

Katherine T. Roberts

MEDIA & BUSINESS RELATIONS

P.O. Box 1224 • Frisco, CO • 80443 • katieroberts@idcomm.com • 970-668-9495

- **Magazine Managing Editor**
- **Print Journalist**
- **Writer**
- **Print Production Assistant**
- **Newscast Editor**
- **Television Reporter**
- **Media Specialist**
- **Researcher**
- **Public Relations Expert**
- **Retail Business Authority**

Qualification Summary

Ten years of media and public relations experience, including print journalism, editorial management and television news reporting. Areas of specialty: communication and news delivery, specifically in the areas of health, education, elderly care, arts & entertainment, business and the bridal industry. M.A. in Journalism and Mass Communication; B.A. in French.

Work Experience

Executive Director, Summit Independent Business Alliance, Summit County, CO **7/08 to Present**

Enhance the economic vitality of Summit County by creating a network of locally owned, independent businesses that work to educate the public on the importance of supporting locally owned, independent businesses; build co-op marketing and branding efforts; and serve as a voice for independent businesses with government and media.

www.summitindependentbusiness.com.

Freelance Writer, Editor, Public Relations Specialist: Frisco, CO **1/06 to Present**

Bolster businesses/publications through telecommuting venture via writing, editing, public relations support, brand development and media communications. Clients: Ereleases.com, RELM Publishing, MAGPIE, Cristal D'Or Bridal Jewelry & Hairwear, The Ladybug Collection, MAP (Management Action Programs) Consulting, A Couple of Chicks Marketing, VOWS: Magazine, Colo. Mtn. Media, Woolly Bully Wear, The Synthesis Group, Cattermole & Associates, and Eagle-Summit Reporting.

Managing Editor: VOWS: Magazine, editorial office, Frisco, CO **2/01 to 3/06**

Generated editorial content in a telecommuting role for 13,000-circulation, bimonthly color publication, VOWS: Magazine, the Bridal & Wedding Business Journal. Responsible for editorial writing and production process that contributes to the overall growth and development of retail-business success, as well as supervising staff of up to 12 freelance writers.

- Establish editorial concepts and 150+ individual stories for publication annual content.
- Write an average of two features per issue, in addition to regular editorial sections.
- Create and implement guidelines for proofreading; manage freelance proofreader staff.
- Solely responsible for edit and contributing art suggestions throughout production process.
- Develop and maintain relationships with retail and wedding-industry members.

Television Reporter: KAPP 35, ABC Affiliate, Yakima, WA **11/99 to 01/01**

As a full-time reporter for ABC's Yakima affiliate, researched, shot, edited and reported a min. of three daily assignments for TV news station (584,000 viewing population). Beats included: education, health, family, arts and entertainment. Managed wknd. newsroom; single-handedly covered all news, including late-breaking, crime and natural-disaster stories.

- Responsible for weekly education feature reporting: researched, produced and anchored segment.
- Instigated and developed all reporting and communication resources and relationships with public officials, public relations specialists, private citizens and story sources.
- Established a minimum of three story ideas daily for possible news coverage in health and education fields.
- Met strict daily newscast deadlines and breaking news.

News and Media Internships **1997 thru 1998**

Developed an understanding of various media systems, responsibilities, environments and stories.

- **TV Newsroom/Assignment Desk Assistant: KUSA 9News, NBC Affiliate, Denver, CO** Contributed to daily television newscast production for an award-winning station; coordinated scheduled stories and tracked breaking news; interviewed evening newscast sources; and assisted in logging video, writing, scripts and Web site updates.
- **Daily/Features Newspaper Reporter: Boulder Daily Camera, Boulder, CO** Researched and wrote as a city-beat and features reporter for daily newspaper; input data for calendar section and other regularly-printed sections; researched; assisted reporters.

- **TV Newsroom/Reporter: Newsteam Boulder, Channel 55, Boulder, CO** Contributed to production and reporting process for station's weekly half-hour newscasts; reported stories focusing on health, government and environmental issues; wrote scripts, shot and edited video; and managed newsroom staff.
- **Assistant Editor/Writer: KIDSNET Media Guide, Washington D.C.** Helped write, produce and distribute children's educational-media publication; wrote multimedia-resource and educational reviews; handled publication orders, distribution and correspondence; and developed reference library and stockroom.
- **Marketing Assistant: Breckenridge Resort Chamber: Breckenridge, CO** Maintained computer databases for articles, members and mailing lists, and assimilated and distributed media press kits.

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Freelance/Contributed Writings & Experience

Sasha Souza Events: wrote proposal for wedding-design book.

Eagle-Summit Reporting: proofreader for court reporter, 12/05-12/06

Curves for Women, Frisco, CO: quarterly newsletter writer

Advocates for Victim's of Assault, Summit County, CO: wrote 160-page volunteer training manual, 2006

Systemation (a Denver-based business-PR company): wrote/edited various business projects

Summit Daily News: 3/05

Moving to End Sexual Assault: PR coordinator for Canine Classic 5/10K race, 4/03

The Messenger: Cherubim Foundation's (alternative cancer treatment) writer/editor of tri-annual newsletter, 11/01 to 7/03

Caring for Colorado, Health Infrastructure Grant: writer/editor for Cherubim Foundation, 3/02

Achieving Your Full Potential: edited/rewrote motivational seminar presentation, 7/01, 2/04

Design/Build Magazine: 5/99

Boulder County Parent: 1998-99

Boulder Daily Camera: 6/98 to 8/98

Denver Metro Therapists Directory: 3rd Quarter, 1999.

Boulder Women's Magazine: Spring 1998.

Post-collegiate experience: guest relations and operations assistant at Florida resort; sales agent for Breckenridge Resort Chamber sales agent; title company escrow technician and bookkeeper/office manager for nine-store retail chain.

College experience: Part-time English teacher, Nantes, France; summer positions include assistant for children's physical therapy program, Paris; retail sales and publications in Breckenridge, CO.

High School experience: Service industry positions; kindergarten director and youth program director.

Education

University of Colorado at Boulder,

School of Journalism and Mass Communication – Boulder, CO

M.A. Journalism and Mass Communication, 8/99

University of the South – Sewanee, TN

Graduated with "distinction" on comprehensive major exams

Member, Order of Gownsmen, academic honor society, 1992-94

B.A. French, 5/94

University of Nantes – Nantes, France

Study Abroad, 1/93 to 5/93

L'Etoile, French Language Institute – Paris

Study/Work Abroad, 6/91 to 8/91

Honors/Activities/Relevant Skills

National Assoc. of Business Publication Editors: 2003 Silver Award for Editorial Excellence, Feature Series

Editing/Proofing Skills: Associated Press and basic Chicago Manual of Style.

Television Editing/Camera Experience: AVID, Panasonic VHS AG-DS555, AG-7750, MII AU-650, Sony Systems, DVC-Pro, Panasonic SVHS, VHS.

Computer Experience: Microsoft Office; basic Quark, Photoshop and Adobe Illustrator

Language Experience: French.

Public Service: Summit County Victim's Advocates on-call crisis volunteer, Frisco Economic Development Advisory Committee, Cherubim Foundation publicity and newsletter writer; Canine Classic 5/10K media coordinator; church youth group; Ambassador Club; volunteer for various national non-profit organizations including Avon Breast Cancer 3-Day Walk, United Way, National Multiple Sclerosis Society, Headstart, Habitat for Humanity; lead local theater and drama roles; undergraduate newspaper writing.