**JOSH RUBENSTEIN**

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**CAREER SUMMARY**

Innovative Emmy award winning Director of Brand Reputation, Issues Management, and Communications, with 20+ years of experience crafting, communicating, and collaborating message strategies for internal and external audiences. Lifelong storyteller with the ability to capture the heart of an organization, by translating complicated ideas and institutional information into positive perceptions, emphasizing resilience, diversity and an organization’s growth potential. Dedicated multitasking problem solver who encourages collaboration and creativity, through servant leadership.

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**AREAS OF EXPERTISE**

• Crisis Communications • Marketing Communications • Press/Media Relations

• Social Media Strategy • Public Relations • Media Coaching

• Digital Media Production • Video Editing • Team Development

• Copy Writing/Editing • Speech Writing • Policy Implementation

• Brand Development • Community Outreach • Content Creator

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**PROFESSIONAL EXPERIENCE**

**Kaiser Permanente,** Pasadena, CA **2021-Present**

Accountable for brand management, media relations, and reputation issues for Kaiser Permanente Southern California. This includes developing and overseeing all aspects of issues mitigation, crisis communication, traditional media outreach, and social media for a region that serves more than 4.7 million members. Responsible for coordinating critical incident and high-profile story responses, as well as developing strategic initiatives for major events, important public health projects, labor actions, and developing crisis’ response strategies

Key Achievements:

* Regional lead for a high volume of sensitive issues and high-impact incidents
* Coordinated and aligned compliance, legal, marketing, and communication stakeholders for our COVID-19 vaccination efforts at mass vaccination hubs
* Created comprehensive communications plans for a wide variety of special events, enterprise initiatives, and critical incidents
* Improved and created new processes and systems for messaging public health and safety information to Kaiser Permanente customers, members, and the public
* Created issues and crisis management media training course for executives, other key leaders, and physicians
* Primary external communication architect for complex and high-stakes labor activities

**Los Angeles Police Department,** Los Angeles, CA **2016 - 2021**

**Communications Director / Public Information Director**

Managed all aspects of department communication, overseeing digital media, traditional media relations, marketing, strategic crisis communication, community engagement and relationship-building opportunities, and social media design. Developed critical public safety messaging to a wide variety of stakeholders, emphasizing the department’s core values while reinforcing a commitment to transparency, accountability, and resilience. Directly supervised a high-performing team of 30 sworn and civilian personnel.

**Key Achievements:**

* Served as department spokesperson, primary speech writer, executive coach, and senior public policy advisor for Chief of Police and Senior Staff
* Orchestrated multi-modal communication responses, with an emphasis on digital media, for numerous city crises including COVID-19 response, “officer-involved shootings”, public protests, natural disasters (fire, flood, & earthquake), and terrorist threats
* Launched creative content campaigns, utilizing new social media platforms, that revolutionized the way the department informed and educated the public about policy, procedures, and tactics of modern law enforcement with the goal of building public trust and improving relationships
* Established an “Industry Standard” for releasing police body-worn video and digital-in-car video of critical incidents that was adopted by the majority of police departments across the country
* Exponentially increased total followers, views, and engagements on all of LAPD’s social media platforms including Instagram, Twitter, Facebook, and Snapchat
* Coached LAPD Senior Command Staff on a broad range of media tactics and on-camera presentation skills for news conferences, internal presentations, and community appearances
* Crafted department-wide strategic communications plan emphasizing racial equity, commitment to core values, and community engagement, while identifying specific quantitative and qualitative measures of success
* Drafted department policies to address new state laws mandating the release of public records
* Revitalized and increased frequency of HR communications strategies to emphasize the department’s commitment to cultural sensitivity, employee wellness, crisis management, and individual growth potential
* Leveraged technology to initiate numerous internal messaging campaigns (AMA, podcast, video vignettes) for LAPD employees, covering topics that included wellness, officer safety, department policies, and other critical training topics

**California State University – Northridge,** Northridge, CA. **2018 - Present**

**Adjunct Faculty – Criminology & Justice Studies**

Developed curriculum and lectures for undergraduate courses in the Criminal Justice Program.

**Key Achievements:**

* Planned, evaluated, and revised course content and syllabus for Community Policing Class and History of Law Enforcement Course
* Designed course to enhance students’ understanding of community engagement and relationship building in a law enforcement setting
* Coached students on public speaking skills, time management, and research tactics

**CBS Television – KCBS/KCAL TV**, Los Angeles CA. **1996 – 2016**

**Senior Journalist / Chief Meteorologist**

Served nineteen years as a dynamic on-air journalist and Chief Meteorologist in the Los Angeles Media Market.

**Key Achievements:**

* Reported on critical safety and public information for hundreds of breaking news stories in prior two decades including:9/11 Attacks On America (2001),Metrolink Train Crash-Chatsworth (2008)**,** Major earthquakes since 1996 – La Habra (2014), Chino (2008), Anza (2005), Parkfield (2004), Hector Mine (1999)**,** Exhaustive wildfire coverage from the fire lines – Colby Fire (2014), Powerhouse Fire (2013), Springs Fire (2013), Esperanza Fire (2006), Old Fire (2003), Cedar Fire (2003),Jet Blue Emergency Landing at LAX (2005) (Emmy Award)
* Recognized by the Academy of Television Arts & Sciences and the Radio Television News Directors Association for excellence in hard news and feature story reporting (2 Emmys & 5 Golden Mic Awards)
* Planned, managed and assigned duties for weather staff of 5 employees, while developing and coordinating coverage of breaking news
* Established and encouraged regular news coverage of stories addressing climate change, sustainability, and urban design

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**CONTRACT WORK/INDEPENDENT COMMUNICATION CONSULTING**

**Allison+Partners** Media Coaching Los Angeles Department of Public Works

**Latham & Watkins** Video Production Various Clients

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**EDUCATION**

**Master of Public Administration** California State University – Northridge, CA 2010-2012

**Bachelor of Arts (Communications)** University of Illinois – Urbana/Champaign, IL. 1989-1993

**CERTIFICATIONS**

**Understanding Terrorism & Terrorist Threats**  University of Maryland – Online

**Certified Police Academy Instructor** Los Angeles Police Department, Los Angeles, CA

**Certificate Broadcast Meteorology** Mississippi State University – Starkville, MD