

PROFESSIONAL BIOGRAPHY

Karen J. Arthur, founder and president of KA Communications, is a 24-year veteran of public relations, with expertise in healthcare, non profit and governmental institutions. She was most recently Vice President at Douglas Gould & Company where she provided strategic counsel to clients in the arts, social services and international development arenas.

Ms. Arthur has an extensive background in reputation management, crisis communications and media relations. As Manager, Media Relations with the Juvenile Diabetes Research Foundation, she garnered placements about diabetes research in *The New Yorker Magazine*, *CBS –TV and WNBC-TV*. Prior to that, she spent six years (1995-2001) as Deputy Director, Media Relations at The Mount Sinai Medical Center. She successfully positioned the hospital's first-rate cardiovascular department -- specifically its heart transplant --with front page metro coverage in *The New York Times*, cover story of *Life* magazine, *Dateline NBC* and the *British Broadcasting Company*. She also enhanced the visibility of the hospital's palliative department coordinating a public awareness program for PBS.

Prior to Mount Sinai, Ms Arthur served in increasingly responsible positions with city and state government from 1988-1995. As Director, Business Communications with the New York State Empire Development Corporation (formerly known as Urban Development Corporation), she handled media relations and speech writing for elected officials. She implemented a public relations campaign to accompany the State's marketing plan to attract new business to New York. She successfully promoted small business workshops targeting constituencies within the Asian community to enhance their access to governmental resources.

Steadfastly committed to social issues, she served as Director of Public Affairs at the NYC Commission on the Status of Women in 1992. Under Commission Chair, Bella Abzug, she handled internal and external communications focusing on women's health, sexual harassment, reproductive rights and equity issues. The Commission's public image was reenergized and became a resource for women with its special events, legislative action and conferences. Previously, as Deputy Director, Public Affairs, at the New York City Commission of Human Rights, Ms Arthur established internal communication protocol, a crisis communication plan and led the re-branding of the agency as a vociferous, effective advocate for the rights of immigrants and NYC's diverse ethnic communities.

The highlight of her four-year tenure (1984-1988) at Girl Scouts of the USA was the media team's capture of the venerable Silver Anvil Award given by the Public Relations Society of America (PRSA) for sustained year-long national publicity. In celebration of Girl Scouting's 75th Anniversary, the team generated a new messaging platform to revamp the image of Girl Scouting and highlighted activities redefining qualities of leadership for today's young women.

Throughout her career in public relations/public affairs, Ms. Arthur has advised key opinion leaders in government and healthcare and has established effective relationships with diverse ethnic groups.

Ms. Arthur graduated cum laude from the University of Wisconsin with a bachelor's degree in Psychology and received her graduate training in Guidance and Counseling. She is an advocate of preventive health, wellness and fitness. She has served on several boards including President, Healthcare Public Relations & Marketing Society, and Chair; Meet the Media, of PRSA's New York Chapter

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