

Bruce Brodoff
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PROFILE

Award - Winning Public Affairs / Media Relations professional with a proven record of success in the design, implementation and management of communications programs. Areas of expertise encompass:

- **Corporate Communications**
- **Public Relations/Public Affairs**
- **Advertising Campaigns**
- **Media Relations**
- **Communication/Marketing Plans**
- **Web Site/Collateral Development**

PROFESSIONAL EXPERIENCE

ALLIANCE FOR DOWNTOWN NEW YORK

5/06-PRESENT

Director of Public Affairs

Responsible for devising and implementing communication and public affairs strategies and programs; Writing press releases, op-eds, advisories, speeches, collateral and letters; Researching and pitching stories and developing media contacts; Responding to the media, developing messages and quotes and acting as a primary spokesperson; Representing the organization at various business, community and press-related functions; Creating and coordinating events and press conferences; Creating alliances and working with business, political and non-profit organizations to advance the Downtown Alliance's agenda, promote initiatives and build mutually beneficial relationships; Creating advertising and marketing campaigns; Supervising and coordinating with outside public relations agency.

Special projects and accomplishments include:

- Writing a "9/11 Playbook and Communications Plan" for the fifth anniversary of 9/11; Playbook contained primary and secondary messages, Lower Manhattan facts, figures and priorities and sound bites for a variety of subjects
- Generating and managing media coverage prior to and during the fifth anniversary of 9/11, resulting in scores of positive stories by top-tier local, national and international news organizations; Initiating, developing and maintaining media contacts
- Writing op-eds on the proposed JFK-Lower Manhattan rail link and the top-three priorities for Lower Manhattan in 2007 that were published in several news publications
- Writing dozens of press releases on topics including the Lower Manhattan real estate and retail markets, JFK rail link project, and Alliance for Downtown New York initiatives and accomplishments; Writing dozens of news stories for the organization's website
- Creating and organizing a press conference for the week-long "Downtown for Dinner" initiative that featured the popular television personality Rachael Ray
- Creating and presenting ideas and artwork for business attraction, tourism and Lower Manhattan "image" advertising campaigns
- Creating productive alliances with organizations including the NYPD, New York Downtown Hospital, U.S. General Services Administration, U.S. Environmental Protection Agency, New York 1 News, RAND Corporation, Staten Island Yankees, WOR Radio and NYC & Company

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PROFESSIONAL EXPERIENCE (continued..)

UNITED STATES DEPARTMENT OF HOMELAND SECURITY

9/05-5/06

Public Affairs Officer, Federal Emergency Management Agency

(Hired as a Reserve PAO under the Stafford Act after Hurricane Katrina; Term-limited position)

Handled public affairs, congressional affairs and media relations for FEMA's Region II office, which is responsible for emergency, disaster and terrorism preparation, response and recovery in New York, New Jersey, Puerto Rico and the U.S. Virgin Islands.

Special projects and accomplishments include:

- Providing local and national reporters with information on issues ranging from Hurricane Katrina relief efforts in the New York metropolitan area to the Indian Point Nuclear Reactor and the September 11, 2001 terrorist attacks
- Working closely with FEMA's National Public Affairs office in Washington, D.C., keeping them abreast of Region II media and political issues and providing answers to press inquiries
- Writing press releases regarding Large Project and Pre-Disaster Mitigation Grants
- Researching and helping write and edit a resource and assistance guide for Hurricane Katrina evacuees living in the New York Metropolitan area
- Working with elected officials and social services agencies to provide information, solve problems and secure assistance for citizens affected by declared disasters
- Completing the five-day FEMA Public Affairs Policies and Procedures training course at the National Emergency Management Institute in Emmitsburg, Maryland

AMERICAN RED CROSS SEPTEMBER 11 RECOVERY PROGRAM

6/04-1/05

Director of Communications

Responsible for creating and disseminating information regarding the American Red Cross' response to the events of September 11, 2001 and the assistance available to those affected by the terrorist attacks. (Term-limited position due to the scheduled closing of the 9/11 Recovery Program.)

Special projects and accomplishments include:

- Writing press releases, articles, FAQ's, key messages; Updating/maintaining website content
- Acting as agency spokesperson
- Writing communications plan for the 9/11 Recovery Grant Program; Designing/Implementing advertising and outreach plan for the 9/11 Mental Health and Substance Abuse Program
- Initiating strategic alliances with numerous government and non-profit agencies
- Helping coordinate media and family outreach for the activities and programs commemorating the third anniversary of the attacks.

