

Ron Shafran, Trustee

Ron Shafran is the Assistant Vice President, Public Affairs and Government Relations at the Parker Jewish Institute for Health Care and Rehabilitation.

Mr. Shafran is responsible for comprehensive marketing and public relations at Parker Jewish Institute, one of the nation's leading centers for the health care and rehabilitation of older adults. His office prepares, produces and coordinates advertising campaigns, press releases and events, feature stories and films, as well as marketing presentations to community and professional groups, collateral marketing materials, and numerous internal and external publications, including the Institute's award-winning Web site and Email news bulletin. He maintains close liaison with more than 100 community organizations in Queens and Nassau Counties as well as city, county, state and federal government legislators and executive branches. He is an active member of NYAHS (New York Association of Homes and Services for the Aging), CCLC (Continuing Care Leadership Coalition), GNYHA (Greater New York Hospital Association), AJAS (Association of Jewish Aging Services), and AAHS (American Association of Homes and Services for the Aging).

In addition to a regular stream of brochures, articles, position papers and audiovisuals in the arena of health care, Mr. Shafran has authored or co-authored a number of other publications, including Exploring Civilizations, How New York City Is Selling the Brooklyn Bridge, The Challenge of Change, and "The Renaissance of New York," a film short on the emergence of New York City from the 1970s fiscal crisis. Mr. Shafran developed curriculum materials for the social sciences for the New York City high schools. He has also been the writer, director and host of a series of radio shows on community health care consumer topics.

Ron Shafran has earned awards for creative work in print and electronic advertising. Among those honors are the BOLI (Best of Long Island) and Summit Emerging Media Awards, the Silver Medals of the New York Television and Film Festival and the Direct Mail Marketing Association, and the Long Island Advertising Club Award for Nonprofit Web sites. He is also an adjunct professor in the Department of Communications at St. John's University, where he has taught courses in "Advanced Public Relations" and "Writing for the Mass Media", and acted as consultant to the development of a curriculum for a Bachelor's Degree in Public Relations.

A graduate of Queens College, CUNY, he is married to Phyllis Spencer Shafran, a graduate of Hunter College, writer, publicist, current executive director of the Queens Health Coalition, and professor at St. John's University. His son, Austin Shafran, is current Director of Political & Government Relations for Sheinkopf Ltd., a strategic communications firm headquartered in New York City.