



DAN WHITING PORTFOLIO

www.danwhiting.com



DAN WHITING

COMMUNICATIONS, MARKETING, AND GOVERNMENT RELATIONS PROFESSIONAL

Introduction

Over the past 19 years, worked in public policy, communications, and marketing, including strategic planning, management, media relations, legislative, writing, website development, video production, project/product management, budgeting, and new business development. This includes 11 years in the U.S. Senate and time as a Presidential appointee at USDA. This breadth of experience brings a unique understanding to customer, business, and team needs.

SKILLS COVERED IN MY PORTFOLIO

CLICK A SUBJECT TO NAVIGATE THERE OR SIMPLY ADVANCE TO THE NEXT PAGE

Media Relations

Pitching
Press Releases
Crisis Communications

Writing

Editorials
Blog posts
Articles

Web Development

Product owner for a large web application
Personal development of a small web app

Training

Web-based e-learning
Speaker-led briefings

Content Marketing

Video production
Workshops
Writing

Awareness Campaigns

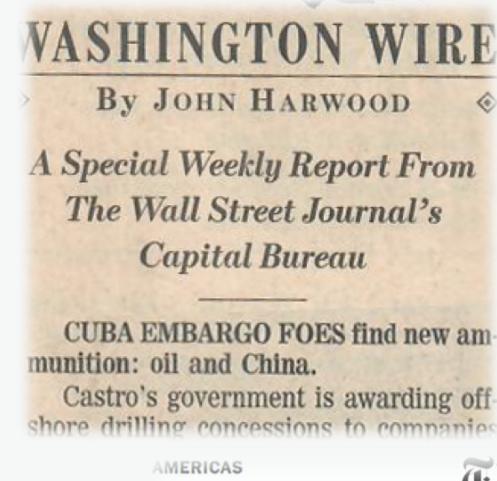
A project for the Department of Defense

CUBA/CHINA OIL DRILLING

MEDIA RELATIONS

Senator Craig grew concerned over Cuba allowing China to explore for and extract oil from the Gulf of Mexico within 45 miles of the U.S. shoreline.

I was able to secure media stories, including front-page coverage in the [New York Times](#), the [Wall Street Journal](#), interviews on [cable news](#), and coverage in other outlets, such as NBC.



AMERICAS

By MICHAEL JANOFSKY MAY 9, 2006

WASHINGTON — In 1977, the United States and Cuba signed a treaty that evenly divided the Florida Strait to preserve each country's economic rights. The U.S. oil companies would have a right to bid for Cuban leases under sides of the legislation Craig is drafting. Dan Whiting, his spokesman, said the measure Now, with would seek an exemption like the one created several years ago for U.S. all on the companies to sell food and medicine to Cuba.

With only modest energy needs and no ability of its own to drill, Cuba has negotiated lease agreements with China and other energy-hungry countries



The New York Times
Cuba irks U.S. with plans for oil drilling

SEN. CRAIG ARRESTED

CRISIS COMMUNICATIONS

When Sen. Craig's arrest in the Minneapolis airport became public in August 2007, I was his communications director and the one who found out about it first. I was at the tip of the spear of the media storm and also had to be a rock for my colleagues in his office, who were in personal turmoil. The media storm lasted weeks, and I oversaw all external and internal communications. Highlights include:

- Talking with top reporters and TV personalities we all know
- Staying on message and keeping the gate closed during intense pressure
- My quotes and interviews being in all news sources
- Preparing surrogates for national TV appearances and Sen. Craig and his wife for a TV special with Matt Lauer
- Working with and balancing Sen. Craig and his family, outside consultants, and his top staff and close confidants and advisors



