

Tom Betti

Communications Manager, Senior Business Transformation Analyst at State of Ohio, Office of Budget & Management

Columbus, Ohio Area, OH, US

Creative & Engaging Storytelling : PR & Media Relations : Development & Advocacy : Nonprofit Leadership : Social Media : History

Biography

Offer a proven track record providing the vision, strategic direction, and operational management of media relations, development, and advocacy initiatives that inspire action and secure support. Develop and execute far-reaching campaigns, creating strategic messages that prompt target audiences to act. Keen ability to manage interactions with high-profile clients and industry representatives with such partners as The Ohio State University, Nationwide Children's Hospital, NBC News, BBC, NPR, Fox Business, and The New York Times.

Possess excellent communication, interpersonal, and relationship-building skills, cultivating connections to facilitate community outreach. Author engaging, action-generating written materials including news releases, grant applications, collateral, policy reports, and campaigns. Self-motivated and fueled by an unyielding drive, with the proven ability to manage competing priorities and drive achievement of multi-tiered objectives.

SELECT HIGHLIGHTS...

? Made significant impact in the areas of public policy and advocacy, communications and media relations, and organizational development and fundraising through leadership of special projects, annual conferences, and campaigns with the Coalition on Homelessness and Housing in Ohio.

? Planned and executed results-generating communication, fundraising, and media outreach plans, resulting in high-performance statewide campaigns that brought new levels of awareness to public policy.

? Researched and wrote a public policy report on election fraud referenced by The New York Times, CNN, and National Public Radio.

? Supported development and education initiatives for Columbus Landmarks Foundation.

? Supported innovative development and education initiatives—secured a \$20,000 grant and served as Executive Producer on the documentary film, *The Citadel: Birth of LeVeque Tower*, about the first downtown Columbus skyscraper—as the youngest board member in Columbus Landmarks Foundation's history.

? Spearheaded preservation efforts to archive the Athletic Club of Columbus' 100-year history, independently researching and writing about the organization's—and its members'—rich history.

? Instrumental in the rebranding of the Athletic Club of Columbus, working in concert with the Board of Directors, General Manager, and Membership Director to reintroduce the organization to the community through targeted messaging strategies and outreach initiatives.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

Industry Expertise

Public Relations and Communications, Writing and Editing, Fund-Raising, Public Policy, Government Relations, Social Media, Non-Profit/Charitable, Media - Online

Areas of Expertise

Media Relations, Public Relations, Historic Preservation, Social Media, Non-Profit Development, Storytelling, History, Public Policy, Youtube

Affiliations

Columbus Landmarks Foundation, National Trust for Historic Preservation, Harry S. Truman Library and Museum, Athletic Club of Columbus, Columbus Council on World Affairs , Downtown Residents' Association of Columbus (DRAC), Franklin University , Public Relations Society of America (PRSA), Cleveland Council on World Affairs, Ohio Historical Society

Sample Talks

Creative & Engaging Storytelling

Have you ever sat through a long powerpoint where the speaker is just reading what's on the screen? Boring, right? No matter if you are trying to sell a product to a consumer, an idea to a policy maker or a new concept to employees, it's the story and how you tell it that generates buy-in. It's the STORY that SELLS! A good storyteller engages the audience's imagination through creativity, teaching history, promoting a brand/product or motivating a team to do better. Endless possibilities!

Media Training: How to be Interviewed on TV, Radio and Print

Staying on message while being interviewed on the air is an art and requires practice and strategy. Many people are nervously paralyzed, wear the wrong clothes, say the wrong things, sit the wrong way or are way off message. It's important to have experience and be trained how to be interviewed. You are in control of the interview, not the reporter. Also, thinking outside the box and using common sense in crisis communication mode are essential in successful media relations and damage control.

Education

The Ohio State University - The Max M. Fisher College of Business
Executive Education Series

The Ohio State University - The Max M. Fisher College of Business
Certificate Non-Profit Management

Franklin University

BS Organizational Leadership and Business Administration, Minors: Global Business and Cultural Studies

Norwich University

M.A. History

Accomplishments

2012 Public Education and Awareness Award

Recipient of the 2012 Public Education and Awareness Award for the exemplary programs the Education Committee has created to foster community awareness of the city's history and architecture from the Ohio Historic Preservation Office, Ohio Historical Society.

Testimonials

Marte G. Dobosh

"Tom has been a wonderfully engaging speaker at our Club, and representing our Club, on many occasions. His warm, comfortable, storytelling style is easy to listen to, and the audience always loves him.

"He has a great sense of humor, and his creative style makes even the driest subjects interesting. His speaking talents have helped us with all types of events, from a formal Presidents' Dinner, to a casual community affair known as the City Hop."

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