

# Bill Keshlear

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**Website:** <http://www.keshlear.com>

## CAREER ORIENTATION

**Professional communication in the following areas:**

- **Non-profit public relations:** media relations, campaign development; **non-profit management:** fundraising, volunteer coordination, event planning, grant writing; **strategic communication/marketing;** **public policy research and analysis;** **freelance writing, editing, graphic design**

## CURRENT NON-PROFIT COMMUNICATION PROJECTS

- **Utahns for Ethical Government:** communication consulting, media relations, message development for ethics initiative; **Signature Books:** proofreading; **Utah Solar Energy Association:** media relations, event management, graphic design; **Episcopal Diocese of Utah:** editing collateral material related to bishop search

## MANAGEMENT BACKGROUND

**Director of design, senior designer, copy editor**

**THE SALT LAKE TRIBUNE, June 1998 - May 2000, February 2003 to March 2007**  
**Responsibilities:** Oversight of presentation of entire newspaper; design of Page 1, news projects, and feature pages. **Noteworthy:** Conceived and led total redesign of newspaper; designed and implemented reader-oriented news and information publications.

**Public policy analyst, art director, copy editor**

**SAN DIEGO UNION-TRIBUNE, January 2001 - February 2003**  
**Responsibilities:** Copy editor, policy analyst, art director of opinion, perspective pages

**News editor**

**THE POST REGISTER, Idaho Falls, Idaho, July 1997 - June 1998**  
**Responsibilities:** Senior manager supervising copy / design desk, news wire. **Noteworthy:** Conceived and led total redesign of newspaper

**News editor, copy editor, news-page designer**

**FORT WORTH STAR-TELEGRAM, March 1990 - July 1997**  
**Responsibilities:** Sunday Page 1 editor / designer, news projects; supervised copy desk of zoned edition as news editor. **Noteworthy:** Lead news designer Branch-Davidian standoff in Waco, Texas, federal building bombing in Oklahoma City, Dallas Cowboys Superbowl wins, and bombing at Atlanta Olympics; first or second place for Page 1 design three out of four years in Texas APME contest

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## POLITICAL COMMUNICATION | PUBLIC RELATIONS

**Communications specialist (Director of Communication)**

**UTAH DEMOCRATIC PARTY, March 2007 through November 2008**

**Responsibilities:** Development, coordination and implementation of communication strategy and tactics; communication support of candidates and party events; media relations.

**Managing editor**

**SNOW LION EXPEDITIONS, Salt Lake City, April 2000-October 2000**

**Responsibilities:** Writing, graphic design, Internet content development for company that organized treks and general travel in Nepal, Tibet, India and other parts of South Asia.

## WRITING BACKGROUND

- **Public affairs writer:** 2nd Armored Cavalry Regiment, Nuremberg, Germany, 1972-74
- **Staff writer:** Wichita Falls (Texas) Times-Record News, 1980-1982
- **Skiing columnist:** Missoulian, Missoula, Mont., 1984-1990
- **Book reviewer:** Fort Worth (Texas) Star-Telegram, 1990-1997
- **Blogger:** Democratic Party of Utah, Salt Lake City, Utah, spring 2007-fall 2008

## EDUCATION

**Bachelor of Arts**

**UNIVERSITY OF MONTANA, Missoula; graduated 1978**

**Emphasis:** Sociology, journalism, political science, humanities

**Graduate school**

Courses leading to Master of Professional Communication

**WESTMINSTER COLLEGE, Salt Lake City, (coursework completed)**

**Emphasis:** Visual communication, applied rhetoric, public and media relations, organization development, technical writing, teaching writing, nonprofit leadership and management, project planning, communication ethics

**Curriculum vita:** <http://www.keshlear.com/background.vita.htm>

**Adjunct instructor**

- **UNIVERSITY OF UTAH**, "Reporting and Writing for Mass Media," fall 1999, spring 2000
- **UTAH STATE UNIVERSITY**, "Copy Editing, Headline Writing and Design," fall 2005

**Career development**

**UNIVERSITY OF CALIFORNIA SAN DIEGO, 2002, Internet publishing**

**Emphasis:** Basic HTML, design, usability

**UNIVERSITY OF UTAH, fall 2007, political campaign management**

## TECHNICAL

**Software familiarity**

**MAC AND PC PLATFORMS:** Adobe InDesign and Photoshop, the Microsoft suite (Word, PowerPoint, Excel, Project), Dreamweaver, Internet-based social networking applications