

# Janet Reese

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## Summary

Results-oriented public relations professional skilled in crafting and placing key messages with the news media; producing high-quality, effective communications products and services; managing projects; training staff; and promoting events, products and services. Proven success in media relations, strategic planning, reputation management, project management, writing, editing, publication production, public speaking and presentation design and delivery.

## Professional Experience

### **Reese Communications (www.RinPR.com), Centennial, Colorado**

*Principal/Consultant, 2001 – present*

Enable organizations to achieve their business objectives through effective communications and public relations. Client services include strategic communications consulting, writing and editing, publicity, presentation coaching and media training.

- Developed and implemented a recruitment strategy for a new Bachelor of Arts Completion Program at the University of Denver University College. Created an organizational structure that included e-mail and phone campaigns, research on corporate and community college partnerships, and internal communications and recruitment processes.
- Created event media strategy for The Conflict Center (TCC) in Denver; coached staff on effectively using PR tools and working with reporters. Published articles that increased public awareness of TCC's mission and services.
- Created the "Taking Charge of Media Interviews" workshop and 20-page reference guide.
- Media trainer for the Denver Regional Council of Government's "Seminars for Success" program. Trained representatives from city governments including Louisville, Lafayette, Brighton, and agencies including USDA Forest Service, Federal Drug Administration and General Services Administration.

### **PacifiCare of Colorado, Inc., Greenwood Village, Colorado**

*Public Relations Associate, 1999 – 2000*

Managed statewide media relations program for a large Colorado HMO. Planned and implemented strategies and public relations programs designed to advance the company's reputation and promote community relations. Cultivated positive working relationships with reporters. Company spokesperson skilled in crafting and delivering difficult messages.

- Created an in-house media relations program and office that boosted efficiency and lowered costs. Previously, media jobs were outsourced.
- Minimized coverage of damaging news regarding managed care issues.
- Prepared key messages, issues briefs, and Q&As for company's media spokespersons and customer service staff.
- Wrote, edited and produced news releases, media kits, letters to the editor and media pitches.
- Generated extensive media coverage for "Memories in the Making," a statewide art program for Alzheimer's patients.

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### **City of Aurora, City Manager's Office, Aurora, Colorado**

*Public Information Officer, 1995 – 1999*

Managed internal and external communication programs for Colorado's third-largest city. Provided communication support to department directors and managers.

- Implemented, managed and promoted Aurora's first telephone citizen information system, "Ask Aurora," featuring 200 public service messages.
- Directed the design, implementation and maintenance of Aurora's first web site.
- Initiated, developed and presented workshops on media relations, writing and public speaking; trained 200 managers and employees.
- Wrote and produced two monthly newsletters: *Inside Aurora* for 2,200 employees and *News Aurora* distributed to 56,000 citizens.
- Wrote and co-produced "Welcome to Aurora," a new-hire employee orientation video.
- Co-produced and hosted three segments of "Community Snapshot," a citizen outreach program aired live on Aurora's KACT-TV Channel 8.

### **National Jewish Medical and Research Center, Denver, Colorado**

*Editor / Media Relations Specialist, 1992 – 1995*

Creatively planned publications to promote strategic messages to key audience groups. Produced two health care newsletters; facilitated media interviews and video productions.

- Implemented a desktop publishing system that saved the Public Affairs Department more than \$10,000 annually in graphic design costs.
- Wrote, edited, and designed monthly *Rapport* newsletter for 1,200 employees and biannual *LUNG LINE Letter* distributed to 65,000 consumers nationwide.
- Improved design, content and style of employee and consumer newsletters by directing publications' redesign and editorial focus.

## **Education / Certifications**

University of Denver, Denver, CO

- Master's degree in Communication (GPA 4.0)
- Certificate of advanced studies in Training

Pennsylvania State University, State College, PA, B.S., Recreation and Park Management

Public Relations Society of America: Accredited in Public Relations (APR)

Toastmasters International Communication Program: Advanced Toastmaster Silver (ATM-S)

## **Writing Credits**

Published numerous articles in national and regional magazines and newspapers including *USA Weekend*, *Rocky Mountain News*, *The Denver Post*, *Denver Business Journal*, *5280: Denver's Mile-High Magazine*, *Colorado Business Magazine*, *Colorado Homes & Lifestyles*, *Colorado Expression*, *Colorado Municipalities*, *Delta SKY*, *United Hemispheres*, *Snow Country*, *Antiques & Collecting*, *Let's Live*, *Resorts*, *Earth Observation Magazine*, *Des Moines Register*, *Summit County Journal*, *Urban Land*, *AAA Rocky Mountain Motorist*, *Buzz in the 'Burbs*.

## **Memberships**

Public Relations Society of America

Colorado Authors' League, Publicity Chair

Triskelion Toastmasters Club, 2004-05 President

Colorado Mountain Club