

**William Wendling, APR, Fellow PRSA**  
**Wendling Communications**  
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## **PROFILE**

Public relations professional with more than 30 years of experience in crisis management, media relations, community engagement, civic affairs, marketing, labor/management relations, investor relations and corporate communications.

## **EXPERIENCE**

### **President**

#### ***Wendling Communications***

***A full-service public relations consulting firm***

***2001-present***

#### ***Principal client responsibilities***

- The Ohio 8 Coalition (a strategic alliance of superintendents and teacher union presidents from Ohio's eight largest cities) – Executive Director and spokesperson
- Community Vision Council – community engagement consultant
- The Cleveland Foundation – public relations consultant on various issues
- KnowledgeWorks Foundation – media and public relations consultant
- Northeast Ohio Council on Higher Education – public relations consultant
- Cleveland Heights-University Heights School District – stakeholder relations consultant
- Vocational Guidance Services Inc. – media and public relations consultant

### **Chief Communications Officer**

#### ***Cleveland Municipal School District, Cleveland, Ohio***

***Ohio's largest school system with more than 77,000 students***

***1999-2001***

#### ***Principal responsibilities***

- Establish effective relations with local and national media
- Handle crisis management
- Manage branding and message strategies
- Provide public relations support for passage of \$1 billion bond issue
- Maintain relations with community organizations
- Oversee publications, television production, website content
- Hire and train external affairs professional staff
- Participate in labor negotiations
- Co-chair labor management council
- Supervise staff of 20 and annual budget of \$2.0 million

### **President**

#### ***Wendling Communications***

***A full-service public relations consulting firm***

***1981-1999***

#### ***Principal clients***

- Cleveland Municipal School District – media and public relations
- Cleveland Summit on Education – collateral materials and public relations
- Cleveland Citizens' Advisory Committee on School Governance – public relations and report writing
- Cleveland Hopkins International Airport – marketing communications
- Cleveland Education Fund – collateral materials
- Cleveland Foundation – public relations consulting on civic issues
- Cleveland Initiative for Education – public relations consulting

- Cleveland Schools Nominating Panel – media relations
- Ameritech – employee communications and collateral materials
- Ferro Corporation – investor relations and public relations
- Greater Cleveland Growth Association – public relations and collateral materials
- National Association of Garage Door Manufacturers – public relations and collateral materials
- North American Coal Corporation – investor relations
- Oglebay Norton Company – investor relations
- Rock and Roll Hall of Fame – national media relations and public relations
- Rubbermaid Incorporated – investor relations
- Society Corporation – investor relations and public relations

**Vice President**

***Watts Lamb Inc.***

***Industrial advertising agency***

**1979-1981**

***Principal clients***

- International Construction Equipment Exposition – marketing and media relations
- North American Coal Corp. – investor relations

**Editor**

***DeCrane's Business Review***

***A biweekly business/financial newspaper serving Northeast Ohio***

**1977-1979**

***Principal responsibilities***

- Report on news concerning businesses in Northeast Ohio

**Owner**

***William Wendling & Associates***

***Public relations consulting firm***

**1975-1977**

***Principal clients***

- Ferro Corporation – investor relations and public relations
- Cleveland Council on World Affairs – public relations and collateral materials

**Manager of Public Relations**

***Ferro Corporation***

***Multinational manufacturer of special chemical materials***

**1973-1975**

***Principal responsibilities***

Investor relations, media relations, public relations, employee communications

**Midwest Editor**

***Plastics World Magazine***

***Trade publication serving the plastics industry***

**1971-1973**

***Principal responsibilities***

Write news and feature stories dealing with breakthroughs in plastics manufacturing and compounding

**Public Relations Representative**

***B.F. Goodrich Chemical Company***

***Supplier of raw materials to plastics and rubber industries***

**1968-1971**

***Principal responsibilities***

Marketing communications, media relations, crisis communications

**College and other work experience**

Assistant Director of Public Information – Miami University

Staff writer – Advertiser-Tribune newspaper, Tiffin, Ohio

Correspondent – Cincinnati Enquirer, Dayton Daily News, Hamilton Journal, Middletown Journal

## **AWARDS AND HONORS**

National School Public Relations Association Award

- Rock and Roll Hall of Fame & Museum: named one of the “Instrumental Few” Cleveland civic leaders who provided personal leadership to help make the Rock Hall a reality in Cleveland
- Public Relations Society of America: elected to the national College of Fellows by virtue of outstanding personal and professional qualities and efforts to advance the public relations profession
- Public Relations Society of America, Greater Cleveland Chapter: received the Lighthouse Award in recognition of career achievements in public relations
- Northern Ohio Chapter, March of Dimes: received the Frederick C. Robbins Spirit of Courage Award for volunteer leadership
- March of Dimes, Cleveland Division: named volunteer of the year
- March of Dimes National Volunteer Leadership Conference: presented keynote speech calling for greater attention to issues of post-polio syndrome
- Member, Executive Steering Committee, March of Dimes International Conference on Post-Polio Syndrome
- Bronze Award in annual reports from *Financial World* magazine

## **PROFESSIONAL AND COMMUNITY SERVICE**

Strong Families = Successful Children Community Vision Council – member

Cleveland Chapter, Public Relations Society of America – Past president, director

Cleveland Division, March of Dimes Birth Defects Foundation – Past president, director

Greater Cleveland Miami University Alumni Club – Past president, trustee

Miami University, College of Arts and Science – member of Alumni Advisory Council

International Children’s Games – education committee co-chair

Bratenahl Land Conservancy – trustee

Bratenahl Condominium Association – trustee

Press Club of Cleveland – member

Friends of Apollo’s Fire, Cleveland’s Baroque Orchestra – founding member

Cleveland Music School Settlement – former trustee

Cleveland Advertising Club – former director

Greater Cleveland Society of Plastics Engineers – former director

City of Cleveland Unity Day – co-chair of education committee

Barbara Byrd-Bennett Foundation for Cleveland’s Children - trustee

## **EDUCATION**

Bachelor of Arts (English), Miami University, Oxford, Ohio

Seminar on Labor Management Cooperation, Harvard University, Cambridge, Massachusetts

Guest Lecturer, Public Relations – Cleveland State University, John Carroll University, Miami University