

Bob Hetherington (noun) counselor, marketer, persuader, storyteller, writer
(adjective) analytic, creative, strategic, resourceful, resilient
(verb) connects, develops, enhances, protects, delivers

MBA-equipped PR executive; award-winning writer, editor, campaign manager; proven collaborator; successful marketer of goods, services and ideas across multiple platforms.

EXPERIENCE

Principal, Bob Hetherington & Associates, Memphis, Tennessee

Provided corporate communications, investor relations, marketing and public affairs to corporations, businesses, institutions and nonprofits operating locally, regionally and nationally. Among results:

- Corporate/investor services helped 50+ year private firm make transition to NYSE-listed REIT
- Campaign enhanced reach, reputation of private foundation's life-changing education initiative
- Counseled execs, managers on real and potential crises in campus communities in 20+ states
- Helped start-ups reach investors, raise capital, connect with analysts, business media, markets
- Coached authors, execs and utility, education and nonprofit leaders on effective media relations
- Re-branded, re-positioned leading nonprofit through efficient, economic website redesign

Public Relations Director, Chandler Ehrlich & Co., Memphis, Tennessee

Enhanced capabilities of 30-year-old, 40-person national award-winning ad agency; cultivated new clients; executed effective campaigns; recruited, developed talented associate. Among results:

- Effective PR statewide supported Emmy Award-winning highway safety campaign
- Smart campaign eased name change for 100-year-old, NASDAQ-listed, multistate bank
- News broadcasts on new health care technology reached 2M viewers in 48 cities in 20 days
- User-friendly Web content helped Memphis Grizzlies score with FedEx Forum grand opening

Managing Director, McNeely Pigott & Fox/Memphis, Memphis, Tennessee

Established Memphis office of national award-winning Nashville firm; cultivated new clients; planned, coordinated and executed campaigns; recruited and led four-person staff. Among results:

- Contributed to national Silver Anvil-winning worker's comp reform campaign in Tennessee
- Helped lead U.S. Navy client team in branding services which enhanced retention, readiness
- Planned, coordinated and executed health care reform summit, one of seven across America

Business Editor, The Commercial Appeal, Memphis, Tennessee

Turned around, led and managed business news department at state's top metro daily, the most profitable in the 24-newspaper division of NYSE-listed E.W. Scripps Co. Among results:

- Restored credibility; boosted readership; opened product to serve more diverse audience
- Doubled staff to 16; improved training, content quality; launched new products, services
- Developed, delivered daily newscast; staged community events; grew revenues; cut costs
- Recruited, coached, led reporters whose work served readers and won professional acclaim

Senior Reporter, The Knoxville Journal, Knoxville, Tennessee

Won national business and investigative journalism awards for high-interest, high-impact stories.

- Reporter, Gannett News Service, Tallahassee, Fla.; Wrote for 3 Florida dailies, USA Today.
- Correspondent, The New York Times, New York, N.Y.; Wrote regularly for NY business desk.
- Reporter, The Knoxville News Sentinel, Knoxville, Tenn.; City Hall reporter, restaurant critic.

Memphis, Tennessee

LinkedIn:

<http://www.linkedin.com/pub/bob-hetherington/3/a89/510>

Cell: 901.355.2153

Email: bhetherngton7@gmail.com

Web: <http://bobhetherington.com>

QUALIFICATIONS

Corporate Communication	Investor Relations	Marketing	Public Affairs
Crisis Communication	Media Relations	Research	Strategic Planning
Campaign Management	Public Relations	Social Media	Media Training
Financial Communication	Collateral Materials	Video Production	Web Content

EDUCATION

MBA Strategic Management-Marketing-Economics
UNIVERSITY OF MEMPHIS, Memphis, Tennessee

BA Journalism-Economics-Public Policy
INDIANA UNIVERSITY, Bloomington, Indiana

HONORS

Public Relations

2005 Emmy Award for Public Service Advertising

Chandler Ehrlich for the Governor's Highway Safety Office (GHSO) in Tennessee

2005 Silver Anvil from Public Relations Society of America (PRSA)

McNeely Pigott & Fox for Tennessee workers' compensation reform campaign

2004 Gold Award, Memphis Chapter, PRSA

McNeely Pigott & Fox for U.S. Navy internal communications campaign

2003 Vox Award, Memphis Chapter, PRSA

McNeely Pigott & Fox for U.S. Navy interactive CD "What's in it for me?"