ADG CREATIVE'S BLOG

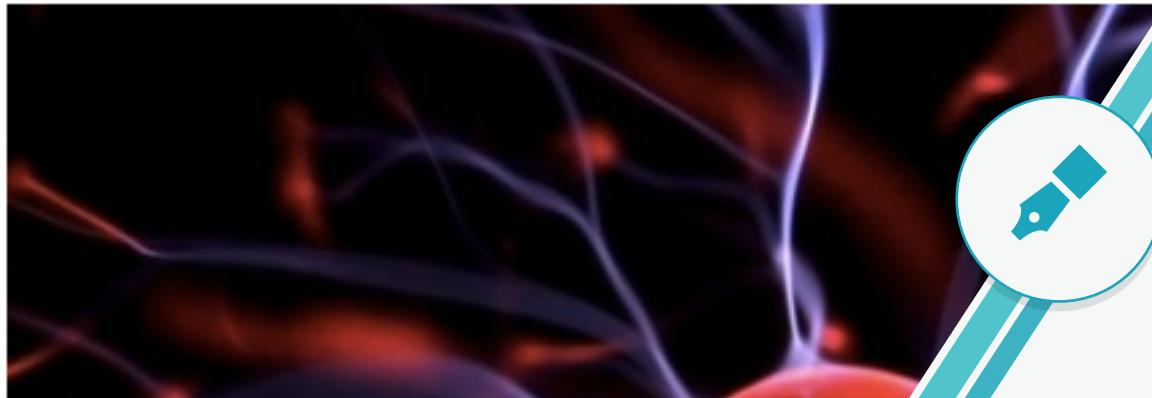
WRITING



06.18.15

What Nuclear Fission Taught Me About Target Audiences

written by DAN WHITING | MARKETING



I was a regular contributor to ADG Creative's Brain Juice blog, including articles on thought leadership and trending topics, generally related to ADG's business but not necessarily.

This post can be read [here](#) and all of my posts are [here](#).

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EDITORIALS

WRITING

As Senator Craig's press secretary and then communications director, I regularly wrote his week editorial that appeared in papers around Idaho. This is just one example:

Mayday, Mayday!

Mayday, mayday, mayday! It is the unmistakable cry of distress, and if you listened closely, American oil companies were crying mayday from Venezuela this past May Day.

That was the day that Venezuela's self-proclaimed Maoist, Hugo Chavez, took control of \$30 billion in investments made by oil companies, many U.S.-based, with armed soldiers by his side and hiding behind cries of nationalism. Make no mistake about it - this is about more than Chavez expropriating private investment in order to fuel his rise to power.

One could consume this entire column and more venting about the hypocrisy of Chavez and other anti-capitalists fueling their regimes with the very same

private investment and profit they rail against. But what is far scarier is Chavez's use of oil as a carrot and stick to control his political future and to attack his enemies – the United States in particular, and the freedom and liberty that we represent.

Hawking cut-rate oil to neighbors, he's bought many allies in Latin America. On the flip side, his goal is to hobble the United States by slashing our supply of oil from Venezuela, our fifth largest supplier. His actions broadcast his favoritism – while he steals assets from Americans and companies from Britain, France, and Norway, he is signing contracts with Iran, China, Brazil, and Vietnam.

Chavez continues to take advantage of China's growing thirst for energy sources as he looks to them to take up the slack left by the United States. While some U.S. politicians continue to make deals with the devil, the time has come for us to just say no to Hugo Chavez and his oil. → (The whole editorial can be view [here](#).)

THOUGHT LEADERSHIP

CONTENT MARKETING/WRITING



Listening on Social Media for Associations

DAN WHITING | danwhiting.com



I self-publish thought leadership articles on LinkedIn. This one focuses on the importance of and how-to listen on social media channels, with a specific emphasis on trade associations.

You can read the whole article [here](#) along with my other articles.

Podchat

CONTENT MARKETING

Before we were all buried in a sea of new media, I started something in Senator Craig's office that I called a podchat. We gathered questions from Idahoans beforehand and then produced a radio-style program where I served as the host, asking the questions, and Senator Craig responded. It was sent out via iTunes and other podcast services.

pod·chat /'päd·chat/ *n.*

1. a podcast featuring a discussion with listeners

He was the first U.S. Senator to podcast ([story](#)) and you can listen to a sample program [here](#) (mp3).

