

**GAYLE LYNN FALKENTHAL, APR, Fellow PRSA**  
FALCON VALLEY GROUP  
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## **PROFESSIONAL EXPERIENCE**

### **President, Falcon Valley Group**

February 2004 – June 2016

- Effective communicator of client messages to target audiences via multiple delivery methods and channels to meet identified goals and objectives
- Skilled in developing and executing communications planning strategies and policies
- Award-winning content creator: writer, editor, producer (print, audio, video, digital)
- Expertise in crisis communication and media training

### **Chief Marketing & Communications Officer, San Diego/Imperial Counties Chapter, American Red Cross**

November 2002 – January 2004

- Guided successful communications effort for key relief organization during the largest disaster in California state history (San Diego Wildfires)

### **Vice President of Marketing & Communications, San Diego Convention Center Corp.**

February 2001 - July 2002

- Directed public communications and community relations for the San Diego area's largest public assembly facility management company

### **Director of Public Affairs, San Diego County District Attorney**

January 1995 - August 2000

- Led region's largest, most visible law firm in strategic communications and constituent outreach

### **Media Relations Director, San Diego County Water Authority**

March 1994 - January 1995

### **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

## **BROADCAST MEDIA / JOURNALISM EXPERIENCE**

Executive Producer, KOGO-AM Radio, San Diego CA

Talk Show Host, KCBQ-AM Radio, San Diego

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, National University  
Adjunct Professor, School of Journalism and Media Studies, San Diego State University  
Disaster Response Instructor, American Red Cross  
Disaster Public Affairs Officer, American Red Cross  
Member, Regional Disaster Public Affairs Council, San Diego County  
Board Member and Past President, San Diego Press Club  
Board Member, Future Construction Leaders of San Diego  
Vice President, KCR Radio Alumni Association Chapter, San Diego State University  
Board Member, Friends of Journalism & Media Studies Chapter, San Diego State University  
Marketing and Communications Committee, LEAD San Diego  
Past Board Member/APR Chair, Public Relations Society of America, San Diego/Imperial Chapter  
Past Board Member, Parkinson's Association of San Diego

Lecturer / Panelist

1995 – present

- Public speaker on a wide variety of current topics including social media, political communication, crisis communication, message development

Sports Columnist (Boxing), "Ringside Seat," Communities Digital News

2010 – present

## **AWARDS AND HONORS**

Excellence in Journalism Awards, San Diego Press Club: First place awards (8), Second place awards (18), Third place awards (8), 2011-2016

- Awards on behalf of Communities Digital News, San Diego Rostra, San Diego Daily Transcript/Associated Builders and Contractors San Diego

Society of Professional Journalists (San Diego Chapter) Sigma Delta Chi Awards, First Place, Daily Sports Reporting and Writing, Sports Story; Second Place, Daily Column; "Ringside Seat", 2016

Health Care Communicators of San Diego Awards, Gold (2), Silver (1), 2007

- Awards on behalf of Hospital Association of San Diego/Imperial Counties, San Diego Hospice and The Institute for Palliative Medicine

San Diego Public Relations Professional of the Year ("Andy Mace Award")

Eva Irving Award for Volunteer Service, Public Relations Society of America

Spirit of Volunteerism Award, American Red Cross San Diego/Imperial Counties