

Veldran, Lisa

From: Tom McCarthy [themanwhocanfly@gmail.com]
Sent: Wednesday, February 17, 2016 10:57 AM
To: council
Subject: 11th Aldermanic District Vacancy
Attachments: McCarthy resume.docx

February 17, 2016

Common Council President
Ald. Denise DeMarb
Room 417, City-County Building
210 Martin Luther King, Jr. Boulevard
Madison, WI 53703

Dear Ald. DeMarb,

My name is Tom McCarthy and I'm a resident of the 11th Aldermanic District in Madison. May this letter serve as my request for appointment for the currently vacant 11th Aldermanic District seat to serve the balance of the term.

I have been actively engaged in national, state, and local politics for the past 12 years. I currently serve as the Communications Officer at the Department of Public Instruction. Immediately prior, I worked in the State Assembly for roughly nine years - starting as an intern for Rep. Thomas Nelson and working my way to eventually serve as a Research Assistant for Rep. Sondy Pope for over seven years.

During my time in the legislature, I learned the art of politics and developed a passion for policy analysis. As the Communications Officer at DPI, I've used that experience to connect the policy work with a greater communications strategy.

As a homeowner and resident of the near west-side, I care deeply for the future of our community and want to build on the legacy of our neighborhood. I am passionate about ensuring that the coming generations have access to the same resources that we currently enjoy. I do not have a specific policy agenda I seek to carry out, but am familiar with the issues currently before the council and am happy to discuss my viewpoints. My main focus, should you give me the opportunity to serve, would be to ensure that the local residents have a voice on the council.

My wife and I are in the early stages of starting a family. As such, I am not looking to run for the seat after this current term expires. I feel this is a unique opportunity for me to serve my city and neighborhood and allow for an open and hopefully contested race to take place in April of 2017.

Please find my resume attached to this email. Thank you for your consideration and I look forward to hearing from you.

Sincerely,

Tom McCarthy
609 Frederick Ln
Madison, WI 53711

Thomas Gordon McCarthy

609 Frederick Lane

Madison, WI 53711

Home: (608) 931-3183 Work: (608) 266-3559

themanwhocanfly@gmail.com

Related Work Experience

- **Communications Officer** – May 2014 to present
Wisconsin Department of Public Instruction
 - Craft speeches, talking points, press release, media advisories in coordination with division and teams at the DPI to promote good news and meet statutorily required announcements of information
 - Develop communications plans in coordination with other staff on the Education Information Services team to promote the work of the agency and respond to needs of divisions and teams
 - Manage DPI's main social media accounts and assisted with the management and development of website content and organization
 - Act as the primary point of contact for media inquiries and worked with staff at DPI to craft responses and schedule interviews as needed
 - Track news stories from Wisconsin and the nation that relate to Wisconsin schools and political and policy changes being considered of interest to DPI
 - Create maps and other data displays to help enrich information releases and web content
- **Research Assistant and Committee Clerk (09-11 Session)** – June 2008 to May 2014
*Representative Sony Pope, Chair of Assembly Education Committee (09-10 legislative session),
Ranking Member of Assembly Education Committee (11-12, 13-14 legislative sessions)*
 - Completed policy tracking and clerking duties for the Assembly Education Committee (2009-10)
 - Managed daily office activities including staff management, outreach activities, scheduling, and budgeting
 - Drafted new legislation in conjunction with the non-partisan Legislative Reference Bureau and work with advocacy groups and elected officials to properly vet the bills in order to gain support for passage
 - Assisted the Democratic caucus with policy initiatives and research with a special emphasis on education funding and its implications
 - Advised Rep. Pope on political activity and provide support on issues before the legislature
- **Legislative Assistant** – January 2007 to June 2008
State Reps. Bob Ziegelbauer and Terry Van Akkeren
 - Processed constituent cases dealing with a wide array of issues
 - Organized information for standing committees the representatives served on
 - Scheduled, filed, and basic clerical work
 - Completed media and issue tracking
- **Volunteer** – 2006, 2008, 2010, 2012 election cycles
Assembly Democratic Campaign Committee
 - Assisted with get-out-the-vote efforts by organizing literature drops along with turnout, persuasion, and identification calls
 - Collected and managed data to track candidate progress
 - Coordinated fundraising events and processed campaign finance reports
 - Helped turn the Assembly Democratic majority in the 2008 cycle
- **Fundraiser** – June 2006 to December 2006
University of Wisconsin-Madison Foundation
 - Contacted alumni in effort to raise funds to aid the growth of the University of Wisconsin-Madison
 - Researched alumni potential donor information

Education

- **Bachelor of Arts**
University of Wisconsin, Madison – 2006
History and Political Science