



## AIDAN M. RYAN, APR

### STRATEGIC COMMUNICATIONS ADVISOR

**DIRECT 716.710.5859 CELL 716.341.4466**

**FAX 716.566.5401 EMAIL [aryan@goldbergsegalla.com](mailto:aryan@goldbergsegalla.com)**

Aidan M. Ryan, APR is an advisor to companies and organizations facing challenges that extend beyond the courtroom. With an eye on preserving a client's credibility, shaping and conveying messages to media and the public, and achieving strategic business objectives, Aidan partners seamlessly with each client's legal counsel and senior in-house leadership to help navigate challenges at the intersection of media and stakeholder communications, government, and the law. His broad experience in media, public, and government relations has included crisis management, litigation PR, reputation repair, opposition PR, and advocacy in matters involving executive and board-level misconduct, controversial publicly and privately funded development projects, high-profile business disputes, racial discrimination, alleged sexual harassment and abuse, and public health crises ranging from the coronavirus pandemic to isolated outbreaks of Legionnaires' disease.

Frequently called on to drop into seriously advanced and rapidly evolving crisis situations, Aidan also provides proactive counsel on crisis preparation and internal and external communications measures, post-crisis reputation-repair advice and services, and advocacy and issues management counsel well before a crisis or controversy has erupted. His clients have included companies in transportation, real estate and development, health care and long-term care, and technology, as well as municipalities, school boards, nonprofits, celebrities, and high-profile professionals.

An authority on issues related to crisis management, public policy, corporate communications, and corporate responsibility, Aidan has written for and been quoted in outlets including *Law360*, *PRNEWS*, and *PRSA's PRSay*.

Outside his practice, Aidan is a cofounder of the literary publishing company Foundlings Press, and serves as a member of the Board of Trustees of the Irish Classical Theatre Company in Buffalo, New York.

### OFFICE

BUFFALO

MANHATTAN

### PRACTICE AREAS

STRATEGIC COMMUNICATIONS  
AND CRISIS MANAGEMENT

### EXPERIENCE HIGHLIGHTS

#### CRISIS AND REPUTATION MANAGEMENT

- Advised a national long-term care company on media, resident, and other stakeholder communications regarding safety measures, resident quarantines, and resident deaths arising from the coronavirus pandemic
- Advised a Long Island restaurant and brewery on closure and reopening public messaging and social media monitoring after a staff member tested positive for coronavirus
- Advised a Connecticut nonprofit theatre company on communications and media monitoring around alleged child sexual abuse occurring at the theatre and involving a former employee
- Advised a Central New York school district on a public statement pertaining to an investigation and related civil rights claim brought by the parents of students who alleged racial discrimination

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## STRATEGIC COMMUNICATIONS ADVISOR

### LITIGATION AND OPPOSITION PR

- Created and executed an opposition PR strategy to leverage media attention in major outlets to achieve a favorable settlement outcome in a high-profile celebrity copyright suit
- Advised a water treatment company on external messaging and media relations at the onset of litigation stemming from an outbreak of Legionnaires' disease at an apartment building in Manhattan

### ISSUES MANAGEMENT AND ADVOCACY

- Representing a coalition of local interests, orchestrated and executed a strategy combining media relations, community relations, and direct lobbying to permanently stop a construction project by blocking necessary zoning and planning board approvals

## TRAINING AND CERTIFICATIONS

Accredited in Public Relations (APR), Public Relations Society of America

## EDUCATION

University of Edinburgh, MSc, with distinction, 2015

Canisius College, B.A., *summa cum laude*, 2014

## PROFESSIONAL AFFILIATIONS

Public Relations Society of America

American Advertising Federation

Legal Marketing Association

## COMMUNITY INVOLVEMENT

Irish Classical Theatre Company Board of Trustees

- Chair, Young Professionals Committee
- Marketing Committee

St. Joseph's Collegiate Institute Alumni Board

## PUBLICATIONS AND PRESENTATIONS

**"How to Respond to Media Inquiries About Employees Testing Positive for the Coronavirus,"** *PRNEWS*, April 6, 2020

**"Preparing Policies, Internal Comms For Public Health Crises,"** *Law360*, March 11, 2020

**"Rethinking Corporate Crisis and Litigation Communications,"** *Law360*, January 6, 2020

**"Why the NBA's Hong Kong Controversy Is a Timely Lesson in Corporate Responsibility,"** *PRSay (PRSA)*, November 2019