

Contact

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www.jamescrotty.com

“Genius”—Former Congressman Jeff Fortenberry (NE-01)

“Top Comms Guy on Capitol Hill”—Mike Smith, GreenSmith PR

“Hippest man in America”—Portland Oregonian

Skills

- Pioneered Mobile Office
- Invented Dashboard Publishing
- Fast, Prolific Writer
- Media Closer
- Social Media Pro
- Meticulous Editor and Planner
- Calm, Clear Crisis Communicator
- Fun, Savvy, Effective Motivator
- Brand Visionary
- Eloquent Spokesperson
- Certified Great Books Instructor
- Renowned Debate Coach

Software Skills

- Microsoft Office Suite
- Social media platform management
- Leidos Intranet Quorum (IQ)
- Adobe Creative Suite

Professional Profile

Diversified, high-level communications experience for corporations, nonprofits, government. Authored books and multimedia for world's leading publishers. Produced two inspiring urban debate documentaries. Ran comms shop for Ranking Member, U.S. House of Representatives. Known for deftly combining Disciplined Procedures with No-Excuses Entrepreneurialism to engender **Relaxed Excellence**.

Motto: Think Big, Never Give Up.

Communications Director/Senior Advisor, U.S. Congressman Jeff Fortenberry (NE-01): 2016-2022

- **Empathic, Collaborative Executive:** Trained, managed diverse team of two dozen comms staff across five offices—including designers, shooters, editors, programmers, writers, policy pros—in this fast-paced, high-level position. Staff hailed from around the globe: Japan, Thailand, Iraq, India, UK, more.
- **Content Production Machine:** Wrote, edited, managed the publication, distribution, and analytics of all content for Ranking Member, House Appropriations Subcommittee on Ag, Rural Development, & FDA, and Member, House Appropriations Subcommittee on State & Foreign Operations. Prodigious output included daily media plans, weekly reports, speeches, columns, releases, statements, social media, talking points, newsletters, town halls, and letters to constituents, ambassadors, Members, and other VIPs. I crafted, with the Congressman, the weekly *Fort Report*, a nuanced take on an issue du jour, unique on The Hill for its deft mix of policy and storytelling.
- **Strategic Visionary:** Planned, implemented strategic communications vision unifying Congressman's policy goals across platforms, sectors, and constituencies in lanes of Ag Security, Health Security, and National Security.
- **Networker Extraordinaire:** I achieved buy-in to policy vision across five offices, committee staff, House leadership, White House, global leaders, media.
- **Winner for Nebraska:** Go-to contact for nearly two million Nebraskans and any person or organization seeking to communicate with the Congressman.
- **Public Relations Rock Star:** Handled all media relations, training, interview prep, media tracking and metrics. Major “gets” included the BBC, CNN, NPR, *Wall Street Journal*, *Fox*, *New York Times*, and thousands of other local, national, and international media.
- **Social Media Auteur:** Increased Fortenberry's Twitter following by 259,999,900%, dramatically elevating the global profile of this respected bipartisan leader on ALS, drug pricing, endangered species, Farm of the Future, protection of religious minorities, nuclear security, and the Middle East.
- **Event Maestro:** Managed 2019 State of the Union activities, including those around Fortenberry special guest, Nobel Prize Winner Nadia Murad. Managed Chief Standing Bear Statue Unveiling at House Statuary Hall in coordination with Speaker of the House, Majority Leader, and other dignitaries.
- **Policy Driver;** Built wide buy-in for Fortenberry's *Recovering America's Wildlife Act* (RAWA), *Rural Health Insurance Act*, *ACT for ALS*, *Security Resolution for Northern Iraq*, *Matt's Act*, and other groundbreaking initiatives.

Education Columnist, Forbes Media: 2011-2016

- **Leading expert on education** reform, online ed, ed tech, and cultural capital.
- **Profiled ed-tech pioneers**, including Netflix CEO Reed Hastings (KIPP), Chris Whittle (Edison), and APUS CEO Wally Boston. Broke stories on academic fraud, Massive Open Online Courses. (MOOCs), and disruptive education tech.
- Nearly 800,000 unique views for piece [“M.I.T. Game-Changer: Free Online Education for All”](#). My [Allen Iverson](#) profile netted nearly 600,000 uniques.