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44 Facets of the Gem State

CONTENT MARKETING

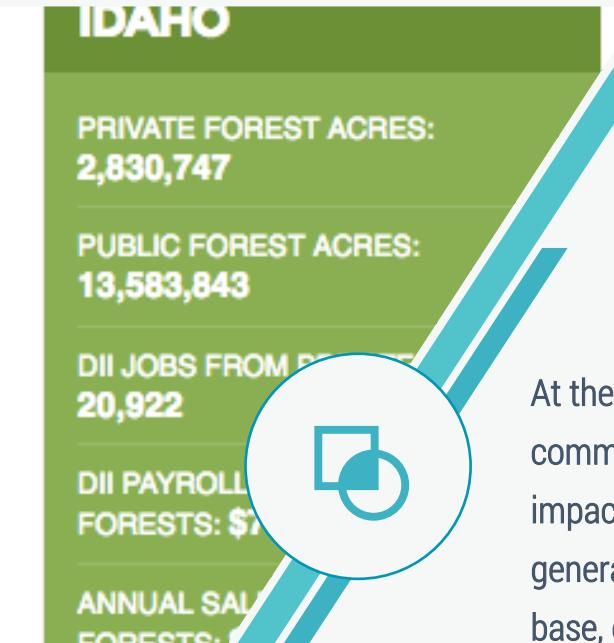
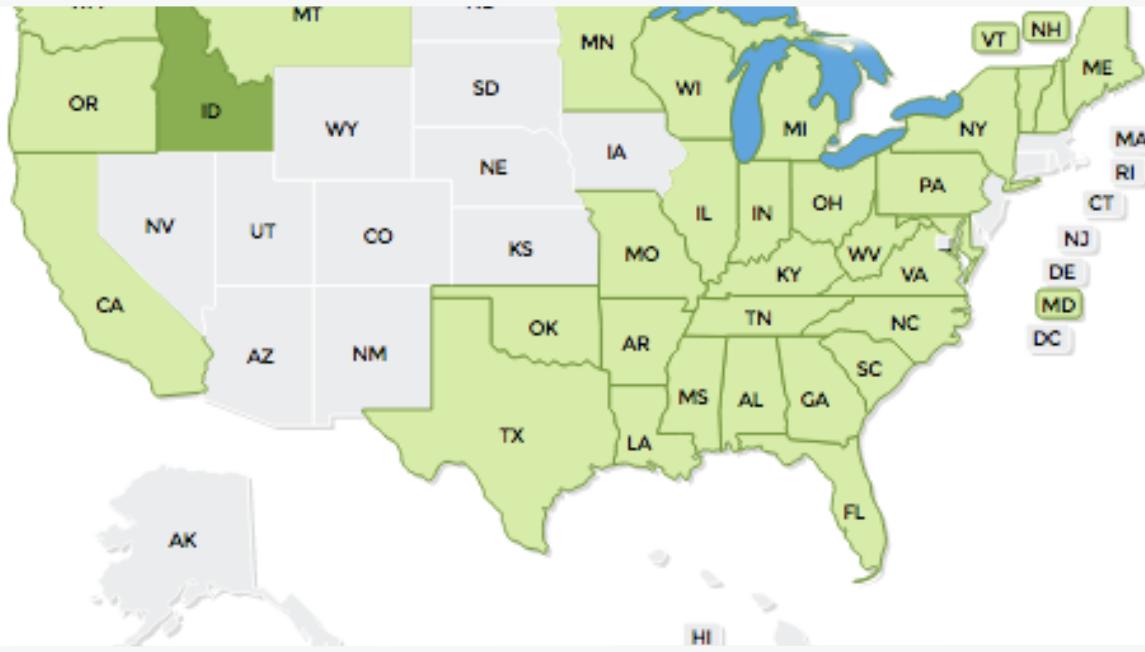
While I served as Senator Craig's communications director, I oversaw the production of a series of 5-10 minute history documentaries on each county in Idaho. The purpose was to provide them on a website and to Idaho's schools to use to educate students and the public on the history of each county. Senator Craig was filmed at locations in each county to provide the narration.

