



John C. Zaher, Esq.
Founder, Member and President

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Summary

Founder of an award-winning communications firm, licensed attorney who has earned multiple higher education degrees and has decades of experience in political and community affairs. Professional background extends from the Suffolk County District Attorney's Office, the Nassau County Executive's Office and the 1992 and 1994 campaigns for Rick Lazio to community affairs and government relations at Cablevision, as well as teaching political science, history and business law at local colleges. Published writer of multiple political and law-focused papers and articles and winner of several communications awards. Serves as CEO of agency, which provides services to nonprofit organizations, government entities, attorneys, professional service businesses and political candidates, among other industries.

Experience

The Public Relations and Marketing Group, Patchogue, NY — 2002 to Present **Founder, Member and President**

Founded, developed and marketed a full-service public relations and marketing firm concentrating in serving non-profits, corporate, law firms, government and political clients. Firm handles strategic planning and research, media relations and publicity, government relations, community relations, issue and crisis management, Web development and advertising for a diverse roster of clients.

Suffolk County Community College, NY — 2002 to 2008

Adjunct Instructor

- United States National Government & Politics, Spring, Summer, Fall 2002, Summer 2003, Fall 2003, Fall 2004, Spring 2005, Summer 2005, Fall 2005, Spring 2006, Fall 2006, Spring 2007.
- State & Local Politics, Fall 2002, Spring 2003, Fall 2003, Spring 2004, Fall 2004, Spring 2005, Fall 2005, Spring 2006, Fall 2006, Spring 2007, Fall 2007, Spring 2008

Nassau Community College, NY — 2002 to 2008

Adjunct Instructor

- United States History Since 1865, Spring 2002, Spring 2003, Summer 2003
- World History Since 1945, Summer 2002 (2 Sections), Summer 2003, Winter 2004, Spring 2004, Summer 2004 (2 Sections).
- United States History to 1865, Fall 2003, Spring 2005, Summer 2005
- United States History Since 1945, Spring 2005, Summer 2005

New York Institute of Technology, NY — 2003 to 2004

Adjunct Instructor

- Business Law I, Fall 2003, Fall 2004

Nassau County Executive, NY — 2001

Press Secretary/Public Information Officer

Responsible for the dissemination of public information and implementation of overall communications strategy for the Nassau County executive branch of government, while also serving as Press Secretary for the Nassau County Executive. Supervised a department of six staff members. Capitalized on public policy and legal education in handling media inquiries, drafting press releases and weekly columns, developing special events and coordinating press conferences and radio and television appearances. Developed county-wide communications, including newsletters, constituency letters and specialized brochures. Maximized use of office technology to enhance communication with media and developed a media inquiry tracking system to better enable the office to address its large volume of inquiries (numbering over 1,000 in a year) and managing crises. Major media events handled included County Executive retirement announcement, correction officer "sick-out," County response to World Trade Center disaster and the Nassau County budget.



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Suffolk County District Attorney's Office, NY — 1999 to 2000

Director of Communications

Responsible for the overall development and implementation of the communications efforts of an office that prosecutes over 2,500 felony and 40,000 misdemeanor prosecutions annually. Capitalized on unique backgrounds as an attorney and public relations professional in coordinating press conferences, developing press releases, handling media inquiries, drafting monthly columns and newsletters, coordinating radio and television appearances, developing content and maintaining office Web site. Leveraged latest communication technologies to track criminal cases and maintain ongoing communication with members of the media.

Cablevision, Central Long Island — 1999

Manager, Franchise Management

Utilized background as an attorney to negotiate franchise agreements with municipal governments. Implemented local government and regulatory affairs policies for assigned communities in Nassau and Suffolk Counties. Developed and implemented government relations strategies that supported and enhanced the reputation of the company among governments, customers and community leaders. Oversaw franchise development and compliance. Coordinated with regional community affairs efforts to maximize achievement of company goals.

TCI Cable/Cablevision of Brookhaven — 1994 to 1998

Community Affairs Manager

Responsible for the Community Affairs, Production and Programming Department. Supervisor of up to 12 employees and interns. Oversaw overall communications and image efforts utilizing a multitude of resources available to a cable operator. During the course of four plus year tenure, gained experience in nearly every aspect of communications and public affairs.

Office of U.S. Congressman Rick Lazio — 1993 to 1994

Special Assistant to Congressman Rick Lazio

Assisted constituents with various problems and inquiries on the federal, state and local levels. Designated Special Projects Coordinator, for assignments that included coordinating the United States Service Academy Nomination Program; Federal Grant Requests; and overseeing Banking, Hispanic and African American Advisory Committees. Other responsibilities included representing the Congressman at various events and community meetings, as well as supervising interns and training new office staff.

Lazio for a New Congress — 1992

Executive Assistant, Outreach

In a successful campaign leading to victory over an 18-year incumbent, responsibilities included the coordination of research, voting coalitions, assisting in the development of campaign materials and coordinating the post-election campaign office.

Republican National Committee Chair, Rich Bond — 1992

Assistant to Republican National Committee Chair, Rich Bond

Served a Personal Assistant to RNC Chairman and as the Administrative Assistant to the RNC Regional Political Director, Paul Aniboli. Responsibilities included advancing and escorting the Chairman, as well as conducting research and developing political briefings.



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Education

2000: Stony Brook University, Stony Brook, NY
Masters in Political Science with Concentration in Public Policy

1998: Touro College, Jacob D. Fuchsberg Law Center, Huntington, NY
Juris Doctor, *Cum Laude*
• Admitted to NYS Bar - 1/13/99.

1991: Stony Brook University, Stony Brook, NY
Bachelor of Arts in Political Science and History (dual major)

Written Works

- *Exploring Councilmanic Districts for Long Island*, Journal of the Suffolk Academy of Law, 1999.
- *Seizing Party Control*, Newsday, March 3, 2002.
- *This Time the Suffolk GOP Could Go Down*, Newsday, June 5, 2003.
- *Two Peas in Pod*, Newsday, October 19, 2003.
- *Cracks in the Foundation*, Newsday, April 7, 2005.
- *On the Same Path*, October 16, 2005.
- *Competition Reigns in Two-Party System*, November 13, 2005.

Awards

- 1994 Cable Television Association of New York's Gilbert Award for Best Joint Public Relations Project — *1994 Election Coverage*.
- 1996 Gilbert Award Finalist for Best Joint and Solo Public Relations Projects *Juvenile Diabetes Walk for the Cure* and *Cable in the Classroom Education Forum*.
- 1997 Gilbert Award Finalist for Best Joint and Solo Public Relations Projects *Juvenile Diabetes Walk for the Cure* and *1997 Breast Cancer Awareness Campaign*.
- 1998 Gilbert Award Finalist for Best Solo Public Relations Project *1998 Breast Cancer Awareness Campaign*.
- 1995 Long Island Coalition for Fair Broadcasting FOLIO Awards for Best Public Service Announcements. (*Vote*)
- 1996 Long Island Coalition for Fair Broadcasting FOLIO Awards for Best Public Service Announcements. (*Don't Drink and Drive*)
- Cali Award Winner — Racism and American Law
- Hewitt Writing Contest Award