

RYAN FORAN

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Dear Hiring Manager,

Throughout my career, I have led communications strategy, crisis response, and media relations in environments where institutional reputation, public trust, and audience confidence are earned and defended every day. I have built communications functions from the ground up, shaping the infrastructure, leading the teams, and advising executive leadership when it matters most. As I pursue this opportunity, I bring a demonstrated ability to manage national media crises, protect organizational reputations, and translate complex, high-stakes situations into clear communications that build lasting trust.

Below are three examples that reflect how I lead and deliver impact:

- **Crisis Communications Leadership:** As Chief Communications Officer during COVID-19, I directed the end-to-end communications response for Arcadia Unified School District, serving 2,000+ staff and a stakeholder community of 15,000 to 20,000, as sole lead strategist and author of 70+ sequentially numbered updates over two years. I established an inside-out communication cadence, advising the Superintendent's Executive Cabinet on real-time decisions in the absence of established protocols while navigating politically charged messaging around reopening, masking, and organizational statements on contested social issues. Separately, I averted three high-profile media crises by engaging Los Angeles television journalists off the record and preventing two stations from airing inaccurate, career-damaging stories, an outcome grounded in years of credibility built with local media.
- **Media Relations Program Development & National Broadcast Strategy:** I built Arcadia Unified School District's proactive media relations program from a foundation where media inquiries went unanswered, growing it into an operation generating 100+ positive placements annually across the Los Angeles Times, NPR, Associated Press, ABC News, and major broadcast affiliates in the nation's second-largest media market. Within that body of work, I negotiated and directed Arcadia Unified's participation in an [ABC News 20/20 national broadcast](#) with Diane Sawyer, managing story framing directly with the network's production team over six months of executive media coaching and preparation. The broadcast reversed a decade of negative national coverage and was later presented as a model for high-stakes media strategy at state and national conferences.
- **Communications Infrastructure, Team Development & Community Trust:** At Arcadia Unified School District, I built the communications department from the ground up, launching a nationally recognized Digital Communications Internship program that deployed 20 to 30 trained communicators annually and has since been replicated by school districts across the country. I also led multi-year voter engagement campaigns that secured passage of a \$77M parcel tax requiring a two-thirds majority in a skeptical electorate and a \$358M facilities bond, integrating earned media, community outreach, and brand positioning to build the public trust both measures required.

My approach to communications leadership is grounded in clarity, credibility, building relationships, and the conviction that reputation is built over time but can be lost overnight. I design the systems, develop the teams, and advise at the executive level, balancing proactive brand strategy with the discipline to manage a crisis when one arrives. I am drawn to

organizations that understand communications as a strategic function, not a reactive one, and are looking for a leader who can build institutional trust from the inside out.

I would welcome the opportunity to discuss how my experience building high-impact communications operations, managing national media relationships, and leading through high-stakes situations could support your company's goals and vision.

Sincerely,
Ryan Foran