

JONATHAN LEHRER

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E-MAIL: VISIT WWW.LEHRERCOMMUNICATIONS.COM AND SELECT MENU OPTION FOR "CONTACT"

SUMMARY (COMPLETE DETAILS: WWW.LINKEDIN.COM/IN/JONATHANLEHRER)

Seasoned public relations consultant who understands the nuances of corporate politics as well as the technology of Web sites and social networking. Strong writer, articulate spokesman, creative strategist, insightful counselor and dynamic brainstorming session facilitator.

Specialties include strategic communications planning, crisis communications, Web site evaluation, printed and electronic newsletters, special events, PowerPoint presentations, media training.

Sectors served include transportation, traffic safety, economic development, travel/tourism, insurance, healthcare, telecommunications, Internet, aerospace; association/non-profit, government agency, small business, advertising agency.

Consultant for the past 10 years, preceded by 18 years at AAA-Chicago Motor Club and six years in broadcast journalism.

CURRENT POSITION

Jonathan Lehrer Communications, Inc., Chicago, IL

1999–Present

President

Consulting services

- Internet strategy and design
- Print and electronic newsletters and publications
- Strategic public relations planning
- Executive coaching/board relations
- Media relations
- PowerPoint presentations and speaker preparation

Learn more: www.lehrercommunications.com

CAPABILITIES

- Internet: Web sites, e-newsletters, strategy, evaluation
- Communications: Board relations, message development, media appearances, public speaking, executive counseling
- Publications: Concept, writing, editing for magazines, newsletters, brochures, annual reports, trade show displays
- Strategic planning: Development of Mission Statements, information coordination, report preparation

PREVIOUS EXPERIENCE

AAA-Chicago Motor Club

1981–1999

Vice President, Public Affairs

- Responsible for budget in excess of \$1 million; staff of 11
- Managed Club's positioning on public policy issues
- Appeared in hundreds of radio, TV and newspapers interviews
- Managed publication of *Home & Away*, AAA-CMC's travel magazine; as well as Club's internal employee newsletter
- Planned and managed publicity for Club services and departments, as well as related outside organizations
- Played key role in initial development of Club's Web site

RECOGNITION (COMPLETE LIST AT LEHRERCOMMUNICATIONS.COM)

- Golden Trumpet Award (Publicity Club of Chicago, 2006), for Open Roads Ahead eNewsletter, as consultant member of Illinois Tollway PR team
- Golden Trumpet Award (Publicity Club of Chicago, 2006), for "From Road Rage to Road Raves," as consultant member of Illinois Tollway PR team
- Bronze Anvil Award (Public Relations Society of America, 2006), for Multi-Media Communications/Newsletters, as consultant member of Illinois Tollway PR team
- Award of Merit (Transportation Marketing & Communications Association, 2006) and Award of Merit (Silver Quill/International Association of Business Communicators, 2006) for "An Informed Customer is a Happier Customer," as consultant member of Illinois Tollway PR team
- Silver Trumpet Award (Publicity Club of Chicago, 2003) for Paris Community Hospital Website (www.pariscommunityhospital.com)

PROFESSIONAL ORGANIZATIONS

- Publicity Club of Chicago: Lifetime member, former co-president
- Beth Hillel Congregation Bnai Emunah, Wilmette, Ill., president
- Previously served as chair or member of numerous transportation-related government or private-sector committees and commissions; former chair of Northwestern University School of Communications alumni board

EDUCATION

Northwestern University, Evanston, Ill., 1975

- B.S., Speech
- Radio-TV-Film major

PRESENTATIONS

- "Effective E-Communications," Federation Communicators, American Medical Association, Chicago, Aug. 13, 2008
- "Effective Professional Communication in the Internet Era" (focus on improving e-mail communication), lunchtime seminar presentation to senior employees of the Jewish Federation of Metropolitan Chicago, Aug. 8, 2007
- "Using the Internet to Support Your Public Relations Plan," special presentation to Advanced Public Relations and Special Events class, Oakton Community College, April 18, 2006
- "Communications with a Purpose: An Introduction to Public Relations," special presentation to Special Topics in Newsgathering, University of Illinois at Chicago, March 27, 2006
- "Making the Internet Work for You/Improving Public Library Web Sites," North Suburban Library System, Wheeling, Ill., Feb. 13, 2004
- "The PR Game," radio interview, WGN, Chicago, Jan. 19, 2004 (summary)
- "Marketing on a Shoestring Budget," Boy Scouts of America, Marketing Roundtable, Central Region, July 17, 2003
- "Assessing Your Web Site," Community Media Workshop, June 4, 2003 (Seven Points for Assessing Your Web Site)
- "Building a Better Web Site," Publicity Club of Chicago Education Course, March 20, 2003
- "Making the Internet Work for You," half-day seminar for Community Media Workshop, March 18, 2003
- "Making the Internet Work for You," half-day seminar for Community Media Workshop, Oct. 22, 2002
- "Building a Better Web Site," Indiana Arts Alliance, Oct. 11, 2002
- "Improving Online Communications," Illinois State Labor Press Association, July 9, 2002
- "Media Relations and the Internet," Community Media Workshop panel discussion, June 5, 2002
- "Web Sites and Public Relations," Publicity Club of Chicago Education Course, March 14, 2002
- "Public Relations and Using the Internet," Special Topics in Newsgathering, University of Illinois at Chicago, Feb. 26, 2002
- Web Site Evaluations, Great Lakes Telemessaging Association, 2001
- "Making the Most of the Internet," International Casual Furniture and Accessories Mart at the Merchandise Mart of Chicago, Sept. 16, 2000
- "Web Marketing: Simple Strategies for Promoting Your Services Online," Tuesday Design Series at the Mart, Merchandise Mart of Chicago July 11, 2000
- "Making the Most of the Internet," Business and Institutional Furniture Manufacturers Association, Feb. 25, 2000
- "Using the Internet Effectively," Publicity Club of Chicago seminar, Feb. 22, 2000
- "Gas Taxes, the Motorist and the Future," Northwestern University Transportation Center, October 1998