

Executive Briefing Series
Supporting High Performance Government:
Leading Large Scale Change
Biographies
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Jim Anderson

Associate Commissioner
Department of Homeless Services

Jim Anderson serves as Associate Commissioner for Communications and External Affairs for the NYC Department of Homeless Services, where he oversees media relations, legislative affairs, and community relations. During his tenure, the agency has received unprecedented levels of editorial support, especially around the administration's efforts to end 20-plus years of court oversight of the shelter system. Jim also wrote Mayor Michael R. Bloomberg's five-year action plan to end chronic homelessness.

Prior to joining DHS, Jim served as Communications Director for a national advocacy organization focused on ensuring safety for lesbian and gay students in America's K-12 schools. At that organization, he produced award-winning PSAs for MTV, which became the basis for one the longest-running public education campaigns ever conducted by the network.

Jim began his career working for elected officials in the Seattle, WA area. He graduated from the University of Washington in 1994.

Douglas Apple

General Manager of New York City Housing Authority

Douglas Apple was appointed General Manager of the New York City Housing Authority (NYCHA) by Chairman Tino Hernandez on May 7, 2001. Mr. Apple has served more than 17 years in significant City government leadership posts. Mr. Apple came to NYCHA from the City's Department of Juvenile (DJJ) where he directed the operations of DJJ's three secure and fourteen non-secure detention facilities. This included oversight of the Court Services and all detention programming including health, mental health, and substance abuse intervention services, education, and recreation. While at DJJ, he also served as Deputy Commissioner for Administration where he directed all finance, human resources, planning and analysis, procurement, and community-based delinquency prevention programs.

Prior to DJJ, Mr. Apple served as Deputy Director of the Mayor's Office of Operations and as an Assistant Director at the Office of Management and Budget. Mr. Apple is a graduate of Boston University and attended the Wagner School of Public Administration at New York University. He graduated from the New York City Leadership Institute and completed the prestigious LaGuardia Fellows Program. He and his family reside in Brooklyn.

Joe Calderone

Director of Communications at the John Jay College of Criminal Justice

Mr. Calderone is a veteran newspaper reporter and editor. He currently serves as Director of Communications at the John Jay College of Criminal Justice, which is part of the City University of New York. He supervises an active college press office, which responds to a steady stream of major media inquiries from print, broadcast and radio concerning a broad spectrum of issues related to criminal justice. He also oversees content of the John Jay College website, the John Jay Magazine as well as a host of other college publications. His office also promotes the college and its faculty, many of whom are leading experts in fields such as forensic science, criminal profiling, gang violence, terrorism, policing issues, corrections and fire science.

Calderone is a former Investigations Editor of the New York Daily News and a member of the Investigations Team and City Hall reporter at New York Newsday. He has more than 20 years experience as a journalist and as an investigative reporter and has written about a wide range of issues including politics, health care, labor and city government. Before joining the Daily News, Calderone worked for a dozen years at Newsday and New York Newsday, where he also was a member of the newspaper's Investigations Team and where he covered the Dinkins and Giuliani administrations. He was a member of a team of Newsday reporters that won a Pulitzer Prize in 1984 for reporting on the Baby Jane Doe case. For two years, after leaving the Daily News, Calderone worked as a private investigator and Associate Managing Director with Kroll Associates, the world's leading private investigations firm. Calderone is also an adjunct professor of journalism at New York University.

Sandra Mullin

Associate Commissioner
Department of Health and Mental Hygiene

Sandra Mullin is Director of Communications and Associate Commissioner at the New York City Department of Health and Mental Hygiene. She oversees Media Relations, Health Media and Marketing, Cross Cultural Communications, Community Relations, and Online Editing.

Ms. Mullin managed the considerable public health communications challenges associated with the events of September 11 2001. She also guided the Health Department's communications strategy for the passage of the New York City Smoke Free Air Act in 2002. She is a well-versed practitioner in crisis communication.

Ms. Mullin has overseen the development of numerous advertising and marketing campaigns including most recently Everybody Loves a Quitter (smoking cessation); and BYOC – Bring Your Own Condom (AIDS prevention). Ms. Mullin has worked for the City of New York since 1995. Prior to coming to City government, she worked as an educator, administrator and community organizer. She teaches Community Organizing at City College.

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www.wagnerbriefing.com

Colleen Roche

Principal, Managing Director at Linden Alschuler & Kaplan, Inc

Colleen is Principal, Managing Director at Linden Alschuler & Kaplan, Inc. Ms. Roche served for four years as Press Secretary to Mayor Rudolph W. Giuliani. Prior to her City Hall experience, Ms. Roche was in the Cuomo Administration as Communications Director for the New York State Division of Criminal Justice Services as a press secretary. She has also been Deputy Director of Public Information for Robert M. Morgenthau, New York County District Attorney.