

RickGriffinCV January2024

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Summary

- Lecturer, University of Nebraska-Lincoln with outstanding student evaluations.
- 30 years of real-world, nationwide-relatable experience in marketing, communications, advertising, public relations, journalism.
- Award-winning journalist for newspapers, wire services, magazines, broadcast outlets.
- Currently, a working journalist, part of the digital journalism movement, writing a weekly column on emerging trends in news media, advertising, public relations, marketing and creative industries.
- Currently, a public relations practitioner operating his own solo consultancy serving a variety of clients in private industry and public agency.
- Recipient of a lifetime achievement award in the areas of writing, journalism and public relations from the San Diego Press Club, one of the largest active press clubs in the nation.
- Recipient of the AAF Silver Medal Award, a lifetime achievement award for outstanding contributions to the advertising industry from the American Advertising Federation, a global trade association representing the advertising and creative communities.

Education

M.S., Marketing, National University, San Diego
B.S., Journalism, San Diego State University

Courses taught at UNL (undergraduate)

JGEN-120, Basic Business Communication
JGEN-200, Technical Communications
ADPR-350, Public Relations Planning and Strategy
ADPR-221, Strategic Writing
JOUR-2001, Fundamentals of Editing and Reporting

Real-world Experience

Adjunct, UNL, College of Journalism and Mass Communications, 2020-2021

Lecturer, UNL, College of Journalism and Mass Communications, 2021-present

Served as volunteer at UNL with Jacht students on Experience Lab ribbon-cutting ceremony, October 2021.

Served with UNL colleagues in media relations training workshops for the College of Public Health, 2022-2024 school year.

Guest Lecturer, University of California San Diego, University of San Diego, San Diego State University, National University, Point Loma Nazarene University, various years.

Guest Lecturer, National University, Marketing Management class, discussed crisis communication strategies, PR scenarios, 2018.

Guest Lecturer, San Diego State University, Media in the 21st Century class, conversations on news media trends, PR strategies, real-world experiences, 2008-2011.

President, Rick Griffin Marketing Communications, 1988 – present.

Full-service marketing communications, advertising and public relations consultancy offers a spectrum of services as a sole practitioner; portfolio of clients has included private and public companies, organizations, institutions and public-sector government agencies.

During his career, clients have represented a broad range of industry sectors, including higher education, the arts, business-to-business, government, land development, technology, financial services, manufacturing, biotech, non-profit, consumer products, healthcare, commercial and residential real estate, trade associations, media outlets, hospitality, tourism, active sportswear, consumer products, energy, transportation, public utilities, politics, entertainment and the Super Bowl.

Additional academia experience includes serving as Marketing Director for five years (2008-2012) at 18,000-enrollment community college in California. Served on several college-wide committees, including Accreditation, Curriculum, Enrollment, Marketing and Community Relations, Foundation Advisory Council. Served all five years as a member of the President's Cabinet (attended weekly three-hour meetings). In five years, served with three VPs of Student Services, 4 VPs of Academic Services, 2 VPs of Financial Services.

Career Summary

30 years-plus of real-world, nationwide, relatable experience in marketing, communications, advertising, public relations, journalism.

Award-winning journalist for newspapers, wire services, magazines, broadcast outlets.

Broadcast news writer, broadcaster, TV and radio.

Career experience in writing, business communications, marketing communications solutions, technical communications, journalism, public relations, media relations, government affairs, public advocacy, coalition building, advertising, strategic corporate and nonprofit marketing communications strategies. National clients have appeared in The New York Times, The Wall Street Journal, Chicago Tribune, USA Today, ESPN-TV, Good Morning America and others.

Hands-on experience and creative marketing promotions to target audiences have helped clients explore how strategic alliances, advocacy, relationships, conversations and storytelling can be strategically formed into result-driven solutions and tangible business impact to help achieve business goals.

Previous real-world, career work in public relations and advertising has included executive management positions with some of the largest creative and advertising agencies in Southern California, overseeing brand building with a focus on creative and measurable results for regional and national accounts. Agencies included WFC, Design Group West, Franklin & Associates, Jansen & Associates, Roni Hicks & Associates.

Previous in-house positions with large regional advertising agencies, PR firms, digital marketing and creative branding agencies, as well as Fortune 500 corporations (technology, utilities), including General Instrument, Sempra Energy, San Diego Gas & Electric; involved in overseeing brand building with a focus on creative and measurable results for regional and national accounts; served in multiple in-house roles overseeing writing, content development, public outreach, investor relations strategy and marketing communications.

Previous titles: principal, founder, account supervisor, marketing communications director, communications director, communications manager, account executive, spokesperson, newspaper reporter, radio broadcaster, TV news writer and magazine editor.

