

PROFESSIONAL EXPERIENCE

COMMUNICATIONS CONSULTANT, MEDIA COACH & CONTRACTOR — Portland/Salem, OR

Aug 2018 – Present

- o Feb 2020 — Present: Providing virtual media training on basic skills to communicate an organization's messaging during interviews with the news media and in other public forums. (themediacoach.com)
- o Aug 2018 — July 2019: Portland General Electric. Provided corporate communications support for Faraday Powerhouse project; work included media relations, video production and community event.

CORPORATE COMMUNICATIONS SPECIALIST — Idaho Power - Boise, ID

October 2003 – July 2017

Led cross-functional teams and business units in complex company communications campaigns, ensuring goals, objectives and strategies were achieved while balancing the needs of customers and shareowners. Served as a communications consultant advising public relations implications of various actions, proposals and decisions. Reviewed and edited communication to ensure company's interests were represented and protected.

Prepared company and industry information for local and national media, responded to media calls 24/7 and represented Company as spokesperson in print and broadcast interviews. Coached subject-matter-experts and leadership for media interviews. Monitored news media activity as related to the Company and utility/energy industry, as well as political, regulatory and legal issues.

Led cross-departmental teams developing and implementing comprehensive internal and external communications plans and targeted issue management, including research and creative services.

- o Corporate Communications project manager for Customer Relations & Energy Efficiency Group
 - Led marketing of energy efficiency and demand-side management programs, 2003-2009 (including Green Power, Solar and Net Metering) and created branding guidelines for all programs.
 - Supported customer engagement process improvement, including *Voice of the Customer* team.
 - Supported special programs – Energy Assistance and Project Share.
 - Directed campaign for Idaho's *first* 100 percent ENERGY STAR® Homes community.
- o Corporate Communications project manager for Customer Service initiatives
 - Led 2013 campaign for implementation of new customer information and billing system.
 - Launched the *myAccount* online tool to engage customers to do business online.
 - Developed on-going communication to create awareness of scams targeting utility customers.
- o Produced 2016 centennial documentary series -- [A Century of Service](http://idahopower.com/100years), idahopower.com/100years
- o Supported Community Education Program - classroom presentations, PowerPoint and video production.
- o Produced educational video -- [Wings](#): Protecting Birds of Prey and Their Habitat
- o Editor, [Connections](#) customer newsletter 2012-2017; led re-design 2013. (circulation 415,000+)
 - Ranked top ten utilities nationally, customer message recall via bill newsletter– JD Power 2014.
- o Editor, employee/retiree *Currents* newsletter 2003-2011; led re-design 2010. (circulation 3,000)
 - 2010 Idaho Press Club – 1st Place Newsletter & 2010 Capitol City Communicators Recognition
- o Produced employee *eNews* videos (also posted on *YouTube*).
- o Led annual Energy Awareness Month corporate campaign, focusing on Integrated Resource Plan.
- o Introduced first Time-Of-Day Pricing Plan.
- o Directed initial communications campaign to introduce new *Advanced Meter Reading* technology.
- o Presented, "Engaging Customers During Difficult Events," 2014 conference (Southern California Edison)

AWARDS: 2013 and 2014 Idaho Power Employee Excellence Awards

DIRECTOR OF MARKETING — Idaho Elks Rehabilitation Hospital - Boise, ID

May 2001 – September 2003

Managed strategic marketing program, including advertising, sales, public relations, special events and fundraising.

- Served as communications adviser to administrator and chairman of the board.
- Created public awareness campaigns to increase participation for in-patient programs.
- Directed media relations, developed press releases and statements, led crisis management, and represented hospital as spokesperson for media interviews.
- Responsible for creation of new website design and implementation.
- Contracted with, and managed, vendors and agencies.
- Served as chair of the Continuing Education Committee, project leader for the Business Development Task Force, and member of the Administrative Council and Customer Relations Task Force.

SENIOR MEDIA RELATIONS REPRESENTATIVE — Albertson's Inc. - Boise, ID

July 1998 – September 2000

Prepared strategic messaging and company information for local and national media, responded to all media calls and represented Company as spokesperson in print and broadcast interviews.

