning processes, budgeting and staffing decisions
- Represented organizations in meetings with allied organizations and at public events
- Wrote and distributed news releases, designed newsletters, produced earned media events
- Maintained media contacts and cultivated relationships with local and regional journalists

## **Media Experience**

### **Produced Peabody Award-winning nationally televised documentary film**

*CPB-funded film also won recognition from Amnesty International and awards at Human Rights Film Festival of Paris, United Nations Association Film Festival, film festivals in Rhode Island and Philadelphia, others.*

- Planned coverage, tracked sources, conducted interviews, collaborated on story and script
- Recruited, hired and managed consultants and technical contributors
- Vetted film content for journalistic and legal standards and for errors & omissions compliance
- Managed fundraising, finances and budgeting, web site, social media presence
- Coordinated media presence, placed stories and provided media interviews
- Organized and promoted national screening tour, spoke at numerous universities, festivals, organizations
- Scripted and edited trailer, DVD extras, oversaw DVD design and distribution

### **Managing editor, executive editor at English-language newspapers in Cambodia**

- Oversaw story meetings, assigned coverage, edited articles and news service copy
- Improved all aspects of newsroom operation by developing deadline-oriented page flow
- Managed hiring and staff assignments, trained new and existing staff in required skills
- Created online style and graphics guides, searchable online archive system
- Led newspaper through coverage of coup d'etat and aftermath

### **Implemented technology innovations at major US newspaper**

*Industry-leading team introduced a variety of technological tools and initiatives, trained editors and reporters in their use.*

- Supported foreign correspondents' communication technology needs (satphone, cellphone, VPN)
- Managed conversion of newsroom intranet to new content management system (Stellent)
- Copy edited and designed internal newsroom publication *Ahead of The Times* (InDesign)
- Trained staff in use of newly introduced publishing system (CCI NewsGate)
- Customized workstations for graphic design and photo departments
- Managed publishing system for Sunday magazine (QPS)

## Additional media and journalism work

- Co-wrote and produced a 30-second **political ad**; US television ad buy was \$1.5 million
- Wrote op-eds in *Asian Wall Street Journal*, *Philadelphia Daily News*, *Pittsburgh Post-Gazette* and others
- Wrote and edited feature articles (*Los Angeles*, *Mother Jones* and *Los Angeles Times* magazines)
- Wrote communications technology articles (Deutsche Presse-Agentur, International Press Institute)
- Edited copy for global financial news service (Bridge News International)
- Consulted on proposed radio service project (Voice of America)
- Produced television news segments (Asia Business News)

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## Overview of Technical Knowledge

- **Layout and design:** Graphics, page layout and publishing (InDesign and others)
- **Image production:** Digital photography, image and photo editing (Photoshop and others)
- **Video production:** Editing, subtitling, format conversion, repurposing (Final Cut Pro and others)
- **Web:** General site design; domain administration; blogging, social media and online advertising
- **Finance:** Budgeting and record-keeping (QuickBooks, Excel)
- **Other:** Mechanical repair, electrical, light construction

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## Chronology

- 2005–2013 Editing, design and communications consultant for clients including ACLU of Pennsylvania, ActionAIDS, The Associated Press, Casino-Free Philadelphia, University of Chicago, CinemaCapital, Design Group, Anne Dicker for State Senate, Election Science Institute, Green Party of Pennsylvania, Brian Rudnick for City Council, Spiral Q Puppet Theater, UAW Legal Services Staff Association (NYC)
- 2007–2012 Producer of “**Who Killed Chea Vichea?**” – Loud Mouth Films, Philadelphia/Bangkok
- 2007 *Project:* **Philly’s Ballot Box** unofficial referendum – Casino-Free Philadelphia
- 2005 Communications consultant – Election Science Institute, San Francisco
- 2004–2005 *Project:* Investigative article “**A Tragedy of No Importance**” – *Mother Jones* magazine
- 2004 Coordinator of **national issue campaign** on electronic voting – MoveOn.org
- 2003–2004 *Project:* 30-second ad “**Polygraph**” for Bush in 30 Seconds contest – MoveOn.org
- 2003 Consultant – **International Republican Institute**, Phnom Penh
- 2000–2003 Member of news technology team – *The New York Times*
- 1999–2000 News copy editor – Bridge News International, New York
- 1998–1999 **Press secretary** – Sam Rainsy Party, Phnom Penh
- 1997 Executive Editor – *Cambodia Today / Kampuchea Tngay Nih*, Phnom Penh
- 1995–1997 Managing Editor – *The Cambodia Daily*, Phnom Penh
- 1994–1995 Health Access Coordinator – **Philadelphia Unemployment Project**
- 1990–1994 Staff organizer – Health Care for All Pennsylvania, Citizens for a Fair PUC, Committee in Solidarity with the People of El Salvador
- 1989–1990 Trainer and documentation producer – Office of the Registrar, University of Pennsylvania
- 1988–1989 Publicist – Pennsylvania Pro Musica, Philadelphia