

Federico E. Cura



Federico E. Cura is a strategic messaging and issues framing trainer, outreach specialist and grassroots organizer. He is a bilingual Latino who was born in the New York City area and grew up in Buenos Aires, Argentina. He is known to provide creative and multidisciplinary solutions and as a team player.

Cura has created a blog aimed at training and coaching on strategic messaging. He has trained local and national leaders on strategic messaging/issues framing/political persuasion including several state and local elected officials representing Northern Virginia. He has also trained many activists and campaign workers in workshops organized by Democracy for America, Camp Wellstone and the Unitarian Universalist Church of Arlington. Among other things, Cura developed wallet-size, laminated cards with the essentials of values framing. Cura has worked hard since 2004 to promote a Democratic-values movement.

He has assisted or worked in several Democratic campaigns providing Latino outreach and/or strategic messaging in English and Spanish. These include the 2004 Kerry Campaign, the Kaine gubernatorial campaign, the Webb senatorial campaign, and Obama's 2008 and 2012 campaigns. During the Bush administration, he created and sold large car magnets designed to reframe the ubiquitous "Support our Troops" yellow magnets.

Most recently, Cura worked as Voter Registration Fellow for Northern Virginia for the League of United Latin American Citizens (LULAC), the oldest Latino advocacy organization. He recruited and trained a team of bilingual volunteers who

helped him register hundreds of Latinos and young people throughout Northern Virginia. During his tenure, he did much voter engagement and education, especially of many first-time voters, and created a voter education flier for the team. I registered voters outside Catholic churches, at Latino and multicultural festivals, Latino restaurants and grocery stores, soccer games, naturalization events, as well as at Northern Virginia Community College campuses, and many other places. After the voter registration and get-out-the-vote phases of the job, he served as call captain, operator and ride-to-polls coordinator at a Spanish-language election-protection call center which received thousands of calls from Spanish speakers in many states eager to vote in the 2012 elections. The call center was a joint project of LULAC and the NALEO Educational Fund (NALEO is the National Association of Latino Elected and Appointed Officials) that was called Ya es Hora ("It's Time"), an unprecedented collaboration of national Latino organizations and Spanish-language media including Univision to encourage civic participation. The call center took place in coordination with the Election Protection coalition, which was run by Common Cause and the Lawyers' Committee for Civil Rights Under Law, but that was part of a coalition of more than 100 local, state and national partners, the largest voter protection and education effort in the nation's history.

For the past five years, Cura was a fully licensed K-12 educator teaching Spanish and ESOL (ESL). He did all his educational certification work at the University of Virginia. Having taught at Catholic schools for four years, Cura has a keen interest in faith and politics.

He is also a trained reporter with seven years of experience in Washington, DC, New York City and Austin, Texas. For years, he worked as a reporter in Washington specializing mainly on policy, regulatory and legislative issues related to transportation and energy including four years reporting for the weekly newspaper of the American Public Transportation Association, which represents transit interests nationwide. During his tenure at APTA, he also served a three-year term as a member of Arlington County's Transportation Commission, which advises the County Board on transportation issues. Cura trained as a reporter at the University of Texas at Austin, where he lived for 10 years. Cura has experience in nearly every form of communications including blogs, daily and weekly newspapers, alternative weeklies, radio, television, and corporate-targeted risk communications, as well as conventional public relations. Cura's other blog, which has not been updated in a long time, is on the war on women and can be found at <http://forwardNOTbackward.wordpress.com>.

Federico resides in Arlington, VA, with his wife and two daughters.

Federico E. Cura
CELL: 202-841-2749
1004 N. Daniel Street
Arlington, VA 22201
EMAIL: fedecura@gmail.com
FACEBOOK: [facebook.com/federico.cura.18](https://www.facebook.com/federico.cura.18)
TWITTER: @CuraFederico
SKYPE: fedecura7