2003 Gold Award, Memphis Chapter, PRSA

McNeely Pigott & Fox for U.S. Navy internal communications campaign

2002 Gold Award, Memphis Chapter, PRSA

McNeely Pigott & Fox for Roche Pharmaceuticals Tamiflu product launch

Journalism

More than a half -dozen reporters won significant awards for writing and reporting during my tenure as business editor of The Commercial Appeal; several were Pulitzer Prize nominees; one wrote "**Hijacked**" a nonfiction book about the violent mid-air attack on a FedEx DC-10 crew by a disgruntled employee; subsequently, a second wrote "**At the Crossroads: Middle America and the Battle to Save the Auto Industry**"; a third rose to become the Editor of The Commercial Appeal.

Green Eye-Shade Citation, Society of Professional Journalists, Atlanta Region

"Vacancy in Memphis – the Holiday Inn Saga," (S. Thorp/T. Evanoff; Editor: B. Hetherington)

National Headliner Award, National Headliner Club and Press Club of Atlantic City

"Borrowed Money, Borrowed Time," (Bob Hetherington, team)

John Hancock Award for Excellence in Economic and Business Journalism

"Borrowed Money, Borrowed Time," (Bob Hetherington, team)

Green Eye-Shade Award, Society of Professional Journalists, Atlanta Region

"Borrowed Money, Borrowed Time," (Bob Hetherington, team)

PROFESSIONAL DEVELOPMENT

Delivered

Allen & O'Hara Education Services, Inc.

Regular crisis communication training seminars for scores of student housing managers

Alliance for Nonprofit Excellence

Video, seminar for nonprofit execs on how to build relationships with public officials

Buckeye Technologies Inc.

Media relations training for plant managers of the 80-year-old global manufacturer

Memphis Light Gas and Water

Media relations seminar for 16 execs America's largest municipally owned utility

Senior Service America, Inc.

Media relations training for 50 agency executive directors at the SSA Inc. national meeting

United States Navy

Moderated issue-oriented working groups for U.S. Navy Personnel Command Delivered several, three-day seminars to launch re-branding and marketing campaign

University of Memphis, College of Communications and Fine Arts

Lectured on investor relations for graduate-level public relations class

University of Memphis, Leadership Department, College of Education

Media relations seminar for 24 principals, emerging leaders in elementary, secondary education

University of Memphis, Fogelman College of Business and Economics

Planned, executed four-day international business symposium for 20 executives in Monterrey, Mexico; event included briefings, plant tours, meetings with Mexican and American execs, lectures local experts and faculty at *MIT*, one of Latin America's largest private universities.

Received

American Management Association

Securities and Markets, Chicago, Illinois

Accounting and Finance, New York, New York

American Press Institute

Business News Coverage, Reston, Virginia

FACS Institute on Economics for Journalists

Economics and Public Policy, Marconi Center, Marin County, California

Poynter Institute for Media Studies

News Writing, St. Petersburg, Florida

PRESENTATIONS

“The Role of Media in Influencing Investor Expectations”

National Investor Relations Institute (NIRI) Annual Meeting, Scottsdale, AZ

Best of Business Awards for Small Daily Newspapers, Committee Chair

Society of American Business Editors and Writers, New York, New York

“Using Technology to Serve Readers Better and at a Lower Cost”

Memphis Publishing Co. Change Task Force, Memphis, TN

“Real Answers for Reaching Diverse Audiences”

Scripps-Howard Newspapers City Editors Conference, Cincinnati, Ohio

AFFILIATIONS

Present: Board President, Gilda's Club Memphis, 501c3 serving cancer community; volunteer and coordinator for Habitat for Humanity, donor, Appalachian Trail Conservancy; **Previous:** National Association of Real Estate Investment Trusts (NAREIT); National Investor Relations Institute (NIRI); Public Relations Society of America (PRSA); Society of Professional Journalists (SPJ); Society of American Business Editors and Writers (SABEW); board member Mid-South Chapter, American Red Cross; board member Alliance for Nonprofit Excellence, committee chairman, Troop 87, BSA, Germantown; board and 20+ year member Economic Club of Memphis.