We researched, wrote, filmed, produced, and branded the series. It has not yet seen the light of day as we were finishing it as his scandal erupted.



ECONOMIC IMPACT OF FORESTS

CONTENT MARKETING



At the National Alliance of Forest Owners, I commissioned a study of the economic impact of private forestry so we could generate the impact of forests on jobs, tax base, etc. in each state. We used that in an interactive map, handouts to policy makers, and to generate local news stories. It was and continues to be a very effective tool. The interactive map is [here](#) and the original study is [here](#).

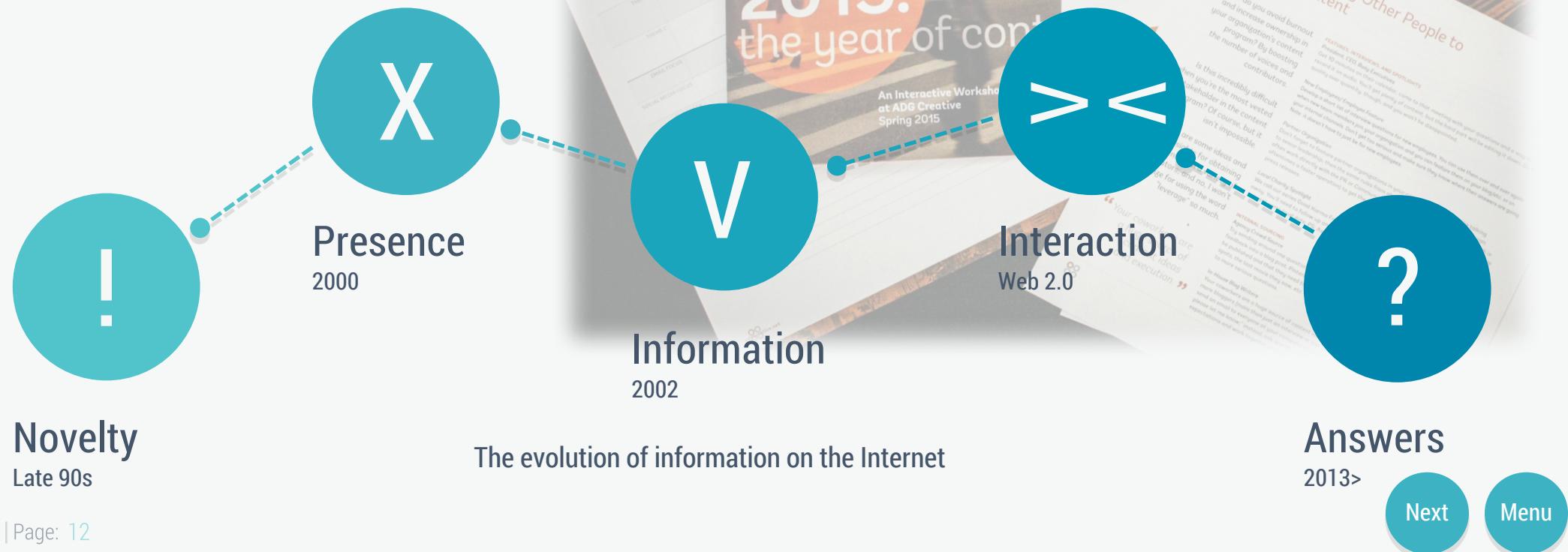
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CONTENT MARKETING WORKSHOP

CONTENT MARKETING

At ADG Creative, I teamed with a colleague to present a workshop on content marketing for local businesses and non-profits. We wrote the content, handouts, and exercises and presented throughout the half-day workshop. More information and pictures are [here](#). We discussed the below graphic during the workshop.

