

# GARY SCHWEIKHART

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## PR-BS, Inc.

Boca Raton, FL

President

(January 2002 to date)

- Conceived and executes public relations and communications strategies for a variety of current and former corporate, cultural, educational and media clients: The Colony Hotel – Palm Beach, Maltz Jupiter Theatre, Palm Beach Community College, South Florida Times Magazine, International Museum of Cartoon Art, Palm Beach County Cultural Council, Fort Lauderdale Country Club, Palm Beach Pops, Boca Raton Museum of Art, Alexander W. Dreyfoos School of the Arts, TransHire, Vaya!P.com, SandyPines residential treatment center, artist Timothy Morrissey, singer Tony Messina, U.S. Imaging Solutions, Boca Raton Historical Society Annual Gala 2003, Gentlemen of the Gardens 2004 Calendar, Wilesmith Advertising & Design, and the law firm Searcy Denney Scarola Barnhart & Shipley, P.A.

## Tilson Communications, Inc.

Boca Raton, FL

Chief Operating Officer

(January 2001 through December 2001)

- Directed creative functions and operations of a public relations firm with annual billing of approximately \$1 million and a 9-person staff. Clients included Office Depot, Mars Music, Medical Staffing Network, Del Webb, Data Warehouse, Rexall Sundown, Mozquito Technologies and We the People.

## Hollywood Media Corp.

Boca Raton, FL

Vice President of Communications

(June 2000 through November 2000)

- Directed all corporate communications, both internal and external, including public and investor relations, for a multi-channel, entertainment focused Internet company (Nasdaq: HOLL) with a variety of Web sites ([www.Hollywood.com](http://www.Hollywood.com), [www.Broadway.com](http://www.Broadway.com), [www.MovieTickets.com](http://www.MovieTickets.com)), B2B content syndication divisions (HollywoodPro, Event Source, ConcertSource, and live theatre ticketing services). Hired and managed professional investor relations firm (Brainerd Communicators of New York City). Created and directed special promotions, such as *The Rocky Horror Show* Online Audition Contest, that generated massive publicity and tripled the number of daily unique visitors.

## Mars Music, Inc.

Fort Lauderdale, FL

Director of Communications & Online Editor

(January 2000 through May 2000)

- Directed all corporate communications, both internal and external for retail chain with 35 stores and annual sales of \$200 million. Hired and managed a 3-person staff. Managed the redesign, re-launch and editorial content of [www.MarsMusic.com](http://www.MarsMusic.com), including news, artist interviews, and company information. The site launched on time and under budget

## Office Depot, Inc.

Delray Beach, FL

## Vice President of Public Relations

(September 1990 through January 2000)

- Built and managed PR & IR department for the world's largest seller of office products (NYSE: ODP) with 850+ stores, a national B2B delivery service, an award-winning e-commerce site ([www.officedepot.com](http://www.officedepot.com)), locations in 19 countries, and annual sales of more than \$11 billion. Hired and managed 5-person staff. Developed and managed:

- + **SPECIAL MARKETING PROGRAMS**, including the *Fortune Tech Buyers Guides* that generated more than \$100 million in incremental in-store sales.

- + **MAJOR PROMOTIONAL CAMPAIGNS**, including the re-launch of the "Taking Care of Business" advertising campaign, the "Staples remover" entry into New York City, and joint promotions with Broadway musicals *Footloose* and *How to Succeed in Business Without Really Trying*.

- + **CORPORATE PARTNERSHIPS** with national publications (*The Wall Street Journal*, *PC World* and *Ladies Home Journal*) and major community service organizations (The National PTA and the National Urban League).

- Wrote press releases, annual and quarterly reports, coordinated annual stockholders meetings, quarterly conference calls with analysts and company-sponsored analyst conferences. Directed all media/public relations, speech writing and crisis management (mergers, murders, discrimination lawsuits, national boycotts, layoffs, reorganizations and tabloid exploitation).

- Created and produced *BusinessNews*, a glossy 56-page quarterly "how-to" magazine for small business customers – circulation of 1.3 million, with both U.S. and Canadian versions. Also published and edited company newsletters (*The Ink* and *The Link*), produced and directed annual video newsletter (*The Blink*), and produced corporate training, recruiting and promotional videos. Created and managed special promotions, sweepstakes and special events.

