Brian S. Terrett, MBA, APR, Fellow PRSA

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# Communications Strategy / Public Relations / Marketing / Public Involvement

### Award-winning, proactive leader with success in developing and executing integrated communication initiatives that build brand image, contribute to revenue growth, and help achieve strategic business goals.

* Vision for high-return public relations campaigns that strengthen organizational market position and win support.
* Proven ability to forge relationships at all levels—stakeholders, legislators, C-level executives, media, and community.
* Expertise in effective issues and crisis management—tackling complex organizational challenges.
* Talent for crafting clear and compelling messages, building awareness and establishing positive image/brand.

# Teaching Experience

**University of Oregon - Pro Tem Instructor**

* Crisis Communications Fall 2016/2021/2022
  + The objective of this course is to master the foundational principles of crisis communication and management and the development of a crisis communications plan.
* Introduction to Strategic Marketing Spring 2019/2020
  + The objective of this course is to understand fundamental marketing concepts and develop a framework for analyzing complex marketing challenges.
* Political Communications Fall 2015
  + This objective of this course is to provide students with an overview of the concepts and tenets of political communication.

**Bushnell University (formerly Northwest Christian University) - Adjunct Professor**

* Campaigns and Special Event Publicity Spring 2022
  + The objective of this course is to apply theory, and skills to researching, planning, presenting, and implementing a campaign or special event for a client.
* Mass Media Law & Ethics Spring 2022
  + The objective of this course is to inform students how laws and policies shape media, communication systems, industries, and content.
* Healthcare Marketing Spring 2008/2009
  + The objective of this course is to develop a thorough understanding of marketing principles and elements utilized by healthcare organizations.
* Healthcare Strategy and Planning Spring 2008/2009
  + The objective of this course is to introduce concepts and methods of strategy analysis and planning that can be applied to healthcare organizations.

**Conference Presentations**

* Communicators’ Conference – PRSA Oregon April 2019
  + “Seven Lessons Learned” – Presentation on lessons learned from a crisis that occurred during a state investigation of a behavioral health hospital.
* Healthcare Communicators of Oregon Fall Conference November 2004
  + “Overcoming Objections and Gaining Approval” – A presentation about strategies and tactics used to gain state approval for a new hospital.
* Emergency Services Public Information Officers of Colorado Conference October 2000
  + “Essential Planning Lessons” – A presentation about preparing relationships in advance of a mass shooting or other mass casualty event.

# Professional Experience

# Legacy Health • Portland, OR December 2008 – September 2021

## DIRECTOR, PUBLIC RELATIONS AND COMMUNICATIONS

Develop and implement the strategic communications and reputation management for one of Oregon’s largest healthcare systems. Oversee the public relations and community relations teams that serve Legacy Health’s seven hospitals, 100 primary and specialty care clinics, reference laboratory and medical research facilities in Portland and Vancouver.

* Implemented team reorganization and integration of community relations; effort resulted in substantial growth in

multiple key service lines and increased client satisfaction, as well as standardized procedures and streamlined workflow.

* Led the multi-disciplinary team for the opening of the new 334,000 square-foot building for Randall Children’s’ Hospital at Legacy Emanuel, including marketing, public relations, community outreach, tours and grand opening events.
* Resulted in a five-fold increase in media coverage, a doubling of name recognition as measured by opinion surveys and nearly 9,000 people attending six different events.
* Project won 2012 Spotlight Award for Event or Observance from Portland PRSA chapter.
* Worked to place Legacy Health CEO, George Brown, MD, on Modern Healthcare magazine’s list of Top 25 Minority Healthcare Executives and 50 Most Powerful Physician Executives.
* Managed crisis communication for several incidents including worksite shooting that resulted in an employee death, wrong site surgery case, as well as the H1N1 and COVID-19 outbreaks.

**PeaceHealth - Oregon Region • Eugene, OR** October 2000 – January 2008

## DIRECTOR, PUBLIC AFFAIRS & COMMUNICATIONS

Recruited to develop, execute and lead integrated internal and external communication effort for a regional integrated healthcare organization. Developed and managed a full spectrum of communications activities: media relations, employee/stakeholder communications, crisis communications, executive speech writing, government relations, social responsibility, in-house media services, media training, and special events.

* Spearheaded “political-style” integrated marketing campaign that garnered tremendous media and community support

for construction of state-of-the-art regional medical center despite intense opposition from community activists.

* Project won 2001 Spotlight Award for Integrated Marketing Communications from Portland PRSA chapter.
* Managed communication effort that turned around community approval ratings from a low of 53% to a record high of 81% in support of the organization, as measured by opinion surveys.
* Devised and managed crisis communications plan in reaction to a major antitrust lawsuit initiated by a competitor.
* Identified key opinion leaders, crafted messaging and devised media strategy that achieved business goals.
* Led comprehensive reputation management plan during federal Medicare/Medicaid fraud investigation of the hospital’s key physicians. Minimized negative news coverage for the medical center and protected medical center’s reputation.
* Created a PR plan and teamed with Marketing Communications on branding/marketing campaign to launch the opening of the Oregon Heart & Vascular Institute in the region.
* Campaigns garnered major press coverage and generated extensive awareness to spur business growth.

