

Kara Alaimo

Assistant Professor of Journalism, Media Studies, and Public Relations at Hofstra University

Hempstead, NY, US

Kara Alaimo, PhD is a global public relations consultant, trainer, professor, and author.

Description

Kara Alaimo, PhD, is assistant professor in the Department of Journalism, Media Studies, and Public Relations. She is a specialist in international and political/advocacy communication.

She is a frequent media commentator and columnist; her op-eds have been published by media outlets such as The New York Times, The Washington Post, The Atlantic, Harvard Business Review, CNN, Bloomberg, Al Jazeera, Fortune, Columbia Journalism Review, Newsday, and The Hill.

From 2012-2013, Dr. Alaimo was head of communications for the United Nations Secretary-General's High Level Panel on the Post-2015 Development Agenda, a group of heads of state and other eminent thinkers convened to recommend the world's next plan for eradicating poverty and achieving sustainable development.

In 2011, she was appointed by President Obama as spokesperson for International Affairs in the U.S. Treasury Department, where she communicated global economic diplomacy initiatives, including America's bilateral economic relationships; engagement in multilateral institutions including the G-20, World Bank, and IMF; and international monetary, trade, development, environmental, and energy policy. In this capacity, she also served as media adviser to Jim Yong Kim during his successful 2012 campaign for the World Bank Presidency. Dr. Alaimo also previously served as the first press secretary of the Peter G. Peterson Foundation, global media coordinator for the United Nations Millennium Campaign, and as a spokesperson for New York City economic development initiatives during the administration of Mayor Michael R. Bloomberg.

Dr. Alaimo also serves as an independent communications consultant and is a member of the board of the World Communication Forum in Davos, and was honored as its 2017 Titan of the Future. She was recently a visiting scholar at the Centennial Center for Political Science and Public Affairs in Washington, D.C. and a resident fellow at IAU College in Aix-en-Provence, France.

Her book, "Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication," was published by Routledge in 2016. Her research on international and political/advocacy public relations has also been published in academic journals including the International Journal of Communication, Journal of Communication Management, Journal of Public Affairs, Case Studies in Strategic Communication, and Social Media & Society.

Industry Expertise

Education/Learning, Public Relations and Communications, Writing and Editing, Social Media

Topics

Political Science, Political Communication, Public Relations, Advocacy PR, Crisis Communication, Media Theory, Cross-Cultural Communication, Global Public Relations, Risk Management

Affiliations

Board member, World Communication Forum in Davos

Sample Talks

Public Relations Society of America, 2016

Going Global: Adapting PR Strategies for Different Countries and Cultures

<https://www.youtube.com/watch?v=i9ZYz5jfdII>

World Communication Forum, 2016

https://www.youtube.com/watch?v=gx549LH8_9I

Education

City University of New York Graduate Center

Ph.D. Political Science

City University of New York

M.Phil. Political Science

City University of New York

M.A. Urban Affairs

New York University

B.A. Journalism

Accomplishments

2017 Titan of the Future, from the World Communication Forum:

Kara Alaimo was recognized for her creativity and commitment to the communications industry and the high business and ethical standards of true global leaders.

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