

BRIAN PATRICK HIGGINS

JOURNALIST/STORYTELLER * MEDIA RELATIONS WHIZ * PRO HIKING GUIDE

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SOME WORDS ABOUT ME

Following more than two decades as a major-market newspaper and magazine journalist (publishing 5,000+ articles), I parlayed my expertise into a business advising professional athletes how to take control of their own brands by mastering their relationships with the media. That service quickly expanded to include CEOs, politicians and other public-facing figures, and the media training concentration evolved into a full-service shop which offers public relations, all manner of communications (see below) and branding expertise.

On the weekends, I guide hikes around the Bay Area.

I haven't completely kicked the journalism habit. The dawn of 2020 finds me working on projects for The New York Times Magazine and NPR.

EXPERTISE

- **Article Writing**
- **Branding**
- **Copywriting**
- **Communications Strategy**
- **Content Creation**
- **Crisis Communications**
- **Digital Marketing Strategy**
- **Film Production**
- **Ghostwriting**
- **Podcast Production**
- **Press Releases**
- **Public Speaking**
- **Script Writing**
- **Search Engine Optimization**
- **Social Media Analytics**
- **Spokesperson**
- **Voiceover**
- **Website Building**

EDUCATION

B.S. Journalism, 1985
Southern Illinois University

JOURNALISM EXPERIENCE (1984-2006)

Hearst Magazines/Columnist (2004-06)
Oakland (CA) Tribune/Staff Writer (1997-2003)
Fort Worth (TX) Star-Telegram/Staff Writer (1993-96)
Phoenix (AZ) Gazette/Staff Writer (1989-93)
Savannah (GA) Morning News/Staff Writer (1987-89)
Southern (IL) Illinoisan/Staff Writer (1984-86)

Seven AP Regional/State Story of the Year Awards
Two AP National Story of the Year Awards

ONGOING PURSUITS (PART-TIME/WEEKENDS)

Marin Publish-or-Perish Society (Fairfax, CA) * Co-Founder

2015-2020 See all projects mentioned below on this [Portfolio Sampler page](#)

Established office space in Fairfax to nurture local writers, podcasters and filmmakers -- and mentor aspiring professionals across all media platforms. My own success stories include a 2015 humor memoir (see details on Page 2), a 2016 outdoor adventure series TV pilot (which I created, wrote, directed and hosted), a 2017 NPR article and accompanying radio broadcast on the Napa wildfires, and a 2019 podcast interview with a Pulitzer Prize winner.

Hills & Hops (Alameda, CA) * Founder

2012-20

Founded as a weekend Meetup hiking group that expanded to 1,400 members within six months, **Hills & Hops** became a sole proprietorship in 2016 for the purpose of providing alternative employee outings (hiking + brewpub excursions) to corporate clients such as AutoNation, Xbox and Coca-Cola-Japan. In 2019, I forged partnerships with two dozen high-end Marin hotels and resorts to provide hikes + brewpub excursions to guests.

COMMUNICATIONS/PUBLIC RELATIONS EXPERIENCE

Brirish Media (San Rafael, CA) * Founder

2015-2020

Founded one-stop shop with specialties in four areas:

Storytelling: With more than 5,000 published newspaper and magazine articles and seven regional and national Associated Press Story of the Year Awards under my belt, I've crafted inspiring success stories for dozens of nonprofit fundraising campaigns and written upwards of 50 CEO-level speeches. Clients include the NFL Players Association, California Association of Food Banks, March of Dimes, New York-New York and seven other Las Vegas casinos, Cover2 Investment Group (for retired NFL players), National Park Foundation and National Institutes of Health.

Media/Public Relations: Specializing in "home run" earned media for companies and organizations that lack the resources for a PR/MR staff. Success stories include dozens of placements in The New York Times, Washington Post, Wall Street Journal, CBS Evening News, ABC Evening News, The Guardian, ESPN, Sports Illustrated, VICE News, Huffington Post and NPR. All in all, I've earned clients more than \$22.4 million in placement equivalency (as measured by Brandwatch Analytics).

Media Training: My business is based upon a foundation of teaching public-facing figures the art of "manipulating the media." Clients include dozens of NFL players (including Green Bay Packers QB Aaron Rodgers), California Association of Food Banks, Corporate Motors, California Craft Brewers Association and National Funeral Directors Association.

Crisis Communications: Specializing in quickly defusing negative publicity after criminal arrests or revelations of financial malfeasance, I have salvaged the careers of dozens of high-profile individuals (most of them athletes) and successfully diffused potentially ruinous media stories for more than a dozen businesses. Non-disclosure agreements and professional ethics prevent me from revealing them, but I'd be happy to discuss generalities.

COMMUNICATIONS/PUBLIC RELATIONS EXPERIENCE (CONTINUED)

Bowl Shift (San Francisco, CA) * Founder

2011-2015

With a \$48,000 investment from a small group of athletic boosters from Ohio State University and Stanford University, I built and launched a 150-page website advocating post-season reform (playoffs) in college football.