- Produced annual 4-day International Sales Meeting, Leadership Conference and Vendor Show (1995-2000) with 4,500 attendees and annual budget of \$7.5 million. Recipient of the Flame Award for corporate image and the Telly Award for video production for "Whatever it Takes" Sales Meeting in 1996.

- Co-founder and Vice-Chairman of the Office Depot Foundation (1993-2000), managed annual corporate donations budget of \$1.3 million, and member of the company's 5-person Disaster Recovery Team.

- Developed and managed internal and external communications strategy for 11 mergers and acquisitions, including the \$1 billion Office Club merger in 1991, the unsuccessful \$3.4 billion Staples merger in 1996-97, and the \$3 billion Viking Office Products merger in 1998.

## The Sharper Image

San Francisco, CA

Senior Manager of Media & Public Relations  
(September 1985 through August 1990)

- Created and managed advertising co-op program for mail order/retail chain with 70 stores and annual sales of \$208 million, raising more than \$8 million for multi-page magazine and newspaper inserts and single page ads (Time, Rolling Stone, Sports Illustrated, GQ, Los Angeles Times, Washington Post, San Francisco Chronicle, Miami Herald, Chicago Tribune and CNN).
- Managed all corporate communications, public and investor relations. Wrote press releases and coordinated annual stockholders meeting. Hired and managed 10-person staff.
- Created and managed movie/TV placements (*When Harry Met Sally*, *Total Recall*, *The War Between the Roses*, *Ghost Dad*, *Designing Women*, *Hollywood Squares* and *The Simpsons*).
- Created and managed in-flight catalogs for Northwest Airlines and the Trump Shuttle. Created and managed catalog request and product return operations.

## The Sentinel

San Francisco, CA

Managing Editor  
(September 1982 through June 1984)

- Managed and edited weekly community newspaper with 50,000 circulation. Did investigative reporting and wrote regular political column ("Whispers"), editorials and entertainment reviews.
- Managed advertising sales department and developed ad promo packages. Hired and managed 10-person staff and numerous freelance writers.

## The Omaha Sun

Omaha, NE

Entertainment Editor  
(September 1979 through June 1982)

- Wrote regular column "Up and Down the Street", editorials and investigative reporting for Pulitzer Prize-winning weekly newspaper owned by Warren Buffett. Produced and voiced radio ad campaign. Developed and managed all newspaper promotions.
- Conducted celebrity interviews with Henry Fonda, Dustin Hoffman, Sally Field, Paul Newman, Tom Cruise, John Belushi, Dan Aykroyd, Sean Connery, Myrna Loy, Sean Penn, Timothy Hutton, Albert Finney, Bernadette Peters, Carol Burnett, Olivia de Havilland, Kate Jackson, etc.

## KRCB (AM) & KQKQ (FM)

Omaha, NE

Talk Show Host & Promotions Director

(May 1974 through January 1981)

- Hosted daily 3-hour call-in shows (*The Grapevine* and *The Gary Schweikhart Show*). Produced and hosted weekly 90-minute public affairs program (*The Sunday Night Alternative*).
- Wrote and voiced daily 2-minute editorials and entertainment reviews (*Inside Entertainment*).
- Wrote and produced daily 20-minute comedy show (*Lunch Lady with Willoughby Edible*).
- Developed and managed all radio station promotions (KQ Keggers).

## Garadon Productions

Omaha, NE

Executive Producer

(March 1975 through July 1982)

- Produced stadium rock concerts (Carlos Santana, Marshall Tucker Band, Amazing Rhythm Aces, Head east) and stage shows (*Jesus Christ Superstar*, *Grease*, *Omaha: A Night of History & Music* and *Celebrating US: A Supershow!*)
- Hosted *Head Lines*, a weekly 30-minute TV show on Cox Cable (1982).
- Co-founded and produced Septemberfest: Salute to Labor, an annual 4-day festival in Omaha that attracted approximately 150,000 people over Labor Day weekend (1977-1980).
- Media consultant on 12 political campaigns (from city council to U.S. President), winning 75% of them.
- Wrote investigative articles, entertainment reviews and editorials for numerous publications (*Omaha World Herald*, *Omaha Magazine*, *St. Joseph Magazine*, *Midlands Business Journal*, *River City Review* and *Fever Magazine*).
- Playwright of *Good Vibrations*, a musical based on songs by the Beach Boys.

References & Writing Samples  
Available Upon Request.