

GAYLE LYNN FALKENTHAL, APR

FALCON VALLEY GROUP

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Statement of Qualifications

- **Respected Strategist:** Sought after to provide expertise in designing strategic communications plans for a variety of public organizations, businesses, associations, and charitable groups.
- **Media Relations Expert:** Commended by the news media and the public for ability to provide clear, concise, and convincing public information.
- **Crisis Communications Authority:** Recognized and sought nationwide to plan and lead the response and management of organizations facing internal and external challenges threatening public reputation and livelihood.
- **Problem-Solving Skills:** Proven track record of identifying problems and designing solutions in a team atmosphere as a broadcast producer and manager, as a public relations strategist for a wide variety of business and nonprofit clients, along with my role as President of the largest Press Club in the Western United States.
- **Award-Winning Communicator:** Recipient of numerous awards for journalism including the prestigious “Golden Mike,” 1998 winner of San Diego’s highest public relations honor, the “Andy Mace Award” from the San Diego Press Club.
- **Public Affairs:** Fifteen years of progressively responsible public affairs roles, including a number of volunteer assignments in addition to demanding professional work.
- **Community Outreach:** Praised for the ability to effectively communicate and cooperate with a diverse array of community partners and concerned citizens.
- **Customer-Service Focus:** Successfully meets the needs of clients, constituents and community partners at a high level of service.
- **Management Experience:** Fifteen years experience in management roles, including senior management in broadcasting, and as a senior communications executive.
- **Professional Accreditation:** Accreditation in Public Relations, a designation held by less than 2% of public relations professionals in the United States. The “APR” designation requires completion of a rigorous review and examination process, continuing education, and adherence to a strict code of ethics.
- **Education:** Master of Science Degree from San Diego State University in Mass Communication, with an emphasis on New Media studies; adjunct professor, School of Journalism & Media Studies, San Diego State University.