

GAYLE LYNN FALKENTHAL, APR, Fellow PRSA
PROFESSIONAL EXPERIENCE

President, Falcon Valley Group

Established February 2004

- 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 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
Disaster Response Instructor, American Red Cross
Disaster Public Affairs Officer, American Red Cross
Director Emeritus and Past President, San Diego Press Club
Vice President, KCR Radio Alumni Association Chapter, San Diego State University
Past Board Member/APR Chair, Public Relations Society of America, San Diego/Imperial Chapter
Past Board Member, Parkinson's Association of San Diego; Future Construction Leaders

Lecturer / Panelist

1995 – present

- Public speaker on a wide variety of current communication topics

Sports Columnist / Podcast Panelist (Boxing) Communities Digital News

2010 – present

- Honored with multiple awards for writing and video production in both news and sports categories, competing with fulltime professional journalists

AWARDS AND HONORS

Excellence in Journalism Awards, San Diego Press Club: First place awards (16), Second place awards (26), Third place awards (15), 2011-2020; Society of Professional Journalist San Diego: First place awards (5), Second place awards (7), 2015-2020

- Awards on behalf of Communities Digital News, San Diego Rostra, San Diego Daily Transcript/Associated Builders and Contractors San Diego, San Diego County Water Authority, and Good Earth Plant Company

Public Relations Society of America, Bernays Awards – Websites (2018, 2019, 2020)

California Association of Public Information Officials (CAPIO) EPIC Awards – Websites (2019, 2020)

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