

# About

## Jeff Bentoff's Biography

Jeff Bentoff is a communications professional with more than 35 years' experience working with businesses, governments and non-profits.

He started the Bentoff Communications consulting firm, specializing in public affairs and media relations, in 2003. Clients have included The Concord Group (for the Milwaukee streetcar project), AT&T, Bublr Bikes, Guardian Fine Art Services, SafeNet Consulting, Pabst Theater Group, Menomonee Valley Partners, Lake Park Friends, 1000 Friends of Wisconsin, HGA, Stone Creek Coffee, Wisconsin Veterans Network, Urban & Taylor S.C., Wisconsin Child Care Administrators Association and the American Council of Engineering Companies of Wisconsin.

Jeff has held top positions in the administrations of Milwaukee Mayor John O. Norquist and County Executive Chris Abele. He has led media relations for non-commercial 88Nine Radio Milwaukee (WYMS-FM) since helping found the station. He has served twice as president of Historic Water Tower Neighborhood (HWTN) and as president of the Public Relations Society of America (PRSA) Southeast Wisconsin Chapter.

A former Milwaukee Sentinel reporter covering government, courts and development, Jeff is author of the book "Just The Facts: The 100-Year History of Milwaukee's Public Policy Forum" and a report on federal historic tax credits in Wisconsin for the Milwaukee Preservation Alliance and the National Trust for Historic Preservation. He has also written for The New York Times, Delta Sky Magazine, Milwaukee Business Journal, Marquette University alumni publications, Northpoint magazine and M Magazine. He was a contributor to the Encyclopedia of Milwaukee and has written about Milwaukee history for HWTN's website.

Jeff holds a bachelor's degree in political science and mass communications from the University of Wisconsin – Milwaukee and the PRSA Accreditation in Public Relations (APR). He is a passionate and knowledgeable music fan and a guitarist, and he booked the music for Lake Park Friends' Musical Mondays 2019 season.