Previous journalist beats have included presidential visits, city councils, sports, breaking news and watchdog beats uncovering fraud at military bases, city hall and organized crime.

Currently, still a working journalist covering emerging trends in the changing news media landscape, as well as the advertising, public relations, marketing and creative industries, writing a weekly online column for a news website that drew a readership of 5.4 million unique visitors in 2021 (the column has earned writing awards the past five years from the San Diego Press Club).

Professional and Community Involvement

San Diego Press Club, Board of Directors Member, 2018-present.

Member, Public Relations Society of America, San Diego & Imperial Counties chapter.

Previous service on numerous boards and committees with the San Diego Advertising Club, San Diego Building Industry Association, San Diego Radio Broadcasters Association and East San Diego County Chamber of Commerce.

A founding Board Member (year 2000) of the San Diego Advertising Fund for Emergencies (SAFE), a nonprofit that provides financial assistance for local advertising professionals facing a life crisis.

Served as final president of the 82-member San Diego Public Relations Club and coordinated the Club's 1995 merger with the 185-member Public Relations Society of America's local chapter.

Attended Public Relations Society of America, Educators Academy, San Diego, 2018.

Attended webinar, University of Florida, Institute for Public Relations, "Disinformation in Society," January 2024.

Selected Awards and Honors

2010, American Advertising Federation (AAF), Silver Medal Award. This lifetime achievement award is presented in recognition of outstanding contributions to the advertising industry and furthering the industry's standards and creative excellence and responsibility in areas of social concern. Headquartered in Washington, D.C., AAF is the oldest national advertising trade association in the U.S.

2011, Community College League of California, 1st Place Radio Advertising Campaign, Grossmont College's 50-year anniversary (this was the college's first 1st Place award in 7 years).

2009, 2012, San Diego Radio Broadcasters Association, radio advertising for Grossmont College, EAR award (Effective Advertising on Radio).

2017, Winner of the San Diego Press Club's Lifetime Career Achievement Award in Public Relations and Journalism. One of 34 recipients of this award since 1973. Award is presented to a PR practitioner "who over the course of their career has exemplified fairness and integrity, as well as effectiveness, in disseminating the truth to concerned publics."

2017, San Diego Metropolitan Magazine, "Top Marketing Executive" top 20 list.

2018, Joint Resolution, California State Senate and California State Assembly, Recognition of Excellence: Recognizing community volunteer service, community leadership, dedication to improving the quality of life and difference-maker.

2018, “2018 Media Figure of the Year” award, San Diego County Gun Owners, Political Action Committee.

2001 - Present: Numerous awards during the past three decades for Marketing, Advertising, Public Relations and Writing from National Council for Marketing & Public Relations, American Marketing Association, Society for Professional Journalists (San Diego Professional Chapter) Health Care Communicators of San Diego County, San Diego Press Club (received at least one Press Club writing award in 17 of the past 18 years).

Sample of Previous Client Successes

-- Grossmont College, 2008-2012, served as Marketing Communications Director, college spokesperson and Special Event Coordinator.

-- Directed Grossmont College’s 50-year anniversary celebration, which included setting a Guinness World Record. The anniversary included serving as editor of a 50-year anniversary, hardcover book and coordinating a Community Open House featuring a Sock Hop, Food Truck Festival, Heath Fair, Youth Sports Clinic, flyover with vintage aircraft and academic department fair showcasing the college’s academic departments and disciplines and interactive science demonstrations (dissect a sheep brain, make your own lipstick, cooking class, tour a crime scene blood-spatter room, perform CPR on a mannequin). Event also included dedication of new Student Affairs building and workshops for the public on enrollment tips and financial aid. Also, as a publicity stunt, a new Guinness World Record was set for most individual signatures to a birthday card in one day (1,821, previous record was 1,468). More than 6,000 people attended the two-day event, largest nonstudent attendance total in 30 years. The event was described as one of the biggest in the East County community in the past 50 years. I received numerous advertising and PR awards for the college, including national and regional awards for advertising, communications execution and writing.

-- Book editor. As part of Grossmont College’s 50-year anniversary, served as editor of “Grossmont College, Celebrating 50 Years,” an 86- page, four-color, hard-cover, coffee table format, anniversary commemorative book (Reedy Press, St. Louis)

-- Grossmont Healthcare District (GHD), 2006-2019. Served as marketing communications consultant for this public government agency that served 500,000 residents living in 750 square miles. Oversaw news media coverage and live TV remotes. Assisted in communications with pediatricians, dermatologists, hospital administrators, city officials. Assisted GHD with Kids Care Fest, a free, family-oriented event held at a park that drew more than 1,000 children who received free, potentially life-saving, health care screenings, including hearing, vision and dental screenings, from healthcare professionals.

