

# Sam Subtle

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## *Executive Summary*

Extensive corporate communications experience, including external and internal communications, with both web-based, print and television media. Emmy winning reporter, corporate spokesman, media coach and trainer for executives from Fortune 100 companies, along with political and campaign experience.

## *Career Background*

### *Director, Public Relations and Communications*

Large Casino

(2007-2008)

- Directed strategic planning and implementation of public relations programs to promote and advance company's new \$1 billion casino/hotel/spa and restaurant complex in City.
- Chief spokesman for property, appearing on local and national radio and TV regularly regarding issues and promotions.
- Directed, planned and coordinated all press events, satellite media tours and press kits in coordination with property's grand opening.
- Oversaw national public relations campaign to generate interest from national and international publications about property.
- Counseled upper management on public relations and communications issues and analyzed media action/reaction on issues that impacted the company's operating environment.
- Developed and directed crisis communications strategies –turned several potentially negative stories into positive news coverage.
- Directed and devised long-range media plan for long lead and local media to ensure continuous coverage of property.
- Rewrote property crisis communication plan for faster and more accurate response.
- Directed, planned and executed all property FAMs.
- Managed outside public relations firm.
- Developed and supervised production and writing of company's annual community affairs report.
  - Increased press articles and mentions by over 600% from previous year
  - Promoted complex to regional and national media with exposure in publications such as The Wall Street Journal, New York Times, National Geographic Traveler and Gourmet Magazine, as well as Michigan Blue Magazine, NWA World Traveler, AAA Michigan Living, AAA NW Ohio Magazine, Chicago Style Magazine and Lake Erie Living.
  - Articles in newspapers as the Chicago Sun Times, Chicago Tribune, Cleveland Plain Dealer, Grand Rapids Press, Kalamazoo Gazette, Toledo Blade and other numerous publications.

### **Co-owner**

(2006-2007)

SampleMedia Company

Milford, State

- Owner of public relations firm that specialized in writing public relations strategic plans for small businesses.
- Trained clients in how to conduct successful media interviews and occasional crisis communications.
- Conducted public relations campaigns for small business clients. Duties included writing radio and other ad copy, press releases, op-ed pieces, producing videos, podcasts and media campaigns.
- Generated blogs and blog mentions for clients.
- Placed one of our clients in a story on the front page of one of the Detroit daily newspapers real estate section with a photo.

### *Managing Producer, Writer, Internal Communications*

(2000-2006)

Large Corporation,

City, State

- Managing producer for daily television broadcast of company news and intranet web news page. Managed 5-6 writers/producers. Responsible for \$460K annual budget, scripts, approvals, and supervised production

of daily broadcasts and web stories. Interviewed and prepared corporate officers for quarterly earnings and other company announcements. Responsibilities also included ensuring integration and branding of stories for both employee communications and for the external website, XXX.com

-Assisted with managing and executing internal communications plan in North American operations by traveling to plants (one each month) and working with plant communicators to assess and identify specific communications opportunities.

-Wrote and reported for monthly publication, XXX World.

-Produced and wrote videos for auto shows, internal corporate promotions, and video news releases for distribution to television stations worldwide. Responsible for budgeting video, hiring talent and coordinating video shoot during pre-production and post-production.

- Served on team that saved department \$500,000 annually.
- Served on communications team during a sexual harassment incident in Chicago that was the focus of an NBC Dateline report.
- Saved department \$25,000 annually by streamlining camera crew placements.

### ***External Communications, Broadcast News Liaison***

Large Corporation

(1995-2000)

City, State

-Broadcast liaison with national, local and international electronic media. Responsible for pitching stories to local and national press concerning company in the Broadcast News Office and for arranging all interviews, video and satellite media tours with company officers.

-Responsible for coordinating and scheduling all national and international press interviews between CEO and vice-presidents with local, national and international media for the 1996 and 1997 North American International Auto Show in City.

-Responsible for analyzing and tracking results of broadcast coverage.

-Produced video news releases and video for distribution to broadcast outlets.

### ***Media trainer (part-time)***

(1993-1995)

Bock & Associates, Inc.

South Lyon, Michigan

-Crisis communications media trainer for executives of Fortune 500 companies.

-Advised clients on effective crisis communication skills and techniques, strategic plans, and effective communication with media during one and three-day seminars.

### ***Weekend Weather Anchor/Reporter***

(1990-1995)

WKBD-TV

Southfield, Michigan

-Weekend weather responsible for preparing forecast and anchoring weather segment of news.

-General assignment and science reporting including daily live shots.

-1993 Emmy award for Health & Science Reporting.

### ***Broadcast Coordinator***

(1986-1990)

Michigan Senate Republican News Office

Lansing, Michigan

-Assistant spokesman for Senate Republican Caucus.

-Coordinated editorial board meetings with major Detroit dailies.

-Wrote press releases and prepared speeches along with coaching on delivering speeches.

-Organized, planned and promoted press tours, editorial board meetings and events for 20-member Republican Caucus.

-Researched and wrote weekly report for senior leadership previewing key events and possible issues.

-Produced and edited weekly radio shows for Senators' local radio stations.

-Loaned to various campaigns as press secretary and spokesman

### ***Press Secretary***

Bush for President Michigan Campaign

(8-88-11-88)

-Responsible for all communications and press inquiries, press releases and position statements in Michigan.

-Supervised staff of three.

-Responsible for helping coordinate candidate campaign stops in Michigan between the Vice-President's office and state-wide media.

***Reporter/Weekend News Anchor***

(1983-1986)

WILX-TV

Lansing, Michigan

-Reporter for six and eleven p.m. newscasts.

-Weekend news anchor.

## ***Education***

**Mississippi State University**

Starkville, MS.

-Broadcast Meteorology Certificate.

**Central Michigan University**

Mt. Pleasant, Michigan

-Bachelor of Applied Arts, Communications, Minor, Journalism.

## ***Skill Sets***

-Videographer, broadcast producer, narrator

-Writer of radio, television and web-based stories.

-On camera experience as reporter and spokesman

-Political campaign experience as spokesman, media coordinator, strategist

-Proven publicist

-Advanced PC skills in MS Office, Word, Powerpoint, Excel and have worked with Photoshop and Illustrator

-Guest lecturer on public relations, U-M Dearborn and Michigan State University

## ***References***