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**Media Relations/Public Relations Practitioner/Editor** with over 26 years experience writing, editing and implementing a public relations program, producing magazines and numerous publications, both internally and externally. Have both military and civilian reporting experience as well as free-lance writing experience and a BA degree in journalism.

### **Business Experience**

#### **Director of News and Editorial Communications**

University of Arkansas, Fayetteville, AR

3/06-present

Responsible for the reporting and disseminating of all important and noteworthy news and information, at or involving the university, to a broad array of internal and external audiences. My unit includes the associate director/managing editor of Arkansas magazine, manager of development communications, manager of news and information services and manager of special projects. The unit also includes five communications directors from the Division of Student Affairs and the Colleges of Education and Health Professions, Arts and Sciences, Engineering and Architecture. My staff and I are responsible for the management of mainstream news media relations at all levels, as well as the coordination of communications housed in other colleges, divisions and offices. I also serve as the liaison for the emergency communications with different offices at the university.

Background:

- Lead weekly newsgroup meeting that includes all the campus communicators including athletics to look at the issues/releases upcoming for the week and to resolve any media issues that arise.
- Supervise a nine-unit team of communications professionals.
- Edit all releases written by campus communicators as well as science and research press releases.
- Plan and coordinate press conference and press events. I served as the media point person for the recent Dalai Lama visit.
- Write press releases about campus issues and disseminate to the appropriate audiences.
- Monitor and compile daily media coverage of the university including local, state, regional, national and international coverage.
- Serve as university spokesperson as needed.
- Provide counsel to executive administrators as needed.
- Serve as the point person to get emergency messages out to the campus community when appropriate.
- Participate in brainstorming ideas for Arkansas magazine and Research Frontiers. Write articles for Arkansas.

- Edit Arkansas Newswire, the daily news service for the University of Arkansas.
- Chair and serve on numerous search committees for director of communications positions.
- Serve as a university relations representative on the emergency operations committee that includes representatives from around the campus.

**Associate Director, Media Relations and Editorial Services**

University of Arkansas, Fayetteville, AR

7/99-3/06

My primary duty was to serve as managing editor of *Arkansas*, the University of Arkansas Alumni Association's 56-page quarterly publication. Also served as editor of Daily Headlines, an electronic news and information service provided Monday through Friday to approximately 25,000 UA faculty, students and staff. I also oversaw the Media Relations program in the Office of University Relations and provide public and media relations support. In addition, I oversaw the entire Web presence at the University of Arkansas, supervising the Webmaster and his staff. I also supervised our Managing Editor, who copy edits all printed pieces in this office and produces the UA undergraduate and graduate catalogs. I was frequently asked to sit in on interview committees for media relations/editor positions available on campus. I served on a number of UA committees, including student media board, University of Arkansas Police Department officer candidate committee, the 125<sup>th</sup> Arkansas Alumni Association Committee and the UA Sex Offenders Notification committee. I am an active member of the Public Relations Society of America, Northwest Arkansas Chapter, having served as past programs chair and as chair/liason of the University of Arkansas Student Public Relations Society.

**Director of Public Relations**

Charlotte Convention and Visitors Bureau, Charlotte, NC

5/96-7-99

Maintained an on-going communication with local, trade and consumer media as it related to the Charlotte Convention & Visitors Bureau and the travel and tourism industry. Assisted the Marketing Department in implementation of marketing programs and services to support the critical role the CCVB plays in promoting business travel, conventions and tourism in Charlotte.

Background:

- Planned and implemented CCVB media relations program with emphasis on local image and awareness.
- Organized, developed and maintained media relations with key trade and local media contacts and travel writers. These responsibilities included all writing, editing and coordinating familiarization visits to Charlotte. Writing and distribution of all CCVB news releases.
- Planned and coordinated press conferences and press tours. Generated and wrote feature stories for local, trade and consumer media.
- Served as Bureau spokesperson when deemed appropriate.

- Edited and wrote articles for bureau publications: newsletters, Visitors Guide and Meeting Planning Guide.
- Prepared scripts, press kit material, background information and research, technical reports (media coverage analysis) and travel industry reports.
- Advised CCVB staff on public relations challenges and opportunities in order to maintain a pro-active, organized system of communication to Bureau publics.
- Edited and wrote membership newsletters, Communiqué (quarterly) and Advance Copy (weekly) and sales newsletter, Destination Charlotte.
- Analyzed and merchandised travel and tourism/CCVB research and statistics.
- Maintained press clip tracking and measurement.
- Maintained the CCVB's photo files and library.

**Freelance Writer/Researcher**

The History of Nucor Steel, Charlotte, NC

4/96 – 1/97

Researched Nucor Steel, the country's second largest steel mill corporation, for a corporate history book. In my research duties, I went through historical documents, interviewed principals in the company, and searched through files, computer and library research. I wrote each chapter, chronologically, and sent it in for editing.

**News Reporter**

The Morning News of Northwest Arkansas, Springdale, AR

8/88 – 4/95

Gained in-depth newspaper reporting experience through assignments covering crucial news arenas. Known for talent in getting the "scoop" before the rest and for never missing a deadline. Background:

- Covered the U.S. District Court's federal, civil and criminal trials (including drug, copyright, medical negligence, civil rights, sex/age discrimination, and antitrust cases). High-profile trials included a university drug scandal in the athletic department and a newspaper antitrust case.
- Covered the state's fifth largest school district (all school board, administrative, and special meetings, Teacher's Education Association, and special spotlight stories).
- Covered the county circuit and chancery courts, both civil and criminal, including capital murder and newspaper libel cases as well as police department and sheriff's office.
- Wrote multiple feature stories of general interest.
- Visited with "beat" contacts daily to build trusting relationships, and to help ensure that no news slipped by. Often recognized by contacts for stories, which were judged as well written, fair, and accurate.

**Freelance Writer**

Arkansas Judge's Association, Fayetteville, AR

Publications (1989-1994)

For annually published resource journal, researched, wrote and edited assignments to profile the State's 75 counties, its government agencies, and its federal, state, county, and city officials. Gained experience researching and writing biographies.

**News Reporter/Public Affairs Specialist**  
U.S. Army, Ft. Devens, MA/Norfolk, VA

1/85 – 12/87

Held two news reporting positions while on tour; pro-actively sought stories, which would affect and appeal to soldiers and their family members:

As General Assignment Reporter (21 mos), wrote news and feature articles for the post newspaper and national military publications. Won the Keith L. Dare Award, first place, for writing.

As Public Information Specialist (12 mos), reported on newsworthy events at the Armed Forces Staff College in Virginia which trained mid-level officers from all five branches of the armed forces and NATO officers from all over the world. Also:

- Previewed/edited film and videotapes used in seminars to train military personnel on interacting with the media.
- Assisted allied NATO officers in helping them and their families adjust and assimilate into U.S. culture. Coordinated community events with city personnel and the media to augment military public relations.

### **Community Activities**

Active with the Northwest Arkansas Juvenile Diabetes Research Foundation (JDRF), serving on the Walk for the Cure committee for the first five years of the walk, including the first two years as logistics chair. Served as one of two Arkansas representatives to the 2002 Call on Washington for the Cure, an event in which two representatives from each of the 50 states and Puerto Rico called on their U.S. Senators and Representatives to lobby on behalf of the JDRF.

Active member of St. Paul's Episcopal Church, serving as a Sunday School teacher and director and member of the Altar Guild as well as other volunteer activities at the church.