

Biographical Sketch

Bruce E. Zielsdorf

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For almost 40 years, Bruce Zielsdorf served his country as a military journalist, newspaper editor and public affairs practitioner. From drafting feature stories during the Vietnam era through coverage of the Lake Placid Olympics in upstate New York, he documented Air Force people at work worldwide with his writing, editing and photographic skills.

Zielsdorf had a dynamic five-year run as the “AAFES Answer Man,” handling thousands of complaints and inquiries while spokesman for the Army & Air Force Exchange service, including a consumer column in *The European Stars & Stripes*. He also helped choreograph the opening ceremony for the 30th World Boy Scout Conference in Munich, Germany in 1985.

After his 23-year Air Force career, Bruce was hired to revitalize the Army’s outreach effort in the “media capitol of the world” – New York City. He spent 11 years in midtown Manhattan pitching Soldier stories to national news media outlets, publishing houses and much of the East Coast entertainment industry. Coverage ran the gambit from the American Soldier being selected *Time* magazine’s 2003 Person of the Year to slicing

and sharing a life-sized humvee cake with thousands of commuters in the middle of Times Square to mark the Army's 225th birthday.

In 2006, Zielsdorf became the civilian public affairs director at Fort Hood, Texas. He was a key part of the multi-faceted public relations response to the mass shooting on the Army's largest post Nov. 5, 2009 when a lone gunman killed 13 people and wounded 29 others.

Zielsdorf is also a co-founder and Board of Directors member of Tryon Park Recording – an artistic firm that produces unique musical products for entertainment, business and government communities.

Today, Bruce still lives in Central Texas. He describes himself as a freelance writer and quality management consultant, pursuing a creative writing future in both fiction and non-fiction.

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