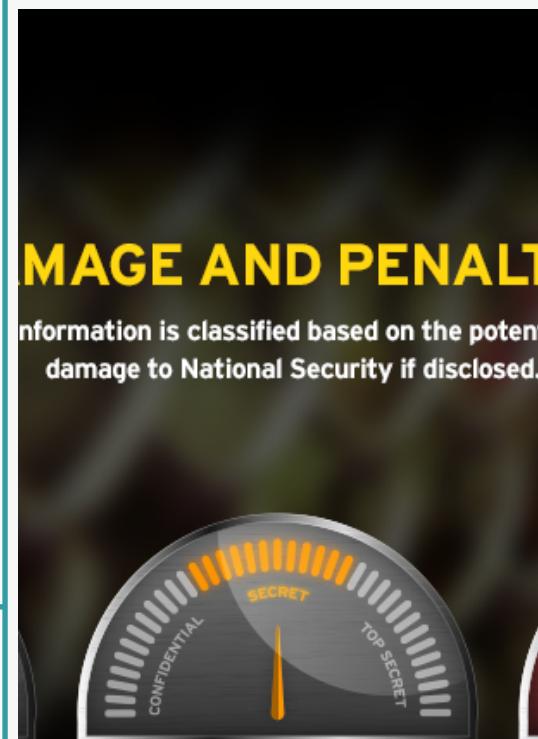


DoD AWARENESS CAMPAIGNS

E-LEARNING/AWARENESS CAMPAIGNS

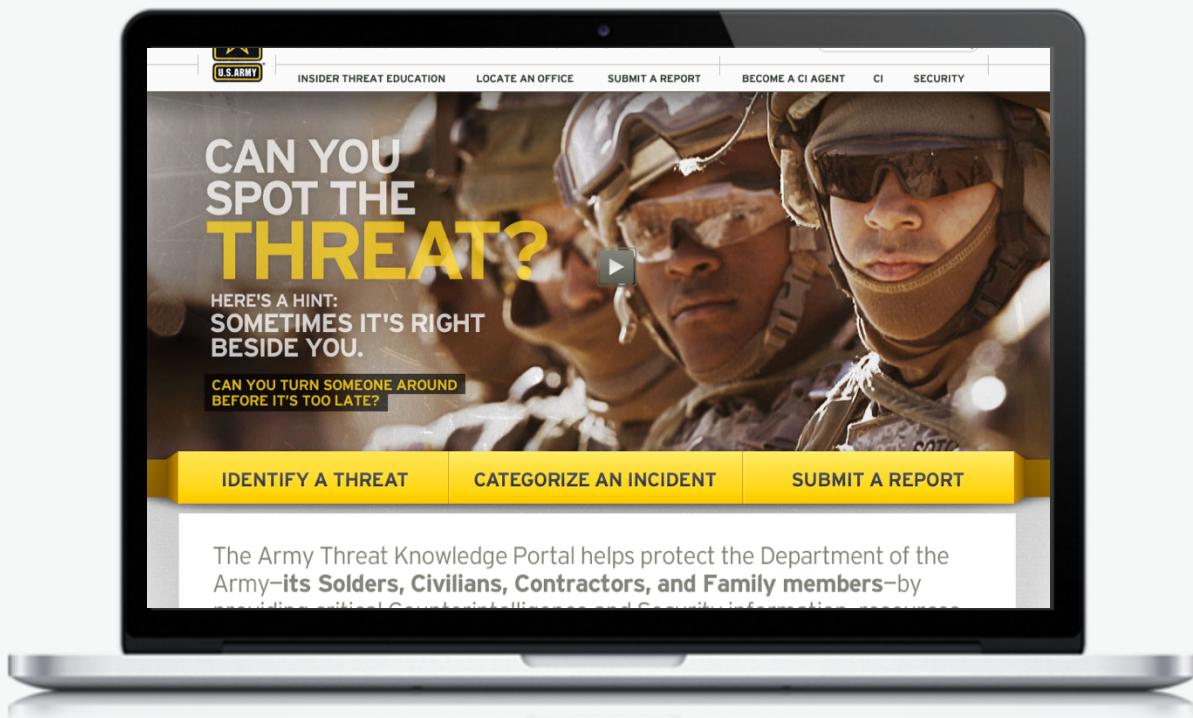
At ADG Creative, I was the lead strategist and project manager for our projects to produce insider threat and counterintelligence training and awareness campaigns across the U.S. Army and the Department of the Navy. The briefings have been received by over 2 million people to date and the awareness products include briefings, e-learning courses, posters, brochures, and videos. They are distributed worldwide to a range of audiences.

