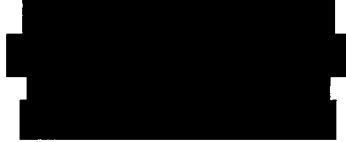


MILES H. TAKAAZE



SUMMARY Full-range public affairs professional with over 30 years of experience in community and government relations, public relations, internal and external affairs with superior attention to goals and objectives, ability to communicate to broad range of audiences, ability to handle number of projects and constantly striving for high performance, in addition to having an on-going commitment to mission and continuous improvement and assessment.

EXPERIENCE Miles Takaaze Consulting, LLC, Honolulu, HI, Sept 2014 – Present Status
President
Recently established public affairs consulting service.

Health Systems Corporation, Honolulu, HI, Nov 1996 – Aug 2014
Vice President and Public Affairs Director

Directed and coordinated public affairs activities for the state's public-hospital system (acute, rural, and long-term care), consisting of 12 facilities, 4000-plus employees, and over 1000 hospital-affiliated physicians. Principal duties included:

- Provided communications/public affairs support to the HHSC Board, in addition to corporate and regional hospital management.
- Developed, planned, implemented, evaluated, and directed intra-and inter-organizational communications, which supported the mission and vision of HHSC, including but not limited to: news releases, media advisories, newsletters, bulletins, advertisements, employee and physician memos, social media/website monitoring and updating.
- Established and maintained effective relationships with the media, community (including neighborhood boards), governmental agencies, legislators, the Governor's Office, trade organizations, hospital/health providers, government and private public affairs representatives, and lobbyists – focused on health-related activities.
- Served as the 24/7 liaison between HHSC and the media, under the direction of appropriate corporate and/or hospital management; ensured that appropriate, concise, and timely information was developed and provided to media and/or public at all times.
- Developed, coordinated, and managed legislative affairs, including writing testimony, tracking of bills, scheduling of meetings with lawmakers and relevant stakeholders, disseminating of information and updates to system boards, in addition to development of community/grassroots support.
- Facilitated and coordinated system communication initiatives with regional community relations/communications managers – marketing; community relations; development and coordination of federally mandated/directed projects such as the International Statistical Classification of Diseases, 10th Version (ICD-10- billing code upgrade) and electronic health record (EHR) implementations.
- Provided all HHSC facilities and affiliates with crisis and risk management, in addition to disaster planning support on a 24-hour standby basis.
- Coordinated and directed public affairs activities of the Corporation, including

serving as liaison with both community and physician leadership groups (1996-2007), in addition to serving similar role to the Hawaii Systems Foundation and the HHSC Foundation Fundraising Committee (comprised of 8 HHSC facility foundations (1997-present).

- Interpreted the objectives and programs of HHSC to its various publics
- Formulated effective positioning initiatives focused on the health-related activities of HHSC on an on-going basis, including strategic and crisis communications planning – i.e., reduction in force and other labor-related issues (furlough, pay reductions, etc.), reduction or elimination of services, sentinel events (unanticipated event resulting in the death or serious injury), and unexpected high-level administrative changes.

MHT Consulting (Sole Proprietor), Hilo, HI, Mar 1982 – Nov 1996

Sole Proprietor/Consultant

While being primary care-giver for ailing father with long-term chronic disease, established a consulting service handling media relations for several businesses primarily focused on market research and advertising. At the same time, produced and directed a number of video/audio productions and did numerous voiceovers while serving as a media consultant, in addition to being a personal voice and public speaking instructor. Additionally, provided programming consultation for several radio stations and local cable television programs.

KPUA, Hilo, HI, Nov 1985 – Mar 1990

Program Director and Morning Announcer

Handled morning-drive radio show (5:30-10 am), focused on local, state, and federal news, public affairs, community affairs, and sales. Managed staff of 4. Responsible for station format and programming - program content, news, music format, and announcers. Involved in numerous community affairs projects including, American Lung Association promotions, Hamakua plantation workers transition, East Hawaii Coalition for the Homeless, Food Bank Hawaii, etc.

KHLO, Hilo, HI, Oct 1981 – Feb 1982

Program Director and Morning Announcer

Handled morning-drive radio program, oldies format (5-9:30 am), focused on local, state, and federal news, public affairs, community affairs, and sales. Managed staff of 7.

KPUA, Hilo, HI, Apr 1980 – Sept 1981

Program Director and Morning Announcer

Handled morning-drive radio program and served as program and music director, in addition to sales.

KORL, Honolulu, HI, Mar 1979 – Mar 1980

Production Director and Mid-Day Announcer

Handled mid-morning radio show (9 am-2pm), top-forty format, in addition to copy writing, production, and assignment of commercials. Additionally, free-lanced for numerous agency voice-overs and acted in a numerous television commercials. Managed and coordinated numerous community and radio co-sponsored events with staff of 4.

KPUA, Hilo, HI, Aug 1978 – Mar 1979

Afternoon Announcer and Public Service/Community Affairs Director

Handled afternoon drive radio show (2-7pm), middle-of-the-road format, in addition to managing the station's community affairs and public service department.

KQMQ, Honolulu, HI, Mar 1978 – Jul 1978

Evening Announcer and Public Affairs Director

Handled early-evening (6-10 pm), for contemporary-rock format. Developed and managed public affairs, weekly aired-programs, involving community and political issues.

KKON, Kealahou, HI, Mar 1977 – Mar 1978

Afternoon Announcer and Sales Associate

Handled afternoon drive radio show (2-7 pm), for small radio station in West Hawaii. Additionally, learned the craft of radio sales, including copy writing and promotion development

Hyry and Hudson Advertising, Honolulu, HI, Mar 1975 – Mar 1977

Intern

Introduced to a broad range of fundamental components in advertising – i.e., branding, marketing, short-and-long-term strategic planning and crisis communications.

KKUA, Honolulu, HI, Jun 1976 – Mar 1977

Intern and Producer (Volunteer)

Learned the fundamental principles of radio broadcasting – i.e., on-air announcing, commercial copy and production, news production, promotion and event planning, music formatting and general programming.

EDUCATION

Master of Public Health – Education/Administration
University of Hawaii, Honolulu, HI

Bachelor of Arts – Political Science
University of Hawaii, Hilo, HI

PUBLIC SERVICE

East Hawaii Coalition for the Homeless
Past Board Member

Hilo Coast Processing Closing Community Response Team
Past Transition Team Member (Assisting Unemployed Sugar Workers)

Healthcare Association of Hawaii Public Relations Subcommittee
Past Chair

Hawaii Society for Health Care Marketing and Public Relations
Past Chair

University of Hawaii Broadcast Communications Authority
Past Board Member

Leahi Hospital–Maluhia Long-Term Care Foundation
Present Board Member

INTERESTS

Gardening, walking, fishing, diving, reading, and meeting new people

PERSONAL

Hawaii resident. [REDACTED]

REFERENCES

See attached reference sheet enclosed.