

Cathy Curtis

(323) 982-0890 / cctextual@earthlink.net / Los Angeles, California

Founder and principal, *textual*.

Los Angeles-based firm founded in 1999 offers targeted print and electronic communications, specializing in architecture, design and allied fields; municipal services; higher education; philanthropy; and professional services. Works closely with leading graphic designers.

Copywriting: *Telling your organization's story; selling your products and services; defining your position; illuminating the human dimension of what you do.*

Annual reports

Brochures and collateral

Conference and trade show materials

Fact sheets

Guides, handbooks and manuals

Newspaper and magazine articles

Op-Eds and commentaries

News releases

Newsletters, print and electronic

Position papers (white papers)

Rewriting and structural editing

Website content

Communications consulting: Review of external and internal written materials to determine how they can communicate your organization's strengths to your target audience while maintaining consistency across diverse platforms. Textual also draws upon the expertise of a wide range of skilled graphic designers.

Selected contract & freelance projects

Writer, *Healing Our Neighborhoods: A Citywide Partnership to Combat Gang Crime* (2008). Conceptualized and wrote 20-page Gang Reduction and Youth Development "vision" document for the Office of the Mayor of Los Angeles.

Site architect and writer, Financial Aid website for the University of Southern California. Revamped, condensed and rewrote extensive site for four distinct user groups, replacing confusing, repetitive copy with easy-to-grasp content.

Consultant, The California Wellness Foundation. Writing and review of issue advocacy materials, including Op-Eds; press releases and fact sheets; conference materials; newsletter articles; program updates; website content.

Author's editor, *Eve's Bible: A Woman's Guide to the Old Testament*, by Sarah S. Forth (St. Martin's Press, 2008). Reviewed manuscript for tone, flow, appropriateness for target audience and factual correctness.

Editor, *Surf Culture: The Art History of Surfing* (Laguna Art Museum/Ginkgo Press, 2002). Provided individual guidance to five essayists, to improve structure and clarity.

Selected contract & freelance projects, cont.

Interim managing editor, *PastForward*, newsletter of Survivors of the Shoah Visual History Foundation, founded by Steven Spielberg to record the stories of Holocaust survivors. Revamped tone and content to reflect the organization's people-centered mission; assigned and edited copy; wrote lead stories; worked closely with designer and more than a dozen staff members.

Contributing writer, *Dictionary of American History* (Scribner's/Gale, 2002). Entries: "Dentistry," "Disasters," "Emigration," "Poverty," and "Urban Redevelopment."

Principal editor, *Building for the Arts: A Guidebook for the Planning and Design of Cultural Facilities* (Western States Arts Foundation, 1984). Helped the urban designer principals of Citywest translate their ideas into lively, accessible prose for non-specialists.

Freelance/contributing writer, *Advertising Age*, *Art News* (cover story: "Hollywood Collects"), *Artweek*, *Arts + Architecture*, *The Berkeley Gazette*; *East Bay Express*; *Peninsula Times Tribune*; *San Francisco Bay Guardian*; *San Francisco Chronicle*, *San Francisco Magazine* and other publications.

Prior staff positions

Staff writer, *Los Angeles Times*, 1988-1999. Wrote news stories, features and arts reviews. Press Club award-winner.

Staff writer, *Orange County Register* (Santa Ana, California), 1985-1987. Wrote news stories, features, and arts reviews.

Editor and publicist, University of California, Berkeley Art Museum, 1982-1984. Edited gallery brochures and monthly members' newsletter. Responsible for publicity of art exhibitions and fundraising events.

Education and honors

M.A., History of Art, University of California, Berkeley. Thesis: *Musical Scenes in Seventeenth Century Dutch and Flemish Art*.

B.A., Smith College, Northampton, Massachusetts. Major: Philosophy.

Regents' Fellowship (at UC Berkeley).

Critic's Fellowship, National Gallery of Art, Washington D.C.

Individual Grant, National Endowment for the Arts: Design Arts.

Professional membership

AIGA, the professional association for design, Los Angeles chapter. Executive producer, 2008 Shop Talk lecture series.