**US West/Qwest Communications • Eugene, OR** September 1999 – October 2000

## COMMUNITY AFFAIRS MANAGER

Brought on board to direct community relations, issues management strategies, media relations, as well as provide product launch/marketing support for central western Oregon region. Cultivated and managed strong relationships with economic development and government officials from 32 regional cities. Lobbied local and county officials on behalf of US West regarding local telecom issues. Served as representative for the US West Foundation for social responsibility initiatives.

* Facilitated economic development around technology and aligned new businesses with Qwest products/services through

effective outreach. Led efforts that helped minimize several local governments’ attempts to enter the telecom business.

* Expanded telecom and technology infrastructure in the region by collaborating with regional technology consortiums.
* Teamed with Marketing to develop and implement product launch plans for US West Wireless in 4 key markets
  + Recognized by wireless Regional Director as one of the most successful launches region-wide based on substantial market share increase in the sector.

**City of Eugene • Eugene, OR** February 1996 – September 1999

**DIRECTOR OF COMMUNICATIONS** (1997- 1999) **| DPS PUBLIC INFORMATION MANAGER** (1996 – 1997)

Promoted to director level to design, implement and lead communications, issues/crisis management and media-relations plans organization-wide. Oversaw all public information activities in all city departments, ensuring consistent messaging. Cultivated and managed media/stakeholder relationships. Coordinated all communication efforts. Wrote speeches for the Mayor and City Manager. Managed annual budget and staff member.

* Increased interaction with constituents by initiating and organizing the first city council meetings held in neighborhood

locations.

* Planned an election campaign for program funding (effort halted after passage of statewide property tax limitation measure).
* As a key member of the crisis communications team during the 1998 Thurston High School shooting in Springfield, Oregon.

**1st Judicial District Attorney’s Office • Golden, CO** April 1989 – February 1996

## COMMUNICATIONS DIRECTOR

Developed and managed media relations, public relations and community outreach strategies for the second largest prosecutor’s office in Colorado. Provided media interview/public speaking training. Supervised courthouse reporters. Published newsletter for 150 employees.

* Managed media on court-related stories, including major cases spotlighted on Court TV, NBC and ABC.
* Served as primary speechwriter for the elected DA and senior staff, including testimony before US Senate committee.
* Managed media relations and garnered coverage for a national conference keynoted by Attorney General Janet Reno.

# Education / Accreditation / Memberships

### Master of Business Administration, Bushnell University, Eugene, OR August 2006

* Thesis, entitled “Protecting Organizational Reputation: The Role of Public Relations in Healthcare Crisis Management,” included a literature review of recent academic studies of crisis communications and reputation management. The conclusions were applied to a case study of hospital crisis communications over a 5-year period using patient satisfaction as a measure.
* Presentation on media relations and public relations was adopted as part of the Bushnell MBA curriculum.

### Bachelor of Arts, Major in Journalism, Metropolitan State University of Denver, Denver, CO December 1994

* One of two students out of a class of 45 in the School of Journalism to receive the Colorado Scholars Scholarship based on scholastic achievement and leadership.
* One of four students recognized by the Colorado Press Association for outstanding contribution on reporting.

Inducted into the **College of Fellows** through the Public Relations Society of America. October 2018

Achieved **Accreditation in Public Relations (APR)** through the Public Relations Society of America. December 2000

**Member of** Public Relations Society of America, PRSA Health Academy, and Healthcare Communicators Northwest

# Professional Leadership

**Past member, Board of Directors,** Transition Projects Inc., past chair of the Development Committee

**Past President,** Public Relations Society of America (PRSA) –Oregon Chapter

**Past President,** Public Relations Society of America (PRSA) – Greater Oregon Chapter

**Past President,** Health Communicators of Oregon (HCO)

**Past member, Board of Directors,** Hispanic Metropolitan Chamber of Commerce, Finance Committee chair

**Past member, Board of Directors,** Portland Workforce Alliance, member of the Finance and Communication Committees

**Past President and member,** University Small Business Association (USBA), Eugene, OR

**Past member, Board of Directors,** Springfield Chamber of Commerce

# Community Service

Cascade Medical Team Foundation; past board member, executive committee member Cascade Medical Team member, Guatemala (June 2013, February 2007 and April 2005)

Paz Salud Medical Brigada member, El Salvador (April 2004)

Willamette Pass Ski Patrol, past volunteer Ski Patroller and Certified Outdoor Emergency Care Technician