

**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: 734 794-6161 x41602
Fax: 734 332-5966

Name Roger Kelson

Home Address 402 VIRGINIA ZIP 48103

Ann Arbor Resident: YES NO Number of Years Resident 11 Ward 5

Phone (H) 734.668.2965 (W) 734.645.0535 (Fax) _____

Email Address roger.kelson@gmail.com

Occupation MSIA CONSULTANT

Employer Name & Address RK COMMUNICATIONS
402 VIRGINIA, ANN ARBOR ZIP 48103

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

- 1) ATA
- 2) _____
- 3) _____
- 4) _____

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

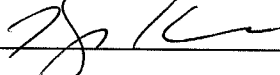
PROMOTE MASS TRANSIT - LIGHT RAIL

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
_____	_____
_____	_____
_____	_____
_____	_____

Signature  Date 5-13-10

Roger Kerson
402 Virginia, Ann Arbor, MI 48103
734.645.0535
roger.kerson@gmail.com

Career highlights

- ✓ **Media strategies** for labor, community, environmental organizations and private sector companies
- ✓ **Writing and editing** of investigative articles, reviews and essays for newspapers and magazines
- ✓ **Concept development and copywriting** for advertising and publicity materials for print, web, radio and television
- ✓ **Supervision of communications**, polling, advertising, editorial, graphics, video and website staff and vendors

Current position

Media consultant, RK Communications

Principal of communications consulting firm, providing strategic counsel and media services to labor unions, environmental groups, community organizations and private sector businesses. Focus on strategic planning, editorial services, media relations, and social media campaigns.

Employment history

2006 to 2010: 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.

Major accomplishments included leading UAW communications response to 2008-2009 auto crisis; supervising multi-million dollar broadcast and Internet advertising campaign to build UAW brand and to support UAW-endorsed candidates; supervising communication efforts in support of successful union organizing campaigns, and leading re-design process for www.uaw.org.

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 – one of the largest successful industrial organizing drives 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 anchored by Jim Hightower. 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 cartoons; supervision of design, layout and production.

Roger Kerson

page two

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.

1988-1992: 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

Community activities

- ✓ Housing and Human Services Advisory Board, City of Ann Arbor
- ✓ President, board of directors, Ecology Center
- ✓ Board of directors, Washtenaw County ACLU
- ✓ Board of directors, Student Advocacy Center

Personal Married to Robin Kaplan, an attorney/counselor at the University of Michigan Law School. We have two daughters: Sarah, age 16 and Astrid, age 14.

References available upon request.