- Communicated corporate policy on public issues related to the industry.
- Provided crisis media training to company personnel and prepared employees for interviews.
- Managed media monitoring services.

PROGRAM DIRECTOR — Alternate Mobility Adventure Seekers, BSU - Boise, ID

October 1994 - September 1997

Administered U.S. Education Dept. three-year grant to provide recreational services to people with disabilities.

- Developed annual budget and prepared quarterly/annual federal reports.
- Directed fundraising efforts and secured grants and contributions.
- Responsible for public relations program, including media relations, to increase program participation.
- Guided staff in planning and implementing recreational activities and events.
- Conducted quarterly board meetings and monthly board committee meetings.

AWARD: 1995 – Boise State University Foundation Grant Recipient

COMMUNITY EVENTS COORDINATOR — St. Luke's Regional Medical Center - Boise, ID

February 1993 - July 1994

Directed hospital/community events and fundraising activities, including golf and tennis tournaments.

- Acted as center's representative with media, volunteers, sponsors, patients and families.
- Identified sources of contributions and strategies for achieving philanthropic goals.
- Produced two Children's Miracle Network Telethons, including script, live broadcast and video stories.

MARKETING SPECIALIST — City of Boise - Boise, ID

June 1988 - August 1991

Served as marketing consultant to City departments and Mayor's Office, including media relations.

- Developed and implemented strategic marketing plans, including campaigns to promote awareness of Boise's transit system to increase ridership.
- Planned and implemented special events, including several centennial activities.

*AWARDS: Idaho National Transportation Week - 1991 State Chairman's Award
American Public Transit *Adwheels* - 1990 1st Television & Radio PSAs, 1989 Grand Prize: Special Event
Idaho Advertising Federation *Rockie* Award – 1988 Citation of Excellence*

EXECUTIVE DIRECTOR — Idaho Special Olympics, Inc. - Boise, ID

August 1984 - December 1986

Directed statewide nonprofit sports training and competition program for developmentally disabled.

- Administered organizational procedures, development, team building and program evaluation.
- Directed fiscal resource development including fundraising, internal audit and legislative activities.
- Directed statewide winter/summer games and Idaho's participation in International Games.
- Represented Idaho Special Olympics as spokesperson in print and broadcast interviews.
- Served on U.S. Special Olympics Advisory Council representing northwestern states.
- Supervised staff and worked collaboratively with volunteers, statewide, to accomplish goals.

WALT DISNEY PRODUCTIONS, INC

July 1979 - June 1983

MANAGER OF PUBLICITY AND PUBLIC RELATIONS — Disney Home Video - Burbank, CA

Managed marketing team's publicity and public relations initiatives for Walt Disney Home Video.

- Developed strategic public relations plans in support of the marketing team's goal to increase sales.
- Coordinated targeted publicity and promotions to retailers and consumers.
- Represented the company as spokesperson in print and broadcast interviews.
- Established relationships with industry press to leverage media opportunities.
- Responsible for press conference and media events at annual Consumer Electronics Show.
- Supervised writers and graphics designers on public relations and publicity projects.

SENIOR PUBLICIST/PUBLIC RELATIONS REPRESENTATIVE — Disneyland, Anaheim, CA

Provided public relations support on marketing team to increase theme park attendance. Prepared park and entertainment information for local, national and international media, responded to media calls and represented Company as spokesperson in print and broadcast interviews.

- Conducted biannual Western States media tour.
- Produced television public service announcements and supervised in-park filming.
- Responded to guest complaints and coordinated resolution with Park management.
- Directed News Carrier and Medical Compassionate programs.

EDUCATION**ADJUNCT FACULTY** — Department of Communications, Boise State University*Class:* Communications 478 - Public Relations - The Profession and the Practice

January 1989 - May 1994

GRADUATE STUDENT — California State University at Fullerton (CSUF)August 1976 - December 1981 *Program:* M.A. Communications**STUDENT** — Idaho State University, Pocatello, Idaho*Graduated:* May 1976, B.A. Journalism**VOLUNTEER****COMMISSIONER** — Parks and Pathways Development Commission, City of Eagle, Idaho

March 2006 – May 2009

BOARD MEMBER — Alumni Association Board of Directors, Idaho State University

August 2006 - July 2009