

JONATHAN BARKAN – COMMUNICATIONS FOR LEARNING

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MIXED MEDIA COMMUNICATIONS

Producer/director, media strategist and project manager is eager to apply his experience, leadership skills and talents where quality communications are valued and essential to the mission.

EXPERTISE

Founder and owner of Communications for Learning (CFL), a full-service communications firm serving corporate, government and non-profit clients since 1972 – where content dictates the arts of presentation. Recognized for highly imaginative communications and responsible management.

Products – including initial concept, research, design, production, and fabrication
Videos • Print • Exhibits • Events and presentations • Web media • Media facilities • Master Plans

People – relationships with senior executives, subject matter experts and service personnel
Team and client collaboration • Approvals with multiple stakeholders • Vendor coordination

Process – directing efforts that are conceptual and content-based, creative and logistical
Focused on deadline, cost control and cost-benefit • Effective communication with team and clients

Skills – Project management, art direction, photography, video, sound and music, teaching, and planning

EXPERIENCE

Long-term engagements, multi-tiered assignments and projects

Corporate: Public Relations • Employee Communications • Recognition • Training • Executive coaching

Marketing: New Business Development • Merchandising • Business-to-business and consumer

Education: Elementary, secondary, college • Museums • Expert witness • Prevention • Documentary

Fund-raising: Donor cultivation • Campaigns • Membership development

Media Facilities: Design and specifications • Vendor selection and management

Teaching: Graduate • Professional • Continuing Ed • Older adult and intergenerational • Mentoring

AWARDS

CINE Golden Eagle • GRAPHIS Gold • WorldMedia • Telly • Videographer • Aurora • C.A.S.E. • Neenah Paper • EMPixx • Boston Litho • Association for Multi-Image • American Society of Association Executives

VOLUNTEER ADVISORY BOARDS

Conway Cable Advisory Committee • For Fathering - Dads Make a Difference • Charles River Watershed Association • Dr. Solomon Carter Fuller Mental Health Center

EDUCATION

Brandeis University – B.A. in Russian Language and Literature, 1971
Boston University School of Education – Ed.M. in Educational Media, 1972

EXPERIENCE HIGHLIGHTS

AIR (American Institutes for Research) (2014 – present) – HUD “LEAD THE WAY – PHA Governance and Financial Management”; HUD-202 in metro NYC; “Harassment in Public Housing”; PCORI/SWOG patient-centered cancer trials; “Healthcare Improvement” with CA Blue Cross; STEM classroom video research • Creative, branding, scripting, video
“Fly Fishing Treasures” (2018) – (348) page book in two versions • Steve Voit, author and publisher
ZOLL Medical Corp. (2018) – “TO RESCUE THE HEART: Remembering the Work of Paul M. Zoll, MD” • video
NOAA (National Oceanic and Atmospheric Administration) (2014 – 2015) – “Voices from the Fisheries” • Exhibit
Harvard School of Public Health (2004 – 2014)

“The Forum at HSPH,” “AIDS@30,” “Voices from the Field,” “Deans Trip to Botswana,” “A School in Action,” “What are you going to do about it?” “Our World, Our Challenge,” “Health Without Boundaries,” “The Takemi Program in International Health” • Videos, print, web, consulting, mentoring, project management, studio design and construction

Marine Biological Laboratory (1998 – present) – “MBL Peirce Exhibit Center” • Exhibit center, media, displays
Massachusetts 9/11 Fund (2008 – 2009) – State House Commemoration • Events, videos, TV and radio psa
Massachusetts General Hospital (1986 – 2009)

“Preparing for Chemotherapy” • Video, multi-lingual DVD • “175th Charter Day Celebration” multi-media/event (1986)

Massachusetts Historical Society (2006) – Donor and member development • Brochures, invitations, strategic planning
The Naylor Collection – The Complete History of Photography (2005 – 2009)

Photography collection sale • Consulting, market research, catalog, video, web, publicity, negotiations, representative

