

Sidney A. Robinson, APR

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Summary: **Award-winning executive level strategic communications, public relations/public affairs specialist** with extensive professional experience in public relations consulting, media relations, communications, public policy, city government, media training, crisis communications and publication development in a variety of industries. University and college adjunct faculty specializing in communication, public relations and journalism.

Core Competencies: Public relations consulting, strategic communications, media relations, crisis communications, public policy, city government, media training, community outreach, writing, editing, leadership, publication development, social media, speechwriting. University and college lecturer.

Professional History: **California State Polytechnic University, Pomona**, Department of Communication, Adjunct Faculty (Lecturer), January 2019-Present. Courses taught:

- Public Relations Principles
- Public Relations Writing
- Public Relations Case Studies
- Writing for Communication Practitioners
- Event Planning

California State University, San Bernardino, Department of Communication Studies, Adjunct Faculty (Lecturer), September 2016-June 2017; August 2023-Present.

Courses taught:

- Public Relations Theory and Principles
- Writing for Public Relations

Citrus College, Department of Communications, Adjunct Faculty (Lecturer), August 2018-June 2020. Courses taught:

- Reporting and News Writing

Professional History: **California State University Chancellor's Office; Consultant, Strategic Communications and Public Affairs**, December 2023–Present.

Robinson and Associates, LLC; Managing Partner, January 2014–Present.

Robinson and Associates, LLC is a strategic communications firm focused on crisis communications, strategic messaging, media relations, social media, writing and editing, media training and community outreach. Robinson and Associates has provided strategic communications support for the Pasadena Convention and Visitors Bureau, Southern California Association of Governments, Alta Loma School District and San Bernardino County Superintendent of Schools, among others.

City of Upland, Calif.; *City Council Member*, January 2017–December 2018; *Planning Commissioner*, 2014-2016.

Helped gain city approval for annexation of fire department to San Bernardino County. Wrote argument in favor of successful Measure E. Helped recruit and hire two new city managers. Approved numerous ordinances relating to quality-of-life issues in Upland.

California State University, San Bernardino; *Associate Vice President, Public Affairs*, July 2002–January 2014.

Chief public relations officer for the university... Oversaw Cal State San Bernardino's communications, media relations, social media, publications, website content and crisis communications activities... At the forefront of several emergency communications situations, taking the lead role in alerting the campus community and the news media during campus closures, an on-campus shooting and more... Member of the president's cabinet... Provided public relations counsel and training to university administration and staff... Significant contributor to the development of CSUSB's current strategic plan... Executive editor of CSUSB Magazine and other major university publications... Part of team that placed a story about CSUSB's Palm Desert Campus placed on the front page of the New York Times... Directly supervised staff of nine full-time employees.

IEShineOn.com; *Editor in Chief*, 2016.

Editor and writer for IEShineOn.com, an online publication and events guide.

Magnet Communications, Corona, Calif.; *Account Director*, March 2000–July 2002.

Represented several high-profile accounts... Provided public relations counsel and training for Technicolor, Technicolor Digital Cinema, Fairplex, Master-Halco, Caltrans and Los Angeles Angels of Anaheim, among others... Managed a grassroots public information communications campaign for Caltrans, while helping to launch business-to-business and consumer public relations campaigns for Technicolor Digital Cinema... Agency's lead representative in organizing the Angels' official unveiling of their red uniforms in 2002, which drew widespread coverage among sports media... Assisted in organizing an appearance by future President George W. Bush at the Los Angeles County Fair during the 2000 presidential campaign, while also coordinating pre-event arrangements with Secret Service. The event generated strong attendance and tremendous media coverage... Oversaw various firm employees assigned to my team, based on project and client needs.

Fairplex--Los Angeles County Fair Association, Pomona, Calif.

Manager, Communications and Public Relations, March 1993–March 2000.

Chief public relations officer for Fairplex... Responsible for all media relations, community relations and internal communications... Helped to develop a “cattle drive” through the local streets and the media coverage for the event... Earned “Best in Show” award from the Public Communicators of Southern California for cattle drive public relations program... The event earned national media attention on CNN, and the PR effort was covered in the Los Angeles Business Journal... Developed community outreach programs with local neighborhoods and community groups, helping to improve relationships... Media spokesperson during both positive news coverage and crisis situations, including a fatal horse racing accident, a drag racing accident and the death of the organization’s chief executive officer... Significant contributor to the development of the organization’s strategic plan and its revised edition... Developed and produced numerous award-winning organizational publications... Directly supervised one or two full-time and up to 25 seasonal employees.

Los Angeles Dodgers, Los Angeles, Calif.

Assistant, Broadcasting and Publications, Nov. 1990-March 1993.

Managing editor of Dodger publications... Wrote and edited Dodgers publications, including high-profile interview with Rachel Robinson, widow of Jackie Robinson... Assisted the organization in boosting relationships with radio affiliates throughout the Dodger radio network by providing regular communications... Did not have direct report employees, but supervised work of two other staff members.

Fairplex--Los Angeles County Fair Association, Pomona, Calif.

