

Derek K. Johnson

1234 any street • Annapolis, Maryland 21401 • h 410.555.1234 cell 443.555.1234

e-mail: derekk@protypeld.com

COMMUNICATIONS & BUSINESS OPERATIONS EXECUTIVE

Award winning Media and Government Relations Executive with more than 20 years of distinguished experience managing and directing high profile state-wide, national and international multi-media campaigns. Direct involvement with the strategic planning and message execution of several nationally renowned PSA campaigns in conjunction with corporations, professional sports organizations and non-profits. Personal experience managing media relations for U.S. Presidents, Vice-Presidents, professional athletes, and celebrities for high-profile venues such as NBC Nightly News, CNN, MSNBC, People Magazine, Good Morning America, ESPN, Sports Illustrated, The Golf Channel, and local television affiliates.

CAREER HIGHLIGHTS

- Key Player in developing solid business partnerships and strategic alliances for multiple public awareness campaigns on a variety of topics between the following organizations:
 - SGMA with the USOC
 - Oral Health America with Major League Baseball;
 - PBATS with the ADA (American Diabetes Association)
 - Habitat-Maryland with Comcast
 - Sheppard Pratt Health System with WJZ-TV
 - American Academy of Dermatology with The Golf Channel
- Awarded Citation of Excellence from the FDA Commissioner for contributions toward the public awareness campaign of the food label redesign on all packaged food sold in the United States.
- Major contributor toward campaigns that were recognized by the President of the United States, U.S. Secretary of Health and Human Services, and the President of the International Olympic Committee for work related to the “I Didn’t...and I’m Golden” drug awareness campaign featured at the 1996 Atlanta Olympics.
- Coordinated and directed the communications/partnership development aspects of the National Spit Tobacco Education Program (NSTEP) creating significant public awareness while bringing other organizations to the effort to educate young athletes and their parents of the negative effects of smokeless tobacco. This campaign garnered over \$100 Million in earned media value during its running.
- Represented Oral Health America at the International Conference on Smokeless Tobacco in Stockholm, Sweden raising awareness to the success of the American NSTEP campaign.
- Authored numerous articles in *FDA Consumer* magazine under the FDA Commissioner’s by-line.
- Worked to calm public fears and restore consumer confidence by successfully managing critical topics such as the misuse of government property, tampering with the clinical testing of generic pharmaceuticals, and tainted Chilean grapes and Chinese mushrooms sold in the United States.
- Personally recruited and/or worked directly with the following athletes and celebrities on multiple nationally renowned communications campaigns.

Derek Jeter

Pablo Morales

Alex Rodriguez

Joe Garagiola

Garth Brooks

Brandi Chastain

Naomi Judd

A.J. Foyt

Hale Irwin

Cal Ripken, Jr.

Nolan Ryan

Janet Evans

ADDITIONAL EXPERTISE

PUBLIC RELATIONS • EVENT PLANNING • EXECUTIVE OPERATIONS • BUDGET MANAGEMENT

MEDIA RELATIONS • POLITICAL CAMPAIGNS • COMMUNICATIONS • COPY WRITING

FILM & VIDEO PRODUCTION • STRATEGIC PLANNING/PROJECT CREATION

PROFESSIONAL HISTORY

Prime Time Communications, LLC – Annapolis, MD
President

2004 to present

Founded company partnership to focus on media consulting, branding and public relations services for small businesses and non-profit organizations in the Baltimore-Washington, D.C. Corridor. Within four months acquired accounts with Sheppard Pratt Hospital, The Alliance for Full Participation Summit, and Habitat for Humanity-Maryland, positioning the company as the agency of record to lead major public awareness initiatives. Successfully recruited Governor Robert Ehrlich to appear in the PSA for Habitat for Humanity-Maryland.

P&H COMMUNICATIONS, INC. Ellicott City, MD

1990 to 2004

President 2003-2004 • **Vice-President** 1997-2003 • **Senior Program Manager** 1990-1997

Steadily promoted during 13 years of service to positions increasing in scope and responsibility for a boutique full-service public affairs firm specializing in the development and production of issue-oriented advertising campaigns. Clients have included several national non-profit and trade associations, Fortune 500 corporations, government agencies, and private entrepreneurs. Created, marketed, and co-produced national media campaigns targeting diverse constituencies on a variety of health and lifestyle issues. As the Senior Program Manager, co-developed projects that significantly expanded the client base resulting in growth of business by three times its annual revenues within seven years. Managed budgets of up to \$1.5 Million for various campaigns.

ADDITIONAL EXPERIENCE

Public Affairs Specialist U.S. Food and Drug Administration

Served the Associate Commissioner for Public Affairs by directing media-driven outreach initiatives in areas of generic drugs, food safety, and nutrition labeling. Created and led crisis-driven “Outside the Beltway” media strategy to rebuild consumer confidence in agency’s regulatory policies.

Deputy Press Secretary, Office of the Vice President-Elect

Served as media outreach specialist for the national presidential campaign committee. Performed “ghost writing” for then, Vice-President George H.W. Bush. Following the election, appointed as a spokesman to handle issue specific and on-the-record media calls in various markets including inquiries on subjects such as health care, drugs, law enforcement, and the environment.

- Quoted on-the-record in the following publications, *New York Post*, *Kansas City Star*, and *Tampa Tribune*, as a spokesperson for Vice-President-Elect Dan Quayle.
- Coordinated daily press briefings, press releases, and media relations activities with the office of President-Elect Inaugural committee.
- Managed and oversaw the development of three national network news features that were featured on NBC Nightly News and in other media markets. Additionally coordinated the filming of an international broadcast documentary for the Vice-President-Elect.

Special Assistant for Public Affairs, U.S. Department of Health and Human Services

Fast track promotions through a series of increasingly responsible public relations/public affairs positions for the Nation’s premier health department. Provided writing and coordinating assistance for launching national ad campaigns on a variety of health-related issues.

EDUCATION

B.A. American Government, Georgetown University