

Roberta Wong Murray, FEL, APR

04/ 2011 to 12/2013 Vice President, Programming & Communications
PBS Hawaii
Honolulu, Hawaii

Responsible for programming operations, marketing and public relations for Hawaii's only public television station (PBS). Manage operating budget of \$1.73 million. Acquire common carriage (PBS) and independent programs for broadcast. Promote PBS Hawaii's six locally produced programs. Provide strategic planning support to CEO. Managing editor of PBS Hawaii monthly magazine, weekly e-newsletter, internal communications. Coordinate style guide committee. Direct ad campaigns, website messaging. Supervise staff of six.

Key Accomplishments:

- Generated in a six month period more local, statewide and national news media coverage for PBS Hawaii activities than all of the previous ten years combined
- Manage ongoing print, radio, online and television advertising
- Provide public relations and communications support of CEO initiatives

01/2010 to 09/2010 Media Specialist, Hawaii
2010 Census
U.S. Department of Commerce
Bureau of Census, Los Angeles RCC

Responsible for identifying and cultivating relationships with news media outlets to promote, publicize and generate media coverage of 2010 Census activities in Hawaii. Served as Hawaii statewide media spokesperson during 2010 Census operations.

Key Accomplishments:

- Conducted media relations outreach with journalists from all major news outlets in Honolulu, Hawaii Island, Kauai, Maui, Molokai.
- Wrote and distributed news releases on 2010 Census activities
- Generated consistent news coverage and publicity for 2010 Census milestone

10/2005 to 02/2009 Senior Vice President, Corporate Communications
Bank of the West
San Francisco, CA

Managed corporate communications function for Bank of the West, the 25th largest commercial bank in the U.S. with assets of \$67 billion. As corporate communications manager with an operating budget of more than \$1.3 million and six staff, responsibilities included external and internal communications, executive communications, consumer awareness and American Banker Association representation on the Communications Council.

Key Accomplishments:

- Developed, launched and established 'Be Aware, Protect Your Assets' consumer awareness program on elder financial protection
- Increased print, radio and television news media coverage and publicity of bank activities by 25% year over year, including international media coverage for Taipei representative office opening
- Provided vision and direction for the production of award-winning Annual Reports

01/1987 to 09/2005 President
Wong and Murray, Inc.
Walnut Creek, CA

Founded boutique public relations firm (MBE) specializing in crisis communications management and full service video production. Featured among the top 25 public relations agencies in the San Francisco East Bay Area.

Key Accomplishments:

- Provided public relations counsel and services to Food Employers Council, collective bargaining agents for Safeway, Lucky Stores and other grocers
- Provided public relations counsel and services to chief executives of the Oakland Tribune, Alameda News Group, Media News Group and Knight Ridder Publishing through asset restructuring, collective bargaining, employee outreach; served as spokesmen.
- Produced award-winning video productions for corporate, industry and public sector clients.

09/1980 to 12/1986 Kaiser Aluminum & Chemical Corporation
Kaiser Development Company
Oakland, CA

Joined world's 3rd largest aluminum in 1980 as Broadcast Coordinator in charge of video communications. Promoted in 1983 to Director, Corporate Public Relations managing corporate communications function, supervising 12-person staff, \$2.6 million budget. In 1985, promoted to Corporate Vice President, Kaiser Development Company, real estate subsidiary of Kaiser Aluminum & Chemical Corporation. As public affairs officer, responsibilities encompassed coordinating public relations activities, establishing relationships with key legislative committees in California.

1977 to 1980 News Reporter, Anchor
KRON-TV (NBC)
San Francisco, CA

General assignment television news reporter, Alameda & Contra Costa Bureau news reporter, weekend and midday news anchor.

1974 to 1976 News Anchor, Reporter, Editor
KITV-TV, KHVH-AM
Honolulu, HI

Television reporter and news anchor; all news radio morning drive editor and producer

Education & Credentials

2002 Fellow, PRSA
 Public Relations Society of America

Inducted into the Public Relations Society of America College of Fellows, the highest distinction of professional achievement and recognition in the public relations industry.

1985 APR Credential, Accredited in Public Relations
 Public Relations Society of America

Achieved association's professional certification for body of knowledge accumulated by experience as a working public relations practitioner.

1973 Bachelor of Science Degree, Public Relations
 Boston University
 Boston, MA

Professional References:

Available upon request