

Brief Bio

“A writer writes,” said Prof. Irwin Black at Southern Cal (USC) in Los Angeles. So I’ve written dozens of screenplays, ten non-fiction books, hundreds of press releases for companies across the nation and most recently, more than one hundred magazine articles.

USC’s School of Cinema was a major turning point in my life. George Lucas was a member of my class and Steven Spielberg attended frequently. We sat down with film legends, including Alfred Hitchcock, and Ray Bradbury rode his bicycle on Los Angeles streets at night to lead one of our classes.

But Irwin Blacker, a film and book author, was my mentor. One of his classes had so many projects, he told us to write only the first half of a screenplay. I decided to write it completely and, with his help, sold it to Universal Studios. So while I continued earning my Master’s in Cinema, I was also a writer-producer at Universal.

I worked on several television series, including “Run for Your Life,” “Perry Mason” and “Bonanza.” From time to time, producers asked me to be a script doctor on a number of motion picture screenplays, too.

Before going to USC, I had spent a non-credit year at Cambridge University in England, then returned to the States and graduated from the University of Michigan with a B. A. in English.

While continuing to draft screenplays, I began writing or co-authoring non-fiction books. Ten of them were published by Doubleday, Simon & Schuster, Penguin, Little, Brown, and other houses. Subjects included job and career building, real estate, medical emergencies, travel, and crime prevention. I believe my Doubleday book, *Lady Beware*, was

the nation's first crime prevention book for women.

My interests grew into marketing so, in Greater Boston, I founded Peter Arnold Associates and wrote a few hundred press releases. My eight employees and I served high technology and professional services firms throughout the country from our headquarters and also from our office in Metro Dallas.

For nine years we handled media relations for Boston University School of Management (now Boston University Questrom School of Business).

We were in daily contact with "The Wall Street Journal," "The New York Times," AP, Agence France Presse, and other outlets for the five years we handled Manhattan-based Jupiter Research. Its industry analysts had advance knowledge of high-tech products.

Our marketing services were one of the reasons all of our Texas-based high tech clients were acquired by larger companies.

My wife, Margery, and I now live near some of our children in Washington, DC. As you've seen in the Sample Portfolio, most of my current articles focus on individuals in government who are passionate about achieving particular goals.

Some of my other writing has been based on interviews with successful people in the media, including motion picture director Barry Levinson and radio personality Ira Glass. I've also interviewed and written about technology and business executives, professors, physicians, and little-noted heroes of local government.

I'm always interested in interviewing men and women who are striving to achieve difficult goals. Typically, editors hire me to develop these articles. Is there something special I can write for you?