Senator Edward Kennedy (2004) – “Tribute,” “Rose Fitzgerald Kennedy Greenway Dedication” • Invitations, programs
City Year (2003) – “The City Year Challenge” • Print publication

University of Massachusetts President’s Office (2001 – 2004)

“President’s Appeal,” “Ode to William M. Bulger Tribute” • Brochures, invitations, direct mail, video, web

Hy-Vee Food Stores (Eisterhold Exhibits) (1998 – 1999) – Visitor Center multi-screen theater • Video

State Street Unclaimed Property Services (ACS) (1996 – 1997) • Audio, video, brochures, exhibit, multi-media

Scottish Rite Masons (1995 – 2010)

“Seven Ways of Looking at the Flag,” “Scottish Rite for the 21st Century,” “Millennium 2000,” Children’s Learning Centers, National Heritage Museum • Videos, websites, annual reports, A/V design, consulting

“Bearing Witness – American Soldiers and the Holocaust” (1994 – 2001)

Documentary video in distribution with discussion guide; web; multiple award winner; Produced by CFL, Inc. 501-c-3

Vassar College (1993) – “The Status of Educational Media at Vassar” • Campus-wide consulting study

Simmons College Graduate Program in Communications Management (1992 – 2004)

“Emerging Communications Technologies,” “Managing Communications Media Projects” • Faculty

Massport (1992 – 1994) – “Logan Modernization” \$2B expansion • Exhibit, keynote presentation, video

Abex (1992 – 1993) – “Jetway Systems,” “NWL Aerospace,” “Abex Friction,” “Cleveland Pneumatic” • Videos

Bull HN (1991 – 1993) – “The Inside Bull,” “Satisfaction Survey” • Videos

Woods Hole Oceanographic Institution (1989 – 1991)

“Science and the Seas” • Video to cultivate \$100MM campaign • Education Center exhibit master plan

Boston Public Library (1987 – 2002)

“The Campaign for the BPL” • A/V shows, videos, print collateral, published book, Gala events

Tufts University (1985 – 1998)

Multiple campus classroom facilities, working with faculty and registrar • A/V design, specifications, installation

Polaroid Corporation (1984 – 1998)

OEM Group, Critical Process Team, New Business Development • Videos, print, presentations, consulting

The Gillette Company (1983 – 1999)

Annual Meeting of Shareholders, Mission and Values, Global Business Process Integration, Andover Manufacturing Center, Corporate Personnel • Videos, brochures, presentations, events, senior executive presentation coaching

Better Homes Foundation (National Center on Family Homelessness) (1985 – 2003)

Keynote presentation, training video series, promotional brochures, and direct mail

National Scoliosis Foundation (1983 – 2009) – “Catch the Curve,” “Growing Straighter and Stronger” • Videos

The Commonwealth of Massachusetts Department of Personnel Administration (1981 – 1987)

“Pride in Performance” recognition program for 75,000 employees • Logo, brochures, posters, events

American Cancer Society (1979 – 1982)

“Health Myself” • Multi-media smoking prevention program for grades 7-9; 17.9 million students/year

New England School of Photography (NESOP) (1977 – 1989) – “Media with Slides” • Second year advanced faculty

U.S. Army Corps of Engineers (1977 – 1996)

“Floodgates & Satellites,” “The Charles At Boston” • Visitor information centers, collateral, promotion, videos

Appalachian Mountain Club (1976 – 1978)

“Loving Us To Death – Recreation Management in the Backcountry” • Distributed filmstrip and guide

Charles River Museum of Industry (1975 – 1986)

Master Plan with the museum Founder, exhibit plans, “Historic Industrial Waltham” map, park signage

The Commonwealth of Massachusetts Bicentennial Commission (1973 – 1975)

“H. Knox – On the Knox Trail” • Traveling slide show to spark interest in the Bicentennial

Boston Educational Research Company (1972 – 1975)

J.B. Lippincott, Addison-Wesley – reading-readiness and elementary grades • Filmstrips and photo stories