GAYLE LYNN FALKENTHAL, APR

FALCON VALLEY GROUP
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CAREER SUMMARY

Over 20 years of experience with a demonstrated record of successful communications programs for prominent organizations. Established positive internal and external audience awareness by employing an extensive network of media, business, and community contacts. Strong track record meeting goals and objectives under pressure.

CAREER ACHIEVEMENTS

- Accredited in Public Relations (top 2% of all public relations professionals)
- Recognition for creative and innovative events and tactics for business and non-profit organizations
- San Diego Public Relations Professional of the Year ("Andy Mace Award"), 1998
- Past President, San Diego Press Club
- Master of Science, Mass Communications, San Diego State University (New Media Emphasis)

PROFESSIONAL EXPERIENCE

President, Falcon Valley Group
August 2000 - Present

- Conveyed key messages to target audiences using extensive media & public relations knowledge, longstanding market contacts, media production and comprehensive writing skills
- Expert in crisis communication and media interview training
- Skilled in developing and executing communications planning strategies
- Please refer to client list attached

Chief Marketing & Communications Officer, San Diego/Imperial Counties Chapter, American Red Cross
November 2002 - January 2004

- Guided successful communications efforts for key relief organization during the largest disaster in California state history (San Diego Wildfires), winning accolades from media and community groups
- Developed successful new communications strategy for an organization emerging from crisis
- Generated positive media coverage for key leadership including new Board of Directors and CEO

Vice President of Marketing & Communications, San Diego Convention Center Corp.
February 2001 - July 2002

- Directed strategic communications and community relations for the San Diego area's largest public assembly facility management company
- Effectively conveyed organization's role as a powerful, positive engine within the region's economy following the challenges of September 11th
- Communicated the Corporation's messages using a variety of techniques including print, broadcast, and new media, public events including 2001 Expansion Grand Opening; and community outreach

Director of Public Affairs, San Diego County District Attorney
January 1995 - August 2000

- Counseled region's largest, most visible law firm on strategic communications and community outreach
- Established and sustained positive, proactive working relationship with media & community leaders
- Mastered and communicated complex issues as spokesperson on camera and in writing

Media Relations Director, San Diego County Water Authority
March 1994 - January 1995

- Employed communication skills and extensive media network for vital public company
- Served as liaison to a diverse array of constituents via community outreach efforts
- Produced outreach materials including video productions, newsletters, brochures, reports

Executive Producer, KOGO-AM Radio, San Diego CA
April 1986 - March 1994

- Guided major market news/talk station to its peak audience ratings and revenue
- Produced award-winning documentaries, interviews, and talk show programming

Press Secretary, Councilmember Dick Murphy, City of San Diego
November 1983 - December 1985

- Conducted media and community outreach for prominent elected official
- Played key role in assisting officeholder win appointment as Superior Court judge

ADDITIONAL EXPERIENCE

Assignment Editor, KFMB-TV Channel 8 (CBS Affiliate, San Diego)
News Editor, KSDO-AM Radio, San Diego CA

PROFESSIONAL & VOLUNTEER ACTIVITIES

Adjunct Professor, School of Communication, San Diego State University, August 2006 - present

- Instructor in upper division public relations and required writing courses
- Supervise students in creating public relations plans for non-profit organizations

Board Member, San Diego Press Club
Board Member, Public Relations Society of America, San Diego Chapter
Member, Health Care Communicators of San Diego County
Board Member, Parkinson's Disease Association of San Diego
Vice President, KCR Radio Alumni Association Chapter, San Diego State University
Treasurer, Friends of Journalism & Media Studies Chapter, San Diego State University
Member, Regional Disaster Public Affairs Council, San Diego County
Member, "The Montys Awards," Committee 2004, San Diego State University Alumni Association

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Client List

Business Sector Clients

- La Jolla Spa MD
- Intercare Insurance Solutions
- Speak for Success
- Good Earth Plant Company
- Law Firm of Balestreri, Pendleton & Potocki (Crohn v. Wal-Mart)
- ColRich™ (San Diego based homebuilder)
- Zambeedo Handcrafted Gourmet Ice Cream
- PETCO Animal Supplies, Inc.
- Casa Palmera (residential treatment facility for eating disorders)
- Anthony Carey & Movement by Design (exercise physiologist, trainer, author)
- Denise Keller Fine Homes
- LifeMAX® Medical Group
- International Society of Orthopaedic Surgery and Traumatology (SICOT)
- Northwestern Mutual Financial Network, San Diego Group
- Western Scientific (high-end computer servers)
- Clear Corp (website developer)

Non-Profit and Public Sector Clients

- Hospital Association of San Diego & Imperial Counties
- University of San Diego Hahn School of Nursing & Health Science
- American Red Cross, San Diego/Imperial Counties Chapter
- San Diego Hospice & The Institute for Palliative Medicine
- Community Housing Works
- Mingei International Museum
- LEAD San Diego
- Grossmont-Cuyamaca Community College District
- Sharp Healthcare
- San Diego County Medical Society Foundation
- City of Carlsbad
- Community Catalysts of California
- San Diego Association of Nonprofits (SANDAN)

- San Diego Baykeeper
- Women, Infants, & Children (WIC) Program
- Tariq Khamisa Foundation

Freelance Writing and Broadcast Production Clients

- KGTV/McGraw-Hill Companies
- KPBS-FM Radio
- *San Diego Union-Tribune*
- Pomerado Group Newspapers
- San Diego County Medical Society Foundation
- Norfleet Video
- San Diego Union-Tribune Healthcare Directory 2006
- *North County Times*
- *Carlsbad Business Journal*
- Also published in *San Diego Union-Tribune*, *San Diego Daily Transcript*, *San Diego Business Journal*, and Voice of San Diego.org