I set the overall communications strategy, wrote scripts, designed the learning paths, and became an internal subject matter expert.



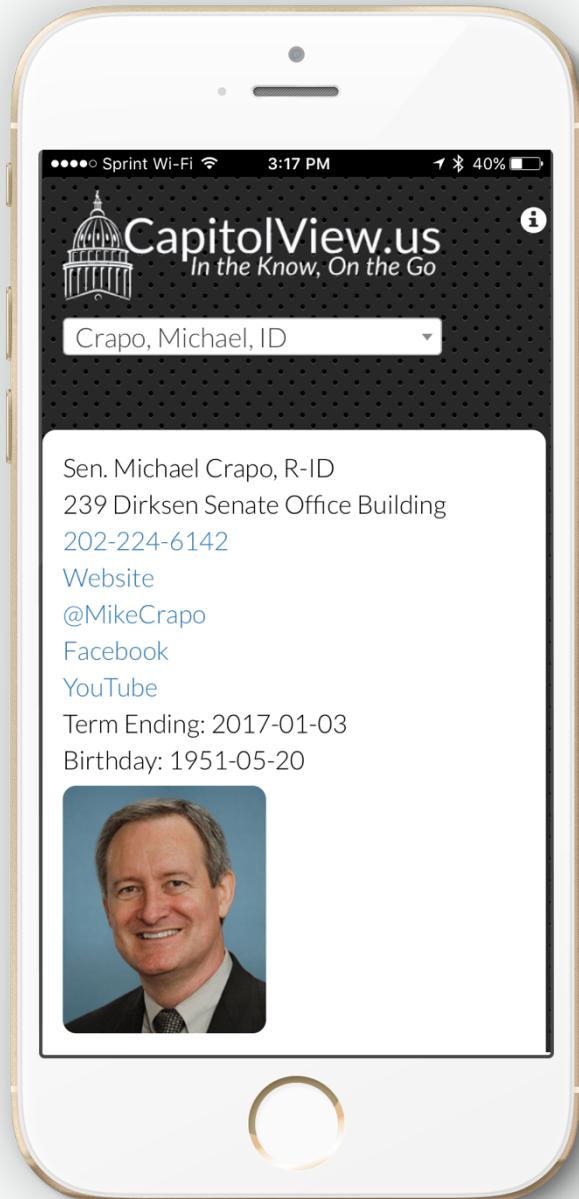
ARMY THREAT KNOWLEDGE PORTAL

WEB DEVELOPMENT/AWARENESS CAMPAIGN



For the U.S. Army, I oversaw the concepting, design, content, and development of a web site and web application to help educate the public, Soldiers, and civilians on insider threats and what and how to report. It also included a custom file and information sharing portal.

We used Agile software development and the project came in within our budget with more features than was originally scoped.



CAPITOLVIEW.US

WEB DEVELOPMENT

- ✓ An online Congressional directory that has an intuitive search (Google-like)
- ✓ Responsive design
- ✓ I designed and developed the site
- ✓ Live at www.capitolview.us

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Idaho's Sawtooth Mountains

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Contact Me



6004 Euclid St, Cheverly, Maryland 20785



202-531-9091



dan@danwhiting.com



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