SELECTED CLIENTS/FORMER CLIENTS WITH WORK DESCRIPTIONS

America Contract Bridge League	Strategic counsel, corp/crisis com, business planning
Adventia	Strategic business/marcom counsel 4 health tech start-up
ALCO Management, Inc.	Corporate communications, marketing, media relations
Allen & O'Hara Development Company	Media relations nationally, marketing support
Allen & O'Hara Education Services, Inc.	Strategic counsel, crisis communications in 21 states
American Society of CPAs	Grassroots issue-oriented public affairs campaign
AmSouth Bancorporation	Re-branding, strategic counsel, media relations
BP/Amoco	Consumer event, regional media, product launch
BellSouth	Media relations, coordinated PR campaign support
BlueCross BlueShield of Tennessee	Government relations
Buckeye Technologies, Inc. (NYSE: BKI)	Media relations training for plant managers
Cagenix	Strategic counsel, investor relations, business consulting
Campaign for a Healthy Responsible TN	Media relations for statewide issue campaign
Catholic Diocese of Memphis	School-related strategic counsel, crisis communications
Christian Brothers High School	Special events, media relations, development
Cordova Internal Medicine	Research, planning, marketing, re-branding, video
Economic Club of Memphis	Corporate communications, program support
Education Realty Trust, Inc. (NYSE: EDR)	Investor relations, corporate communications
Embassy Suites Hotels	National meeting content development, event support
Exceed Hormone Specialists	Integrated marcom campaign to support biz launch
FedEx Technology Institute	Special event coordination, media relations
Governor's Highway Safety Office (GHSO)	Research, planning, statewide campaign support
Greystone Pharmaceuticals	Strategic counsel, media relations, investor relations
Hickory Capital Partners	Investor relations, marketing communications
Harwood Center	Strategic marketing plan, counsel
Health Insurance Association of America	Public affairs, special event planning and execution
Huntington Industrial Partners	Strategic counsel, media relations, government relations
International Paper Co. (NYSE: IP)	Strategic counsel, media relations, collaterals
Luminetx	Product launch, investor and national media relations
Master Graphics, Inc. (NASDAQ: MAGR)	Crisis communications, investor relations
Mark Greaney	Media training, media relations, national book launch
McVean Trading and Investment	Strategic communications counsel
Memphis Convention and Visitors Bureau	Crisis communications counsel and management
Memphis Regional Chamber of Commerce	Government relations, grassroots campaign
Memphis Grizzlies	Strategic counsel, crisis planning, Web content
Memphis Light, Gas and Water	Research, training, strategic counsel
Navitas Wealth Advisors	Presentations, collateral materials, strategic counsel
Peer Power Foundation	Strategic counsel, marketing, media, video production
Pierce Education Properties	Crisis communication, crisis management
Radian Partners, LLC	Pro-active media and public relations campaigns
Renasant Corporation (NASDAQ: RNST)	Strategic counsel, corporate and investor communication
Roche Pharmaceuticals	Product launch in multiple markets, media relations
Robert Wood Johnson Foundation	Public affairs, special event planning and execution
Tennessee Chamber of Commerce	Statewide issue-oriented campaign
U.S. Navy	Research, planning, campaign execution, evaluation
Wesley College	Media relations training for exec leadership team
Youth Villages	Government relations, media relations

SELECTED PR CASE SUMMARIES

Mark Greaney (Strategic Counsel, Media Training, Media Relations) International thriller writer Mark Greaney relied on Bob Hetherington & Associates to help prepare him and support the national launch of “The Grey Man,” his debut novel. Pro-active media relations helped Mark and his book get strong pickup among major online search engines, significant media attention and a “Thriller of the Year” nomination. He followed up with four other national bestsellers in The Grey Man series. And his successful collaborations with Tom Clancy resulted in five national bestsellers, two co-authored with Tom and three others in the Clancy franchise Mark wrote after Tom’s death.

Peer Power (Strategic Counsel, Public Relations) Since 2007, I provided strategic counsel and public relations for the privately funded [Peer Power Foundation](#), which is dedicated to helping students at struggling public schools create brighter futures through a peer-tutoring program. Ongoing campaign shares success stories to raise awareness, interest and support and extend the program to more schools, states and students. Activities include video production, creation of collateral materials, presentation development, pro-active media relations and business consulting. More than 1,000 students participate daily in the life-changing program at about a dozen schools.

Education Realty Trust (Investor Relations) Planned, coordinated and executed successful Investors Day event for the New York Stock Exchange-listed collegiate student housing real estate investment trust (REIT) as part of multi-year retainer relationship to support transition of 50-year-old private company to public ownership. The day-long event attracted nearly four dozen financial analysts, portfolio managers and shareholders and included tours of three collegiate communities in Raleigh and Greensboro, North Carolina. Presentations helped enhance investor understanding of the company and share prices rose more accurately reflecting true value. The overall scope of work included financial communications, investor presentations, earnings releases and quarterly call scripts, [annual report](#) development and production, investor relations Web site content, annual meeting support, ongoing shareholder communications and media relations.

