

BERNSTEIN CRISIS MANAGEMENT, INC.
Crisis Prevention, Response & Issues Management

JONATHAN BERNSTEIN
President

Jonathan L. Bernstein, president of Bernstein Crisis Management, Inc. has more than 25 years of experience meeting clients' needs in all aspects of crisis management – crisis response, vulnerability assessment, planning, training and simulations. Prior to launching what was then known as Bernstein Communications in 1994, Bernstein created and served as the first director of the Crisis Communications Group for Ruder Finn, Inc., one of the world's largest public relations agencies. .

Bernstein's crisis and issues management experience has encompassed a wide range of industries and subjects, to include accounting, architecture, associations, banking, charities, education, environment, financial services, food (retail and B2B), health care, housing, insurance, labor & employment, litigation, manufacturing, product recalls, professional services, real estate development, religious institutions, securities, security, senior housing, and white collar crime. He is self-admitted "geek," online since 1982, who has pioneered strategies and tactics for Internet-centered crisis management.

His past experience includes corporate, agency and non-profit public relations positions, preceded by five years of investigative and feature journalism -- to include a stint with investigative reporter/columnist Jack Anderson. He is a veteran of five years in U.S. Army Military Intelligence covert operations.

Bernstein is publisher and editor of *Crisis Manager*, a first-of-its-kind email newsletter written for "those who are crisis managers whether they want to be or not," currently read in 75 countries. His commercially published *Keeping the Wolves at Bay: A Media Training Manual* has been described as "one of the most concise, insightful, useful and savvy guides to strategic thinking about reputation issues available." Bernstein has been quoted as an expert source by a wide range of media outlets, to include *AP, ABC News, BBC, Bloomberg News, Business 2.0, BusinessWeek, CBS, CNBC, ESPN, Forbes, Fox News, Inc. magazine, NPR, Reuters, The Christian Science Monitor, TheStreet.com, The Wall Street Journal, USA Today* and many local and regional publications. In September 2004, he was one of 22 individuals nationwide identified as "people who should be on the speed dial in a crisis" in a *PR Week* feature entitled "The Crunch-Time Counselors."

A popular speaker at a wide variety of industry functions, Bernstein has been featured and praised for presentations and workshops at events such as the National Summit on Campus Security, World Conference on Disaster Management, National Symposium for Healthcare Executives, Builder 100 Conference, American Bar Association, International Facility Management Association, the National Grocers' Association, the National School Boards Association, Intel Corporation's Worldwide Issue Prevention & Management Group, and the Educational Travel Conference.

A married father of five, Bernstein is also an avid folksinger, archer and swimmer who is very active in community service.