

**Application for Membership
City Boards/Commissions/Committees
City of Ann Arbor, Michigan**

Return To: Mayor John Hieftje
City Hall - 3rd Floor
100 North Fifth Ave, PO Box 8647
Ann Arbor, MI 48107-8647

Phone: 734 994-2766
Fax: 734 332-5966

Name Roger Karlson
Home Address 402 VIRGINIA ANN ARBOR ZIP 48103
Ann Arbor Resident: YES NO Number of Years Resident 10 Ward 5
Phone (H) 668-2965 (W) 313-926 5297 (Fax) _____
Email Address rkarlson@jva.net
Occupation Director, PUBLIC RELATIONS, UAW
Employer Name & Address UNITED AUTO WORKERS, 5000 E. JEFFERSON, DETROIT 48214
ZIP _____

Board/Commission/Committee on which you are interested in serving:

- 1) AATA 3) _____
2) HOUSING ~~BOARD~~ POLICY BOARD 4) _____

Reasons for Seeking Appointment (Areas of Interest, Goals, etc.):

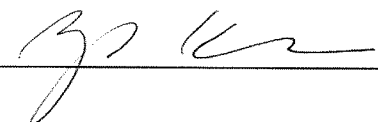
- 1) PROMOTE MASS TRANSIT, ESPECIALLY LIGHT RAIL
2) PROMOTE AFFORDABLE HOUSING PROGRAMS AND ECONOMIC DIVERSITY

Please submit a résumé including your job experience and education along with this application or a detailed letter of intent delineating relevant qualifications.

DISCLOSURE OF POTENTIAL CONFLICT OF INTEREST

In order to avoid any potential conflict of interest, I, the undersigned, agree not to be involved in any recommendations or decision making regarding any agency(ies) or entity(ies) for which I serve in the following capacity(ies) which may contract or subcontract with the City of Ann Arbor.

Agency	Capacity in Which I Serve
<u>ELROY CENTER</u>	<u>PRESIDENT, BOARD OF DIRECTORS</u>
_____	_____
_____	_____
_____	_____

Signature  Date 7-08-09

Roger Kerson
402 Virginia
Ann Arbor, MI 48103
home: 734.668.2965
cell: 734.645.0535
rkerson@comcast.net

Career highlights

- ✓ **Media strategies** for labor, community and environmental organizations
- ✓ **Speechwriter and op-ed writer** for elected labor leaders
- ✓ **Concept development and copywriting** for advertising and publicity materials for print, web, radio and television
- ✓ **Supervision of communications**, editorial, graphics, video and website staff and vendors

Current position

2006 to present: Director, Public Relations, United Auto Workers, Detroit, MI
Supervise staff of ten, along with numerous vendors, who produce the union's website, magazine, bargaining, organizing and political action materials, and related advertising and publicity campaigns. Manage media relations and develop press strategies for UAW officers, regions and local unions.

Accomplishments:

- Supervise "I am the UAW" television and Internet advertising campaign, designed to enhance the image of union members. Introduced UAW to social media and user-generated content on www.lamtheUAW.org
- Managed UAW media relations during bargaining with major Detroit automakers in 2007. UAW President Ron Gettelfinger recognized as "Newsmaker of the Year" by Crain's Detroit Business and WXYZ-TV.
- Consult with union officers, local union leaders, coalition partners and others to develop and implement media relations, advertising and communication strategy for bargaining, organizing, legislative and political campaigns.
- Serve as executive editor of Solidarity, the UAW membership magazine; www.uaw.org, the union's website, and all other publicity and advertising materials produced by the union.
- Write monthly column for Detroit News; placed additional UAW op-eds and letters in the Wall St. Journal, NY Times, Detroit Free Press, and other venues.
- Initiated peer-to-peer training and staff development to enhance skill base of UAW personnel.
- Initiated the creation of a digital archive of UAW photo history, in cooperation with Walter P. Reuther Archive at Wayne State University.

Employment history

1999-2006: Assistant Director, Public Relations, United Auto Workers

Wrote and edited op-eds, speeches, press releases and other publicity material; wrote, edited and directed design of Web sites; wrote copy and developed concepts for print, radio and television advertising.

Major accomplishments include directing media strategies and communications support for UAW organizing drive at Freightliner – the largest successful industrial organizing drive in the United States during the past decade. Also wrote and produced radio ads in support of UAW-endorsed candidates for Congress; wrote and supervised design of print ads in support of UAW legislative objectives, and directed communications support for successful organizing drives in health care, higher education and public service.

1996-1998: Editor, National News Reporter, White Springs, FL

Edited a nationally-circulated monthly newspaper published by the United Broadcasting Network, a talk radio syndicate. Publication focused on trade, jobs, and consumer issues. Responsibilities included investigative, feature and editorial writing; assigning and editing stories for publication; selecting and soliciting photographs, illustrations and cartoon; supervision of design, layout and production.

1992-1996: Communications consultant, Chicago, Illinois

Public affairs consultant for labor unions and community organizations. Responsibilities included: campaign planning and strategy; copywriting and concept development for print, radio and television ads; design and writing of newsletters and other publicity material; and ongoing media relations activities. Clients included: UAW, AFSCME, Chicago Affordable Housing Coalition, Calumet Project for Industrial Jobs, Chicago Rehab Network, Federation for Industrial Retention and Renewal, and others.

1998-1992: Free lance writer, Chicago, IL

Investigative articles, essays and reviews on politics, economic and community issues for *The Chicago Sun-Times*, *The Chicago Reader*, *Columbia Journalism Review*, *Crain's Chicago Business*, *In These Times*, *The Michigan Voice*, *Technology Review*, *the Washington Monthly* and other publications.

1988-1992: Research analyst, Midwest Center for Labor Research, Chicago, IL

Research on the finances, market performance and labor relations activities of specific companies and industries for MCLR clients, which include labor unions, local and state governments and economic development organizations.

Education University of Michigan, 1980, BA in history, with distinction
 Goucher College, 2008, MFA in creative non-fiction

Community activities

- ✓ President, board of directors, Ecology Center
- ✓ Board of directors, Washtenaw County ACLU
- ✓ Board of directors, Student Advocacy Center
- ✓ Founded and organized "Ann Arbor Friends of MoveOn" in 2004; raised \$25,000 to support TV advertisements during the presidential election campaign

Personal I am a non-smoker, married to Robin Kaplan, an attorney/counselor at the University of Michigan. We have two daughters: Sarah, age 14 and Astrid, age 12.

References available upon request.