Manager, Media Relations/Communications, Feb. 1986–Nov. 1990.

Supervised public relations and media relations activities, helping to generate coverage for the largest county fair in the world... Secured a daily highlights schedule and regular coverage of the Fair in the Los Angeles Times, which previously had not covered the event on a daily basis... Fairplex also was featured on the entire front page of the LA Times business section following a major construction project... Developed organizational newsletters and publications... Directly supervised one or two full-time and up to 25 seasonal employees.

Hollywood Park Operating Company, Inglewood, Calif.

Publicity Assistant, August 1984–Feb. 1986.

Assistant in the organization’s publicity department... Chief contributor to all activities associated with the production of the inaugural Breeders Cup, including the media guide and media relations... Primary writer and press box steward at Los Alamitos Race Course, which was then owned by Hollywood Park... Not a supervisory role.

Track and Field News

Volunteer during Summer Olympic Games in Los Angeles, July-August 1984.

Wrote and edited a daily newsletter for Track and Field News during the 1984 Olympics.

Other: **Contributing Columnist**, “Foothills Reader” Sunday insert section of Los Angeles Times; and “909 Magazine” (also contributing editor)

Education: **Master of Arts**, Public Relations, School of Journalism, University of Southern California, Los Angeles.

Graduated with 3.98 grade point average (out of possible 4.0)

Named “**Outstanding Graduate Student of the Year**” by Trojan Fourth Estate for USC School of Journalism (Now Annenberg School for Communication and Journalism)

Bachelor of Science, Communication Arts, California State Polytechnic University, Pomona.

Sports editor of campus newspaper

Member of PRSSA

Worked on campus in sports information department.

Correspondent, “Pomona Progress-Bulletin”

Awards/Honors:

- Accredited in public relations (**APR**) by the Public Relations Society of America;
- Winner of “**Best of Show**” award for best single overall entry at Polaris Awards PRSA-California Inland Empire Chapter;
- Winner of **first place “Best of Pro” award** for best single overall entry at Pro Awards, Public Communicators of Los Angeles;
- First place winner for special event and communications plan, Public Communicators of Los Angeles;
- Four-time **Public Relations Sweepstakes Award** Winner, Press Club of Southern California;
- Winner of numerous awards from the Public Relations Society of America, Public Communicators of Los Angeles; Press Club of Southern California, Western Fairs Association and International Association of Fairs and Expositions;
- Helped create public relations projects recognized with first place awards from Major League Baseball.
- Named “**Outstanding Graduate Student of the Year;**” University of Southern California School of Journalism, Trojan Fourth Estate.

Memberships:

- Accredited Member (APR), Public Relations Society of America (PRSA);
- Past President and Board Member, PRSA—California Inland Empire Chapter;
- Past President and Board Member, Press Club of Southern California;
- Past Board of Directors, PRSA—Western District;
- Past Member, American Marketing Assn.

City of Upland:

City Committees and Mayoral Appointments

- Member, Police and Fire Committee (2017-2018);
- Member, Public Works Committee (2017-2018);
- Member, Economic Development Committee (2017-2018);
- Member, Investment Committee (2017-2018);
- Member, Sports Complex Ad Hoc Committee (2018);
- Board Member, Upland Public Financing Authority (2017-2018);
- Board Member, Successor Agency to the Upland Community Redevelopment Agency (2017-2018);
- Board Member, Upland Housing Authority (2017-2018);
- Past Commissioner, Upland Planning Commission (2014-2016);
- Past Member, Airport Land Use Committee (2014-2016);
- Past Member, Traffic Safety Committee (2009-2012).

City of Upland Representative (2017-2018)

- Member, League of California Cities statewide Community Services Policy Committee;
- Member, League of California Cities Inland Empire Executive Committee;
- Voting Delegate, SCAG Regional General Assembly;
- Board Member and City Liaison, Upland Community Foundation;
- Chair, City Relations Committee, Upland Chamber of Commerce.

Community:

- Past Chair and Board of Directors, Inland Valley Recovery Services;
- Board of Directors, Upland Community Foundation;
- Board of Directors, Upland Veterans' Monument Committee;
- Past Chair, Upland Community Committee, Fairplex;
- Past Board of Directors, West End Consolidated Water Company;
- Past Board of Directors, Upland Chamber of Commerce;
- Past Board of Directors, Upland Sports Foundation;
- Past Member, San Bernardino County Schools Strategic Planning Task Force;
- Past Member, Marketing Committee, San Bernardino Alliance for Education;
- Past President and Board Member, Claremont Dugout Club;
- Past Vice President and Board of Directors, Upland National Little League;
- Past Board of Directors, Southern California Winter Baseball Association;
- Past Board of Directors, American Lung Association of the Inland Counties;
- Past Board of Directors, VP Marketing; Boy Scouts of America Old Baldy Council;
- Past Board of Trustees and PR chair, LeRoy Haynes Center;
- Past Board of Directors, American Cancer Society, Inland Valley Unit;
- Past Member, Rotary Club of Claremont and Claremont Sunrise Rotary.