PROFESSIONAL EXPERIENCE (continued..)**NEW YORK CITY ECONOMIC DEVELOPMENT CORPORATION****3/99 – 4/04*****Vice President, Corporate Communications/Public Affairs***

Developed and managed corporate communication efforts, ensuring the timely dissemination of information to the public and the national and international business community; Researched and crafted public statements, news releases and op-ed's; Wrote speeches/talking points for the Corporation's President; Developed and managed communications campaigns for key Mayoral initiatives; Arranged and managed press events; Acted as Corporation spokesman; Represented Corporation and City at public events and political meetings; Created and executed marketing campaigns; Served as marketing consultant to several business development corporations

Special projects and accomplishments include:

- Effectively responding to thousands of media inquiries on a wide variety of issues and projects; Writing dozens of press releases on corporation initiatives and accomplishments
- Writing an op-ed on the Staten Island Yankees Minor League Stadium that was published in the New York Daily News; Writing published articles on the business relationship between NYC and the United Kingdom and on the Digital NYC: Wired to the World Program.
- Creating and Implementing Mayor Michael R. Bloomberg's Anti-Drunk Driving ad campaign.
- Creating ads for NYC's Sales Tax-Free Week and Business Retention/Attraction campaigns.
- Creating advertising and marketing and promotion plans for EDC's website, food and merchandise markets, and "Graffiti-Free NYC" and "Digital NYC: Wired to the World" initiatives.
- Organizing Corporate and Mayoral Events
- Balancing multiple projects and assignments in a deadline-oriented environment.

CITY OF NEW YORK, MAYOR'S OFFICE OF EMERGENCY MANAGEMENT**4/97 – 3/99*****Director of Public and Intergovernmental Affairs***

Developed and managed crisis and educational communications, ensuring the timely dissemination of information to the public in preparation for and response to emergency situations, including transportation accidents, hazardous material spills, extreme weather conditions, building collapses, fires and utility disruptions; Arranged and managed press briefings with radio, television and print media; Conducted presentations on Mayoral initiatives and programs to national and international journalists, professional organizations, and community groups.

Special projects and accomplishments include:

- Coordinating communications during a number of crises, including major construction accidents in Times Square and on Madison Avenue, major water main breaks, the averted Amtrak labor strike, subway crashes in Harlem and Astoria, and the New York State rent law crisis.
- Writing briefing papers, press releases, emergency advisories, Mayoral correspondence, and public education campaigns. Campaigns focused on Hurricane and Flood Awareness, Rodent Control, Anti-Gang, Drunk-Driving and other "Quality of Life" issues.

PROFESSIONAL EXPERIENCE (continued..)

- Winning the top prize in three International competitions and being nominated for two CIPRA Awards for creating the City's Hurricane and Flood Safety Awareness Advertising Campaign.
- Creating and maintaining the agency's website.
- Contributing to and editing New York City's emergency response plans.
- Working as the on-scene and post-emergency information and recovery liaison between the
 - Mayor's office and the affected community.
- Helping plan the TWA Flight 800 Memorial Services at St. Patrick's Cathedral and the Cathedral at St. John the Divine, and the Swiss Air Flight 111 Memorial Service at Avery Fisher Hall.
- Facilitating the coordination of various national and international humanitarian relief efforts and training exercises (Mexico's 1997 Hurricane, Italy's 1997 Earthquakes, Joint Aviation Disaster Exercise, Inter-Agency Chemical Terrorism Exercise, Weapons of Mass Destruction Training).

BEAU DIETL & ASSOCIATES, INC., New York, New York **2/96 - 1/97**

Investigator, White Collar Division

Performed comprehensive corporate investigations and background checks for a variety of clients.

SCRIPPS HOWARD NEWS PRODUCTIONS, INC., Los Angeles, California **9/94 - 9/95**

News Researcher

Provided research and production support for the "Tom Brokaw Reports" documentary on Microsoft Chairman Bill Gates. Developed news stories and original ideas for a news magazine pilot.

KCOP-TV, Los Angeles, California **5/94 - 9/94**

Investigative News Researcher

Researched and coordinated stories in association with Executive Producer and reporters; Field-produced news stories for nightly broadcast and generated original story ideas and news contacts.

Previous experience encompassed several writing, film development and marketing positions for companies including Miramax Films, Viacom Communications and United Artists Entertainment.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA, GRADUATE SCHOOL OF CINEMA-TV (1991-1992)

BROOKLYN COLLEGE, City University of New York **B.A. / Political Science, 1986**

STATE UNIVERSITY OF NEW YORK AT PURCHASE (1981-1983)

INTERNATIONAL DOWNTOWN ASSOCIATION INSTITUTE (Los Angeles, CA)
Media Relations, Marketing and Branding for Business Improvement Districts (January 2007)

NATIONAL EMERGENCY MANAGEMENT INSTITUTE (Emmitsburg, Maryland)
FEMA Public Affairs Policies and Procedures (February 13-17, 2006)

UNITED STATES COAST GUARD/NATIONAL STRIKE FORCE (Fort Wadsworth, Staten Island)
Risk Communications and the Joint Information Center (April 2006)

NEW YORK UNIVERSITY SCHOOL OF CONTINUING EDUCATION (2000-2001)
Courses in Crisis Communications, Public Relations and Effective Spokesmanship