

KATHRYN L. KIEFER
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Professional Experience

KIEFER COMMUNICATIONS GROUP, INC., 1995 – Present

Founder and head of a communications consulting firm specializing in helping the health care industry and not-for-profit sector communicate key messages more effectively by utilizing a variety of marketing and communications tools to a wide range of stakeholders including the public and the media, corporate underwriters, health care systems, physicians, universities and think tanks. Some specific achievements for not-for-profits, health care and other clients include the following:

- Guided a non-profit organization to turn communications chaos into a victory by creating a communication plan that ensured people at the organization understood the importance of responding quickly to media calls, knowing the nature of the media request, the potential issues that may develop because of a media contact, and the best strategy for dealing with the media in a crisis situation. The approach ensured that each media request was discussed with me and the permanent staff, assigning a numerical rating based on the kind of media exposure likely to occur.
- Developed a strategy for a non-profit cancer research foundation to use the media, advertising and public service announcements, local celebrities and corporate involvement to build the profile, participation and money raised for a fund raising race, creating not only a hallmark event but boosting awareness of cancer diagnosis and treatment, the foundation's research grants, and its other positive activities. My work was credited with playing a major role in participation in the event growing to 65,000 participants from 45,000, and money raised by the event increasing to \$2.5 million from \$1.2 million.
- Created the franchise for hospital groups on the number one news station in St. Louis, providing information ranging from illnesses to medications to treatments and related topics provided by doctors and health care professionals who we helped select, coach and prepare for the segments. As a result, each hospital group was able to deliver its message to more than 120,000 homes and as many as 240,000 viewers during each interview.
- Helped a large healthcare delivery system redefine women's health care in St. Louis by coordinating its approach to government approval for a new woman-oriented facility. As a result of our communications program, the concept of woman-focused health care became the "gold standard" as measured by the public and the news media.

More detailed case studies illustrating these other related client work are included with my submission.

Our work also includes:

- Helping clients prepare for possible crisis situations such as hospital closings, work stoppages, accidental medical emergencies and similar unexpected situations.
- Giving more than 200 speeches and 200 seminars on communication techniques to a variety of audiences, primarily in the health care and medical education fields.

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- Helping clients become more effective communicators, whether they are in a meeting at the hospital, office, speaking at a conference or being interviewed by a reporter.
- Helping doctors, executives, managers and employees communicate key messages more effectively.
- Preparing clients for news media interviews.

Other clients include groups in the arts and social services; law and consulting firms; high-tech businesses; construction companies and manufacturers.

COLUMNIST, ST. LOUIS BUSINESS JOURNAL

Wrote "Talk About Talk," a regular column on effective communications for business people and those in the professions. 1998-2003

ADJUNCT FACULTY

Washington University - 1994 – 1997

Johns Hopkins University School of Medicine, Guest Lecturer 1995 - 1997

TELEVISION NEWS REPORTER AND ANCHOR

KSDK TV - Reporter (St. Louis), 1993-1995

KTVI TV - Anchor (St. Louis), 1987-1993

KGO TV - Reporter (San Francisco), 1985-1986

KTVI TV - Anchor (Sacramento), 1983-1985

WBZ TV - Anchor (Boston), 1980-1983

WXYZ TV - Reporter (Detroit), 1977-1980

WBBM TV - Reporter (Chicago), 1974-1977

KOMO TV - Anchor (Seattle) 1973-1974

OTHER ACTIVITIES

- Executive committee of the board of directors of the Girl Scout Council of Greater St. Louis; chair the marketing and communications committee.
- Consultant to board of directors, Susan G. Komen for the Cure St. Louis Affiliate and chair of its public relations committee; a former member of the board.
- Board of directors of Humanities Instructional Television Educational Corp., which provides media literacy and access to undeserved populations in the region.
- Board of directors, Friends of the Sheldon and member of The Sheldon Arts Foundation board of directors.
- Board of directors, Friends of the Edison Theater, Washington University

EDUCATION

- University of California–Los Angeles, Graduate Film School, broadcast specialty.
- University of Southern California, Bachelor of Arts.