-- National Multiple Sclerosis Society, 2000-2017. Serve as the PR consultant to the National MS Society's Pacific South Coast Chapter on a number of fundraising events. Responsibilities included generating and coordinating news media coverage for three Walk MS events in April, a three-day, 50-mile walk in September, a two-day, 150-mile cycling event in October and a Gala Auction in November.

-- San Diego Blood Bank, 2015, publicity relating to the launch its newest blood mobile and Chargers Blood Drive special event.

Sample of Past Client Successes (1984-2000)

-- SDG&E: In 1991, merger-related activity, involved with completing extensive writing assignments, including

news releases, memos to editors, stories for employee newsletter and ghost-written articles for the President, CEO, CFO and other executives. Wrote various financial brochures on the company's future plans.

-- SAIC (1986-1993): Responsible for publicity with the introduction and continued promotion of a laptop ruggedized computer. Also, directed publicity efforts for a line of high-tech plasma gas computer display screens. For both products, wrote product news releases, contract award news releases, Marketing Bulletins, fact sheets, specification sheets, specific sales brochures and technical feature articles for engineers to read in trade journals.

-- Presley of San Diego (1988): Helped organize a special public event designed to establish name recognition for a new residential community. The event was Southern California's largest -ever Hot Air Balloon Festival, attended by 40,000 people over a two-day period.

-- Turntec (1984-1986): directed product publicity and company positioning for the nationwide introduction of a new running shoe, which sold 70,000 pair the first year. Publicity activities included: press kit preparation; publicity at national trade shows; product publicity in running magazines. Coordinated editorial coverage in USA TODAY, People Magazine, Christian Science Monitor, The Wall Street Journal, along with broadcast coverage on ESPN, CNN. Also, accompanied the company president on a media tour to Chicago, Seattle, San Francisco and Los Angeles.

-- Roger's Gardens Nursery (1984-1986): a botanical garden and tourist attraction, coordinated special event publicity for a Christmas display of lights and tree decorations, which was attended by an estimated 250,000 person over two months.

-- LandGrant Development (1987-1988, commercial builders), coordinated publicity activities that focused on the company's success in the development of commercial properties, with a specialization in shopping centers. I directed publicity on projects valued at more than \$100 million that were located throughout the southwestern United States.

-- McKellar Development of La Jolla (1988, community homebuilder), assisted on publicity activities for the introductory phases of a 114-acre, \$500 million, master-planned community that is expected to be built over the next ten to 15 years. Feature stories and news releases were written on a variety of topics, including the developer's contribution of \$10 million in Facility Benefit Assessment funds toward a new 29-acre community park and traffic improvements in San Diego's Golden Triangle area.

-- U.S. Filter (1989, ultra-pure water treatment company), assisted on publicity for this public company which grew from about \$25 million to \$100 million in annual revenues as a result of acquiring complimentary businesses and larger competitors.

-- The Backworks Total Gym (1988-1989, medical rehab exercise equipment), marketing activities included magazine print ads with endorsements from famous back surgeons and a free video offer, along with news releases and feature stories on the benefits of the back exercise equipment in trade, health-related magazines.

-- PGA, LPGA Golf Tournaments (various years). Assisted in coordinating press release activities, including pre- and post-tournament publicity, for golf tournaments held in San Diego. Involved in developing story themes, which were favorable to the tournament sponsor. In addition, crisis communications strategies were utilized in avoiding negative press coverage.

Sample of Findings from UNL Course Evaluations

Summer 2023 JGEN-120:

-- 84% of respondents said they either "strongly agree" or "agree" with the statement: "The feedback I received on my work was useful to me for making changes and improvements."

-- 85% of respondents said they either “strongly agree” or “agree with the statement: “I found communications with the instructor effectively supported by learning.”

Spring 2023 JGEN-120:

-- 92% of respondents said they either “strongly agree” or “agree” with the statement: “The feedback I received on my work was useful to me for making changes and improvements.”

-- 85% of respondents said they either “strongly agree” or “agree with the statement: “I found communications with the instructor effectively supported by learning.”

Spring 2023 JGEN-200, section #001:

-- 91% of respondents said they either “strongly agree” or “agree” with the statement: “The feedback I received on my work was useful to me for making changes and improvements.”

-- 91% of respondents said they either “strongly agree” or “agree with the statement: “I found communications with the instructor effectively supported by learning.”

Spring 2023 JGEN-200, section #002:

-- 85% of respondents said they either “strongly agree” or “agree” with the statement: “The feedback I received on my work was useful to me for making changes and improvements.”

-- 90% of respondents said they either “strongly agree” or “agree with the statement: “I found communications with the instructor effectively supported by learning.”

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