- ★ Contracted with and served as editor for 47 of the best college football beat writers in the nation, who reported weekly on the change in postseason culture for all 130 NCAA Division I football programs.
- ★ Registered 4.7 million users, with a peak active user database of 3.9 million users in September 2014.
- ★ Formed partnership with Yahoo Sports for a 30-second "Bowl Shift" moment during select Big Ten, SEC and Big 12 games broadcast on ESPN.
- ★ BowlShift.com was sold to Yahoo Sports in April, 2015 for \$329,000, a return of 685% to our investors.

Alameda County Community Food Bank (Oakland, CA) * Communications & Media Manager

2008-11

Managed dynamic communications team for the one of California's largest Feeding America affiliates, a clearinghouse agency serving 325 food pantries and soup kitchens and 49,000 clients weekly. Shared organizational spokesperson duties with Executive Director/CEO.

- ★ Increased ACCFB's media exposure by 220% (and TV exposure by 275%). National story placements included CBS Evening News, ABC World News, Fox News, CBS Sunday Morning, New York Times, NPR and Nick News.
- ★ Managed aggressive schedule of 26 annual publications, a catalog of marketing collateral and a website rebuild.
- ★ Organized and chaired communications committee for all Bay Area Food Banks and served as creative lead for the first-ever collaborative **advertising campaign between all Bay Area food banks** (TV campaign won a 2010 Telly Award for showcasing non-traditional food bank clients.).
- ★ Served as media advisor for California Association of Food Banks, the statewide umbrella organization.

Chabot Space & Science Center (Oakland, CA) * Communications & Media Manager

2006-07

During 12-month contract, I increased Chabot's mainstream media placement by 411%.

- ★ Created buzz campaign around lunar eclipse for biggest media turnout in organization's 125-year history, including 3-minute feature on (national) CBS Evening News.
- ★ Forged partnerships with Oakland and San Francisco film bureaus to create new revenue stream for the organization.

AMAZON REVIEWS

(click to read all reviews)

"The author writes with quick wit and humor. He also has the ability to write with an honesty and tenderness that touches his readers. Your pendulum of emotions will swing from laugh-out-loud funny to tears welling in your eyes. Anyone who has logged miles on their own life's trail will relate to this book."

"Poignant and deeply funny, Brian reflects on his strange and remarkable life journey, recounting personal triumphs, tragedies, and the interesting characters he met along the way. Above all, Mr. Higgins is a wonderful storyteller. This book was a pleasure to read."

"Brian Patrick Higgins made me laugh out loud, smile and tear up as I traveled with him through his life's adventures. I could connect with the sarcasm, humor and emotions of the different decades. Each chapter brought a little message for reflection and then I anxiously had to read to find out what happens next."

"An insightful look into a twisted mind. A really entertaining and touching read. The witty humor and passionate narration will keep you reading well past Dark!"

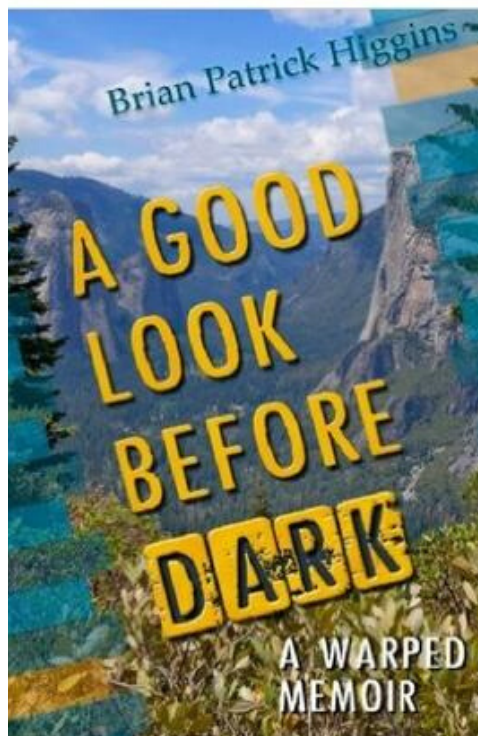
"Loaned to a friend and did not get it back for six months. Middle section about the writer moving from novice to journeyman to news reporter is some of the best writing I have seen in a long time."

"I found it hilarious, poignant, and self-deprecating all at the same time. Rare in a book I would say. Was most definitely an entertaining page-turner that I think allows you to both laugh and cry, not only at his life but one's own."

"After reading his book it feels like he is known to me since his childhood."

"Reading this book reminds me of a backyard BBQ and reminiscing with my closest friends."

"Down to earth, real, relatable, beautifully sarcastic, equally intelligent and witty, with a consistent flow and storyline. Draws you in and never leaves you long without a chuckle or literal 'laugh out loud.'"



Amazon Rating (4.8)

**2015-16 Warped Book Tour Launch:
Check out the video!**