

For Immediate Release

David Kalson Joins Beacon Advisors
Veteran PR exec adds deep scientific expertise

Chicago, IL, Sept. 26, 2013 -- David A. Kalson, a 30-year veteran of the public relations industry, has joined Beacon Advisors, Inc. as a partner, based in the Greater New York area. He has worked extensively with scientific, energy and environmental industries and is an expert in crisis communications. Kalson has also developed state-of-the-art quantitative and qualitative monitoring and analysis techniques to track and enhance client reputations.

Beacon Advisors is a communication consultancy that advises clients on the development and implementation of corporate communication, investor relations, corporate governance and crisis management strategies. The company has offices in New York, Washington, Chicago, and Los Angeles/San Diego.

Previously, Kalson was a Senior Partner with communications firm Post+Beam, served as CEO of Ricochet Public Relations and was Executive Managing Director of RF Binder, a global communications agency that is part of the Ruder Finn Group. He was Senior Vice President/General Manager of the NY Office of the E. Bruce Harrison Company and was Vice President at Hill and Knowlton in its Division of Scientific, Technical, and Environmental Affairs.

Kalson also was Manager of Public Information for the American Institute of Physics where he produced "Science TV Report," short science news reports syndicated nationally to local news programs.

At Beacon Advisors, Kalson provides science-based strategic counsel, brand and reputation management, and he directs crisis management programs, including simulation exercises for testing and assessing organization's crisis response plans.

Kalson has authored numerous articles, speeches and annual reports and has won multiple awards for communications including two consecutive first prizes for Narrative Presentation from The American Business Communicators Group's annual report competition.

Kalson teaches crisis communications at the Fordham University Graduate School of Business and has been an invited lecturer and symposium arranger for the American Association for the Advancement of Science, National Association of Science Writers, Johns Hopkins University, Iona University, the Institute of Public Relations, the American Physical Society, the Council of Engineering and Scientific Society Executives and the Cause Marketing Forum.

Kalson holds a B.A. in Philosophy and an M.A. in Communications from the University of Wisconsin in Madison.

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