



Spokesperson Training

FACILITATOR BIOSKETCHES

PAMELA AVERY

Pamela Avery, a specialist in public engagement, and crisis communications strategies and implementation, frequently conducts customized spokesperson training courses and webinars for clients worldwide. She is a certified public participation specialist who has facilitated dozens of environmental and public health stakeholder meetings for more than a dozen years. She has served as a lead spokesperson trainer for the U.S. Environmental Protection Agency for two decades and produced numerous publications, toolkits and three documentary-style videos for the EPA. As president of AveryMassey LLC, Pam leads national and regional public awareness campaigns for a variety of nonprofit and government clients and regularly works with national, international, and regional news media outlets and bloggers on breaking news stories. An award-winning journalist for nearly two decades, she was a news reporter and science writer at several Arizona dailies, and the medical writer and an assistant news editor at the *Rocky Mountain News* in Denver, Colo. She launched national magazines for cancer patients and oncology specialists and was the founder and executive producer of a nationally syndicated environmental radio program. Pam resides in Billings, Mont.

pam@AveryMassey.com

Office: 406-850-6184

www.averymassey.com

DOMINIC FREDERICO

Dominic Frederico is an Emmy-award winning television photojournalist who, as an independent cameraman, regularly works on news stories and documentaries for major network and cable TV programs, including *ABC News*, *Good Morning America*, *Nightline*, *NBC Dateline*, *CBS Early Show*, *The Tonight Show*, *CNN*, *National Geographic Today*, *The Discovery Channel* and *PBS*. He regularly covers breaking news stories nationally and throughout the Rocky Mountain Region and as an independent photographer/producer has produced a number of award-winning documentaries and PSAs. In addition to conducting spokesperson training workshops with Pam Avery since 2003, Dominic provides media relations consultation and training for FEMA, the National Guard, and others. He also helped produce two EPA documentary-style videos. Dominic served as Aeromedical Operations Officer with the Medical Service Corps, 187th Aeromedical Evacuation Squadron of the Wyoming Air National Guard and was stationed in Bosnia, Croatia and Iraq. He retired as Major from the USAF. Dominic resides in Palmer Lake, Colo.