

Fred Alverson
Senior Associate



Education

- > Bachelor of Arts in Communications (Middle Tennessee State University)
- > Bachelor of Science in Information Technology (DeVry University)

Key Areas of Expertise

- > Media relations
- > Communications Plan Development
- > Crisis Communications
- > Public Information and Law Enforcement

Relevant Experience

- > Media Point of Contact for U.S. Attorney's Office
- > Speechwriter
- > Public Information Trainer and Lecturer
- > Law Enforcement Coordination
- > Security Clearance

Mr. Fred Alverson has more than 20 years of experience in guiding agencies and organizations in the development and execution of effective media strategies through clear and well-written messages. His background includes a combination of judicial system, law enforcement, regulatory and journalism experience as well as degrees in communication and information technology. He has helped lead organizations through crisis communication situations, trained top management in effective media and interview techniques and helped agencies and organizations align their messages across various media platforms.

Prior to joining the ARMADA team in 2014 as a Senior Associate, specializing in Public Information Subject Matter Expertise, Mr. Alverson was the Law Enforcement Coordinator and Public Affairs Officer for the U.S. Attorney's Office in the Southern District of Ohio. Mr. Alverson was responsible for communicating to federal, state and local law enforcement agencies, the public and members of the community the activities of the U.S. Attorney's Office, and ensuring that public information was available quickly and accurately while protecting parties' rights to a fair and impartial involvement with the federal judicial system. Mr. Alverson was the point of contact for local, regional and national news media. Mr. Alverson led workshops for his peers from across the country and U.S. territories on effective public information, compliance with federal regulations and guidelines regarding media relations, and coordination of communications surrounding large-scale, high-profile cases and events. He also served as the Chief Information Officer for the Southern Ohio Anti-Terrorism Advisory Council and held the required security clearances. For his work, he received the Director's Award from the Executive Office of U.S. Attorneys in the U.S. Department of Justice. Mr. Alverson has also served state and local elected officials in Ohio, was Communications Manager for The Ohio State University, and worked as a radio, television and print reporter.



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Mr. Alverson is a graduate of Experience Columbus (formerly the Columbus Area Leadership Program), volunteers for Voice Corps, a radio reading service for the blind and disabled, and has served as a guest lecturer at the John Glenn School of Public Affairs at The Ohio State University.