Politics and Culture Columnist, Huffington Post: 2011-2016

- Wrote influential, popular column that navigated a middle way between today's political and cultural extremes. Averaged 50,000 views per post.

Contactjamescrotty@me.comwww.jamescrotty.com**Education****St. John's College Santa Fe '00-'02**

Master of Arts, Liberal Arts

Summa Cum Laude

VP, Graduate Student Council

Northwestern University '77-'81

Bachelor of Science, Speech

Major: Communication Studies

President, International Association of Students in Business and Management

Sussex University, Falmer, UK '79-80

Junior Year Abroad

Focus: International Relations

Omaha Creighton Prep, '73-77

Nebraska State Debate Champion

Two-Time National Qualifier, Policy Debate

National Qualifier, Extemporaneous Speaking

Scholarships: Macalester, Augustana

Hobbies

- Zen Meditation
- Yoga
- Tai Chi
- Pickup Basketball
- Pickleball
- Tennis/Table Tennis
- World Travel
- Monk Magazine
- Airbnb Super Host
- Urban Debate Coach

Co-founder/Director of Content, Monk Media: 1998-2011

- Building on print success of Monk Magazine, Monk Media created custom design, content, and event solutions for corporations and nonprofits.
- Monk Media played a key role in revitalizing the Western Avenue corridor of Koreatown, hosting unique cultural happenings (Hedwig and the Angry Inch, Group Love) at Monk Space media production facility.
- Oversaw global team of designers, developers, salesperso.
- Clients included American Express, Delta Airlines, Joe Boxer, the BBC, Paramount, MTV, CBS, NBC, and Playboy.com, whose “Monk on Playboy” section averaged two million unique visitors a month from 1998-2000.

CEO, Founder, Crotty's Kids, LLC: 2003-2010

- Conceived, developed, ran unique after-school program mentoring at-risk, urban academic athletes in speech, debate, and great books shared inquiry.
- Coached debate teams at NYC's famed Stuyvesant High School and Bronx School of Science, crossing socioeconomic barriers to bring these top-tier schools into competition with formerly Balkanized NYC Urban Debate League.
- Established first speech and debate program at Eagle Academy for Young Men in the South Bronx. Year two at Eagle, qualified two teams for NY State Debate Championship, with one team qualifying for tournament semifinals.
- All Crotty's Kids' debaters graduated high school, with several earning scholarships to prestigious institutions, including Brandeis University.
- Directed, produced *Crotty's Kids*, a feature-length documentary about the heart-warming success of the Eagle Academy debaters against difficult odds.

Co-Founder/Editor, Monk: The Mobile Magazine: 1986-2000

- Co-founded world's first mobile magazine, peripatetically published from the 26-foot Fleetwood Bouncer “Monkmobile.”
- Written from the road about life on the road, *Monk* was beloved by readers and media around the planet. [Here is a small snapshot](#) of their feedback.
- VIP interviews included Nirvana's Kurt Cobain and Dave Grohl; authors Bill Burroughs, Ken Kesey, and Hunter S. Thompson; governors Bill Weld and Jerry Brown; directors Quentin Tarantino, Richard Linklater, and Gus Van Sant; performance artists Lady Bunny, Annie Sprinkle, and Quentin Crisp; Burning Man founder Larry Harvey; as well as the Del Rubio Triplets, Jonathan Richman, Nanci Griffith, and Dr. Fiorella Terenzi, the Astrophysicist of Love.
- Featured in global media, including NHK (Japan), Der Stern (Germany), Panorama (Italy), ABC, CBS, Fox, Rolling Stone, Wired, Time, Newsweek.

Books and Media Created

- Mad Monks' Guide to California (Macmillan)
- Mad Monks' Guide to New York City (Macmillan)
- Mad Monks' Guide to NYC CD-ROM (Voyager/Monk Media)
- How to Talk American (Houghton Mifflin)
- USA Phrasebook (Lonely Planet)
- Mad Monks on the Road (Simon & Schuster)