



CONTACT

EXPERIENCE

SKILLS

EDUCATION

MICHAEL ATKINS

Advocate - Communicator - Media Producer

EMAIL

michael@allthingsatkins.com

PHONE

609-217-5569

ADDRESS

116 S. Raleigh Ave, Apt 8A
Atlantic City, NJ 08401

COMMUNICATIONS DIRECTOR - NEW JERSEY FUTURE

JUNE 2022 - PRESENT

- Statewide smart growth nonprofit that advocates for center-based development, infrastructure investment, and climate resilient planning.
- Oversee outbound communications for NJF and four additional programs for digital, earned, and multimedia. Produce annual Smart Growth Awards winner video profiles.
- Co-Chair of the Comms Working Group for Coalition for Delaware River Watershed, which boasts 400 organizational members and conducts annual conference.
- Supervise communications specialist, run weekly Comms Meetings with department and monthly Comms Meetings program staff.
- Review all written items for submission to grant funders and government agencies.

COMMUNICATIONS DIRECTOR - FRIENDS OF THE LA RIVER

JUL 2017 - MAY 2022

- Implemented comprehensive communications strategies and plans for advocacy and engagement campaigns to rewild the LA River.
- Developed outgoing strategic communications for press outreach, email, social media, and multimedia for advocacy, engagement, & fundraising campaigns.
- Copywriter & editor for grants, blogs, op-eds, web. Launched video program.
- Served as spokesman. Managed community & promotional partnerships ranging from sponsors to government agencies to fellow nonprofits.
- Supervised social media manager, developed and operated Comms Dept budget.

POLITICAL COMMUNICATIONS & FUNDRAISING DIRECTOR

MAY 2016-APRIL 2017

- Served as press secretary and communications director for progressive candidates for congressional and citywide office.
- Integrated fundraising appeals into communications strategy; exceptional fundraiser in multiple mediums.

FREELANCE MEDIA PRODUCER & WRITER

JUNE 2010 - PRESENT

- Drafted scripts, produced shoots and developed budgets for TV, film, and internet.
- Freelance copywriter for press outreach and grant writing for arts organizations
- Researched and gathered archival images for History Channel and PBS films.
- Conducted hundreds of hours of interviews with historians, biologists, elected officials, academics, and Indigenous Tribal leaders.
- Exceptional communication and networking skills
- Relish interactions with the press and supporting teammates' interviews
- Successful working in a team environment to a common, inclusive goal
- Self-motivating to work independently to deliver results

NEW YORK UNIVERSITY (2010)

Politics, History & German



MULTIMEDIA

WRITING

PRESS

VOLUNTEERISM

MICHAEL ATKINS

Advocate - Communicator - Media Producer

VIDEO PRODUCER AND WRITER

NEW JERSEY FUTURE

- Smart Growth Awards 2023: [Hinchliffe Stadium](#) (2:58)
- Smart Growth Awards 2022: [North Trenton / Battlefield Monument Plan](#) (2:39)

FRIENDS OF THE LOS ANGELES RIVER

- [Native Narratives Tongva Traditions](#), 2020 (11:17)
- [Native Narratives: Perspectives on the Anza Trail](#), 2021 (5:03)

FREELANCE

- [All Arts \(WNET\) The Journey Home Documentary](#), 2019 (56:50)
- Earned Certificate in Podcast Production from UC-Berkley (2021)

AUTHORSHIP AND PUBLISHED WORKS

TRACK 16, LOS ANGELES 2020-2022

- Confluence <https://www.track16.com/confluence>
- [Kathleen Henderson: Bluebeard and Other Poolings](#)
- [Sandow Birk: Los Angeles and Her Surroundings](#)

EARNED MEDIA MENTIONS

2017- PRESENT

- Oct 2023 –WHYY: [There are hundreds of bats in FDR Park, living in a complex society that's vital to park health](#)
- 2022-2024 – [New Jersey Future In the News](#)
- Aug 2022 – LA Times: ["As drought deepens, nine L.A. artists think about water"](#)
- April 2022 – Artillery Magazine: [Gallery Rounds: Sandow Birk](#)
- Sept 2020 – 2030 Magazine: [Pandemic Profile of Friends of the Los Angeles River](#)
- Aug 2020 – LA Times: [Fishing the L.A. River is more than a quarantine hobby. For some, it's therapy](#)
- July 2019 – LA Times: [A deadly fungus is killing millions of bats in the U.S. Now it's in California](#)
- Oct 2017 – LA Times: [Legacy projects take shape honoring Lewis MacAdams, poet and crusader for transforming Los Angeles River](#)

- Lead nature, bird, and bat walks locally with Friends of FDR Park and Cape May Bird Observatory.
- Volunteer member of The Baseball Reliquary (2019-present)
- Elected Board Member KPFK Local Station Board (Interim, 2019)
- Elected Board Member East Hollywood Neighborhood Council (2015-16)
- Press contact and/or webmaster to community advocacy campaigns (safe streets, banning oil pumping in LA, affordable housing) and art exhibitions.