



BERNSTEIN CRISIS MANAGEMENT, INC.

Crisis Management, Response, Prevention, Planning & Training



Greg W. Brooks | *Public Affairs*

For more than two decades, Greg Brooks has focused on advancing complex ideas, policies and technical issues to the press, the public, elected officials and stakeholder groups. His career includes strategic roles in public affairs, crisis response, public relations, marketing, and journalism on high-visibility projects across the U.S.

Brooks planned and implemented award-winning campaigns for multibillion-dollar companies, local and state agencies and global nonprofits. These programs have reached millions of individuals, garnered international press coverage — or dramatically reduced bad coverage — and consistently met policy or communications objectives.

He has provided both general media training and crisis/national-spotlight coaching for many years, counseling elected officials, CEOs, public-agency leadership and others on matters ranging from municipal controversies to the media approach surrounding landmark SCOTUS decisions.

Representative projects in which Brooks played a strategic or oversight role include:

- **Rapid-response information campaigns following a major California's earthquake.**
- **Senior media, community and government relations management for more than \$3 billion in construction projects.**
- **Developer of groundbreaking methodologies for quantitative analysis of qualitative stakeholder opinions for public-sector clients.**

Brooks speaks internationally on communications and policy topics and has written columns and commentary articles for dozens of newspapers, including the Los Angeles Times, the Boston Herald, the Wall Street Journal, among others. He has served in spokesperson roles for senior government and corporate leaders, and has worked extensively in fiscal-policy, transportation, environmental and community-development issues. His experience also includes direction of public affairs for The Reason Foundation and The Goldwater Institute.