

GEOFFREY KNOX

Geoffrey Knox & Associates

President

1993 to Present

See description and list of clients and issues.

American Foundation for AIDS Research (AmFAR)

Director of Communications

1992 to 1993

Designed and implemented all internal and external communications strategies for leading national AIDS organization.

Oversaw all press events and media contacts involving national public education campaign on controversial programs such as needle exchange. Coordinated national and international special events involving co-founder Elizabeth Taylor. Responsible for \$1 million budget, six staff, and work in New York City, Los Angeles, and Washington, D.C.

Gay Men's Health Crisis (GMHC)

Director of Communications

1989 to 1992

Designed and implemented all internal and external communications strategies for the oldest and largest AIDS organization in the U.S. Built constituent and donor support, and marketed programs involving 2,200 volunteers and 4,500 clients.

Oversaw all press events and media contacts as well as paid advertising campaigns. Coordinated media for all special events, including annual AIDS Walk New York. Responsible for \$1 million budget, five staff, and various consultants, including advocacy advertising agency.

- Dramatically improved GMHC's presence in local and national press.
- Conceived of 10 Days, 10 Deeds, a massive public action and education campaign to mark tenth year of the AIDS epidemic and GMHC.
- Introduced use of national polling to further policy and program agenda, e.g., Roper Report AIDS: Public Attitudes and Education Needs.
- Introduced paid print and radio advocacy advertising to address AIDS policy issues, e.g., condom distribution in NYC high schools.

New York City Campaign Finance Board

Director of Communications

1988 to 1989

Responsible for design and implementation of communications program for new city agency administering pioneer effort at providing public funding of candidates' campaigns for City offices, including: all press relations and public education and creation of first NYC Voters' Guide mailed to 3 million registered voters.

Vera Institute of Justice 1981 to 1988
Director of Communications 1986 to 1988
Responsible for creation of first Communications Department at this non-profit corporation conducting demonstration projects and research in the areas of criminal justice and social service reform, with efforts including: handling all media and public information relations; creating and publishing monthly publication (Federal Sentencing Reporter), oversaw technical assistance visits of delegations from various states foreign countries.

Assistant to Director 1984 to 1986
Assisted Director in all areas of managing Institute with \$14 million budget and 250 staff involved in 25 demonstration projects in locations throughout New York City.

Insight Communications
Associate Producer 1974 to 1977
Associate producer for educational TV programs. Wrote funding proposals, assisted scripting, casting and producing 12 half-hour shows in New York and Los Angeles.

WNET/13
Editorial Assistant 1972 to 1974
Editorial Assistant on The 51st State (a nightly, slightly off-beat Emmy-award winning news show). Edited each night's news copy; monitored AP/UPI wire services for breaking stories.

WRITING

Film
Wrote and helped conceive with Jane Fonda and the International Women's Health Coalition, the documentary Generation 2000: Changing Girl's Realities, a 15-minute film about adolescent girls in Nigeria.

Theatre
Author of full-length play produced Off-Off Broadway and optioned for Off-Broadway.
Author of one-act plays produced in New York City, Los Angeles and Syracuse, NY.

EDUCATION

University of California at Berkeley: B.A. in English and Theater
Brown University

AFFILIATIONS

Empire State Pride Agenda: Board member (1994 to 2003):
Chair of Communications Committee, Member of Executive Committee
HIV Law Project, Board member (1994-1996)