

William K. Hamilton, ABC, APR

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Situation

Seasoned communication professional using his experience and ability to help people achieve their objectives.

Background Summary

An accredited business communicator with more than 40 years of experience in business and media. Started as a newspaper reporter, joined a major corporation to edit publications and managed a corporate department responsible for both internal and external communication. Worked closely with numerous business leaders including chief executive officers, operating unit presidents and staff department heads. Earned a reputation for excellence and won many awards.

Counseling and Media Training

Served as a communication advisor to corporate, business and facility leaders, helping them use communication effectively, developed key messages to promote the business, and prepared for and responded to emergency situations.

- Led the employee communication effort for a *Fortune* 500 company when it made extensive benefit changes to control costs.
- Helped two CEOs develop and implement plans for changing the company's culture to succeed in today's leaner and faster-paced business environment.
- Developed and executed internal and external communication plans for more than two-dozen acquisitions and divestitures.
- Led numerous media training sessions to prepare for press conferences, anticipated media inquiries, and public and internal announcements.
- Counseled executives by phone during crisis situations.

Strategic Communication Planning

Developed overall communication plans for a large and industry-leading corporation, developing the company's messages and leveraging the inherent media opportunities in new product introductions, new applications for existing products, major contracts and new manufacturing facilities.

- Generated extensive global media coverage for the North-South Carrier Project in Botswana by taking media representatives to the installation.
- Generated more than \$1.8 million in space and television time value, for an investment of \$30,000, by promoting a company's first Super Bowl ad.
- Developed a list of key target publications and generated news and feature coverage in *The New York Times*, *The Wall Street Journal*, *Fortune*, *Forbes* and others.

Writing and Editing

Writing experience ranges from billboards and posters to lengthy features and case histories. Publication experience includes several company newspapers and magazines, and numerous brochures and bulletins. Years of experience reviewing and editing news releases and other material by staff and agency writers. Writing highlights include:

- Well-received university commencement address for the CEO.
- Annual meeting remarks for a Chairman in several consecutive years.
- Numerous articles ghost-written for corporate executives.
- Magazine reports on the composites industry in North America.
- Motor sports media kits, history features, racing previews and results.

Innovations

Demonstrated an ability to communicate and solve problems creatively by developing new media or new ways of using traditional media.

- Pioneered the use of video as a communication tool beginning in 1972.
- Launched a company's first electronic bulletin board in 1987.
- Revised a company's publication process in 1992 to model their new cultural goals of speed, simplicity and self-confidence.
- Beginning in 1994, established a global network of public relations agencies to support a company's growth around the world.

Professional Work Experience

INDEPENDENT WRITING AND CONSULTING Client businesses include health care, financial services, furniture, publishing, tools, building materials, composites, compressors and automotive	2000 – Present
OWENS CORNING, Toledo, Ohio Media Relations Leader, Corporate Comm. Manager, Corporate Employee Comm. Editor, Employee Publications	1969 – 2000 1994 – 2000 1972 – 1994 1969 – 1972
B.F.GOODRICH, Akron, Ohio Editor, corporate employee magazine Editor, company store & sales publications	1966 – 1969
THE CINCINNATI POST & TIMES-STAR, Cincinnati, Ohio Reporter, City Desk Police Reporter	1964 – 1966

Education/Training

B.S. Journalism with emphasis in public relations
Ohio University, Athens, Ohio

1964

Professional Training:

Advanced Speechwriting, PRSA

Company-Sponsored Training:

Total Quality Management
Cash Management (SMART)

Professional Honors

ABC (Accredited Business Communicator) conferred by the International Association of Business Communicators (IABC).

Accredited in Public Relations (APR) through the Public Relations Society of America and the Universal Accreditation Board

Three Gold Quill awards from IABC – two for television programming, one for newspapers.

Numerous regional and local awards from professional communication organizations including IABC and Women in Communication.

Frequently asked to speak on internal and external communication issues at seminars hosted by the Conference Board and others.

Selected by peer for Communication Department's Proactive Leadership Award.

Professional/Community

Board Member, Northwest Ohio Chapter, Public Relations Society of America

Board member, Toledo Opera

Former officer, Toledo Modern Art Group

References

Kristin Kelley, Director, Corporate Communications

Owens Corning

419-248-6177

Mark Luetke, Principal

FLS Marketing, Inc.

419-241-1244

Marcia Hoeck, Owner

Hoeck Associates

419-885-7202

Debby Robinson, Vice President

Clear!Blue Chicago

312-933-6043