

# Bill Keshlear

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## CURRENT POSITION

### Director of communications

**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

## NEWSPAPER MANAGEMENT

### Director of design / senior designer

**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, including zoned community sections

### News editor / art director / designer

**San Diego Union-Tribune, January 2001 - February 2003**

**Responsibilities:** Art director, copy editor, and designer of daily opinion pages; designer, art director, and news editor of Sunday perspective section

### 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

**Fort Worth (Texas) 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; 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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## 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, 2006-2008

### Examples of recent blog posts:

<http://utdems.blogspot.com/2008/10/utah-republican-party-following-lead-of.html>

<http://utdems.blogspot.com/2008/10/will-republican-party-of-utah-stand.html>

<http://utdems.blogspot.com/2008/09/oil-shale-smokescreens-we-drill-you-pay.html>

<http://utdems.blogspot.com/2008/09/immigration-reform-tent-cities-lubyanka.html>

<http://utdems.blogspot.com/2008/08/inquiring-minds-want-to-know-mccain.html>

<http://utdems.blogspot.com/2008/07/i-read-news-today-oh-boy.html>

<http://utdems.blogspot.com/2008/07/on-independence-day-media-find-reasons.html>

<http://utdems.blogspot.com/2008/04/earth-day-sutherland-way-and.html>

<http://utdems.blogspot.com/2008/04/another-chapter-in-voters-are-chumps.html>

<http://utdems.blogspot.com/2008/03/does-republican-majority-leader-have.html>

<http://utdems.blogspot.com/2008/02/father-of-post-eisenhowermckinley.html>

<http://utdems.blogspot.com/2008/01/republican-cannon-editor-of-deseret.html>

## EDUCATION

### Bachelor of Arts

**University of Montana, Missoula; graduated 1978**

**Emphasis:** Sociology, journalism, humanities

### Graduate school

Courses leading to  
Master of Professional  
Communication

**Westminster College, Salt Lake City, summer 2005 – present (coursework completed)**

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

### Adjunct instructor

Reporting and writing for the mass media, University of Utah, fall 1999, spring 2000; copy editing, headline writing and design, Utah State University, fall 2005

## CAREER DEVELOPMENT

**University of California San Diego, January – December 2002, Internet publishing**

**Emphasis:** Design, usability

### Software familiarity

Mac and PC platforms: Quark Xpress, Adobe InDesign and Photoshop, the Microsoft suite (Word, PowerPoint, Excel, Project), and Dreamweaver