

About the Author

Frank Walton is a communications and media strategist who works with corporations, universities, foundations, and national government agencies. His experience encompasses communications research, media strategy, public affairs programs, advertising campaigns, publications, and crisis management. Currently he is president of New York City-based RFI/Binder Partners, Inc., one of the companies of the Ruder Finn Group—the largest public relations/marketing communications operation in New York and the second-largest independent communications firm in the world. He previously held positions as executive vice president and chief knowledge officer of Ruder Finn, Inc.; president of Research & Forecasts, Inc.; and adjunct faculty positions at New York University and City College of New York. He earned his Ph.D. from the University of Illinois at Urbana-Champaign, where he studied semiotics, philosophy of language, and communication theory and taught classical rhetoric, journalism, literature, and cinema.