Allen & O’Hara Education Services (Crisis Management, Communications) After a 20-year-old Clemson University engineering student was murdered in her off-campus student apartment, there were more than 1,200 stories broadcast nationally through the following Memorial Day weekend. Scores of reporters descended on the community during the frenzied days of the manhunt. Managed crisis communications from Central, South Carolina. Dealt deftly with the media, including national broadcast and cable producers and reporters. Monitored coverage and coordinated communications with local managers and residents, university officials and the community. Prepared, accompanied corporate execs to New York for week-long series of meetings with analysts and investors. Followed the investigation closely to help protect the company’s reputation from potential adverse fallout. The case was solved in three weeks when authorities arrested a convicted sex offender recently released.

Renasant Corporation (Corporate Communications) In 2004-2005, a thoughtfully planned, well-coordinated internal communications and external media relations campaign enabled a 100-year-old Mississippi banking company to change its name successfully to better reflect the \$3.6 billion, multi-state financial services corporation it had become. Activities included: research, strategic planning, branding, creative development, coordination of nearly simultaneous employee events in three states, pro-active media relations, marketing planning and support, new market entry and creative development and execution of the company’s [annual report](#).

SELECTED PR CASE SUMMARIES

Luminetx (Product Launch, Market Entry) In 2004-2005, spearheaded the national launch of the Vein Viewer, the premier product of Luminetx. The product used near-infrared light and proprietary technology to project a real-time roadmap of veins on skin. Scope of work included supporting chief executive officer and investor relations contact with financial communications and pro-active media relations. Pro-active media outreach resulted in broadcast news stories which reached 2 million viewers in 48 cities in 20 days and financial reports which hit all major newswires, major newspapers and 750,000 financial service industry desktops. Other product launch assignments have included:

- Tamiflu for Roche Pharmaceuticals in multiple markets
- BP/Amoco new low-sulfur gasoline in Memphis
- Student housing communities in Alabama, Illinois, Michigan, North Carolina and New York
- Lane Home Furnishing stores in Las Vegas

Tennessee Workers Comp Reform (Public Affairs, Grassroots) In 2004, coordinated efforts in Memphis and West Tennessee as part of statewide campaign for business coalition to reform the state's workers compensation system. Activities: recruited, mobilized supporters; shared stories through media; facilitated letters to the media and to key legislators.

U.S. Navy (Branding, Marketing Internal Communications) From 2001-2004, helped lead team which developed and executed a marketing plan for the U.S. Navy's 55 Fleet and Family Support Centers (FFSC) and 67 service delivery sites worldwide. Campaign helped boost utilization by 35.7 percent over two years. The campaign successfully branded the FFSC, raised awareness of its 18 programs, changed negative perceptions and increased utilization in support of the Navy's recruitment, retention and readiness goals. Campaign elements included a well-stocked tool kit of collateral materials, templates, print ads, broadcast public service announcements (PSA), promotional interactive CD-ROM, brochures, pocket reference guides and a system to gather, write and distribute third-party, testimonial success stories across a range of internal Navy media outlets.

Economic Club of Memphis (Corporate Communications) As an Economic Club member/board member helped recruit speakers and enhance the club's reputation. In 1999, helped coordinate media coverage of Chinese Ambassador Li Zhaoxing's visit to Memphis and Econ Club. Secured former U.S. Ambassador to China James Sasser to introduce Ambassador Li. Recruited Hilton Hotels CEO Stephen Bollenbach in 2000. Facilitated author, producer Hedrick Smith's visit in 2002. My friend and former colleague, Pulitzer Prize-winning editorial cartoonist Michael Ramirez spoke in 2004. In 2005, encouraged a visit by The New York Times Co. Chairman Arthur Sulzberger, Jr. In 2007, introduced CEO George B. Abercrombie of Roche Pharmaceuticals North America, a former client.

Health Coverage 2000 (Public Affairs, Special Event) In the six months before the 2000 Presidential Election, coordinated planning in Memphis for the first of seven conferences in selected cities around the U.S. intended to focus attention on health care for the uninsured. Served co-sponsors, the Robert Wood Johnson Foundation and the Health Insurance Association of America, which brought all sides of the health care reform debate together in search of common ground. Identified and invited participants; recruited speakers; staged pre-event national media conference call; promoted regional coverage aimed at key members of Congress; distributed survey results to fuel discussion; coordinated on-site conference logistics and execution of event which attracted more than 200 participants. Additional info is available on the Web under Health Coverage 2000.