

## Public Relations Successes

I've planned and managed a wide variety of successful PR programs. Below are just a few examples.\*

### **SWACH - Building support for Clark County Washington's opioid crisis response effort**

Developed web and social content and secured earned media coverage to support regional efforts to address the opioid crisis in Southwest Washington's most populous county. My efforts generated support and participation in the Clark County Opioid Taskforce, drove attendance and awareness for events and supported fundraising efforts that helped expand SWACH's opioid crisis response programs

- [Task force formed to fight opioid issue - The Columbian](#)
- [Opioid Action Summit to Explore Solutions - The Columbian](#)
- [Opioid Action Summit: A Day of Collective Action - SWACH Blog](#)
- [Vancouver Mayor Welcomes New Clinic Aimed at Tackling Opioid Crisis - KATU](#)
- [Rapid Response Clinic Provides Addiction Treatment - The Columbian](#)
- [Overdose Awareness Day - They All Deserve a Chance - The Columbian](#)
- [SW Washington Opioid Crisis Requires Collective Response \(op-ed\) - The Columbian](#)
- [Addressing the Opioid Crisis - 5 Questions for Eric McNair-Scott - SWACH Blog](#)

### **Oregon Care Partners - Introducing a free service that's helping thousands of Oregonians**

Conducted an earned media campaign to introduce a new program, while also driving class registration. Oregon Care Partners provides trainings that help people provide better care to their aging loved ones, such as those with Alzheimer's or dementia. During phase one, OCP provided more than 9,000 trainings around the state of Oregon, meeting their goals and eventually securing state funding for a second phase.

- [TV Interview on AM Northwest interview](#)
- TV Interview at KEZI-TV Eugene
- TV Interview at KDRV-TV Medford
- [Story in Hillsboro Tribune](#)
- [Article and Interview in the Daily Astorian](#)
- [Article in The Oregonian](#)
- [The Argus Observer](#)

### **Unite for the Knight - Launching a coalition that raised \$1M to fight cancer**

Lead a PR campaign to help launch and promote participation in Unite for the Knight, a coalition of business and labor groups working together to support the [Knight Cancer Challenge](#). Organized press events. Wrote press materials and arranged media coverage. Developed communications materials for partner organizations. Unite for the Knight received significant positive publicity and ultimately raised \$1M.

- [Oregon Public Broadcasting radio interview](#)
- [Article in the Portland Business Journal](#)
- [Portland Tribune news article](#)
- [Op-Ed in the Portland Tribune](#)
- [Story in Northwest Labor Press](#)
- [Post-campaign Op-Ed in The Oregonian](#)

### **Closer PDX - Increasing attendance and visibility for an upstart music festival**

Planned and managed PR campaigns to promote attendance and visibility for Closer Electronic Music Festival. Secured coverage in local, national and international media. Media coverage is credited as a key factor in doubling

Closer's festival attendance in both 2012 and 2013.

- [Interview in Willamette Week](#)
- [Interview in Ibiza Voice \(Spain\)](#)
- [Story in Willamette Week](#)
- [Q&A The Mercury](#)
- [Story in Portland Monthly](#)
- [Story in The Oregonian \(A&E\)](#)

### **U.S. Cellular - Demonstrating the benefits of mobile tech on live TV**

Secured and supported a monthly U.S. Cellular mobile technology interview segment with the local ABC affiliate in Southern Oregon, one of the company's growing markets. Developed and vetted topics for each segment, created background materials/talking points, provided media training and coordination.

- Tech gifts for the holidays - KDRV TV Medford
- Using Apps in the Kitchen - KDRV TV Medford
- Back to School Apps - KDRV TV Medford
- Apps to Protect Trick or Treaters - KDRV TV Medford
- The Best Apps for Beer and Wine Drinkers - KDRV TV Medford

### **Campbell Global - Highlighting thought leadership where it counts**

Targeted Campbell Global's tier one trade media outlet, *Pensions & Investments*, with story angles and interview opportunities to promote Campbell Global's timberland investment thought leadership.

- [Interview and article in Pensions & Investments](#)
- [Interview and article in Pensions & Investments](#)

\* Note that some coverage has since been removed from websites/media.