

# BARA L. VAIDA

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## SUMMARY

An analytical and resourceful media professional with extensive experience in political and business reporting. Established capabilities in editing, blogging, social media, and journalism. Utilizes outstanding interpersonal skills to build and maintain relationships and sources. Possesses a proven track record of producing compelling, accurate, and unbiased articles. Leverages media savvy to improve digital media presence. An accomplished performer who consistently delivers quality work to enhance the reputation and readership of a publication.

## EXPERIENCE

### **FREELANCE WRITER**, Washington, DC

2011-Present

Report and write feature-length enterprise stories on health care, lobbying and technology policy for *AARP*, *Architect* magazine, *Arlington* magazine, *USA Today* and *Washingtonian* magazine. Contributing writer to *Kaiser Health News* on health policy news. Research and write in-depth health policy reports for Pew Center on the States.

### **KAISER HEALTH NEWS**, Washington, DC

2010-2011

#### **Contributing Writer**

Original reporting on the implementation of the landmark 2010 health care law with a focus on lobbying, policy and politics. Produce behind-the-scenes stories about those influencing the structure and enactment of the law. Track related health care lawsuits in the states. Published in Kaiser's online news service, *MSNBC*, *NPR*, *Politico*, *the Washington Post* and referenced in multiple national health care blogs.

### **NATIONAL JOURNAL**, Washington, DC

2003-2010

#### **Staff Correspondent**

Served as staff writer for weekly magazine, researching and producing insightful, well-reported, newsy features and shorter stories on broad aspects of lobbying industry, including lobbying firms, trade associations, policy issues, fundraising, and public relations. Edited and managed daily blog on lobbying industry. Acted as anchor of lobbying team consisting of three reporters. Produced more than 100 in-depth and analytical stories per year on lobbying industry. Earned praise for providing usable information to 13,000 subscribers, including Congressional members and DC influentials.

- Researched and wrote multiple 5,000-word articles with strategic and contextual impact; including a behind the scenes look at lobbying around the healthcare debate and how social media is being used to attract influencers.
- Created lobby blog as part of ongoing initiatives to improve presence in digital media landscape. Force behind launching *Under The Influence* blog to great success.
- Produced and edited daily items on trends and breaking news on *K Street*, earning blog references from publications, such as *ABC News*, *Washington Post*, and *Wall Street Journal*, and averaged 30,000 hits per month.
- Created weekly email alert to readers on stories and managed weekly online forum on advocacy issues for blog.
- Appeared as subject matter expert periodically on television shows, such as *Washington Week With Gwen Eiffel*, *C-Span Morning Edition* and *C-Span Radio*.
- Delivered subject matter talks to organizations, such as Public Affairs Council and the American Society of Association Executives.

### **Senior Writer, Technology Daily**

1998-2003

Wrote and broke daily stories about political and lobbying trends in high-tech industry. Tracked national and state campaigns affecting high-tech policy and monitored how Internet changed politics. Covered congressional and Federal Elections Commission hearings.

- Served as one of the founders of Technology Daily, which earned recognition in technology policy community for in-depth and newsy content aiding government affairs and Capitol Hill staff grappling with technology policy.
- Covered politics, lobbying, as well as people news, achieving respect within community for hard work and accuracy in reporting.
- Broke stories and acted as expert in technology issues.
- Increased subscriptions and delivered advertising through work for publication.

## ADDITIONAL EXPERIENCE

**AGENCE FRANCE PRESSE-EXTEL NEWS**, Washington, DC, **Congressional and Economic Correspondent**, 1995-1998. Reported on congressional, economic, international trade, and budget issues affecting worldwide financial markets for daily financial wire. Covered developments in Microsoft antitrust suit. Read, analyzed, and reported on government economic data reports for wire service.

**BLOOMBERG BUSINESS NEWS**, Washington, DC, **Securities and Exchange Commission Reporter**, 1993-1995. Researched and wrote articles on documents filed by publicly-traded companies. Covered Securities and Exchange Commission hearings. Used publicly traded company documents of importance to investors to decipher and extract news and write stories for subscribers.

**Technology Writer**, Princeton, New Jersey, 1991-1993. Wrote in-depth features on financial status of computer software companies, including Microsoft Corp., Adobe Systems, Inc., and Oracle Systems Corp. Examined industry trends to determine investment strategies in emerging technology markets. Conducted television interviews with company executives, such as co-founder of Adobe and founder of PowerSoft, Inc. Investigated and reported on irregularities involving companies' publicly filed documents and press releases. Tracked small- and medium-sized publicly traded businesses and watched for information that moved markets and affected stock value.

**THE TRENTON TIMES**, Trenton, New Jersey, **Business Reporter**, 1990-1991. Wrote news and feature articles on local manufacturing and technology companies.

## EDUCATION

**HAMILTON COLLEGE**, Clinton, New York  
**B.A., History, French**, 1990