

DAWN M. DOTY, APR
Teaching Associate Professor
Department of Advertising, Public Relations and Design
College of Media, Communication and Information
University of Colorado – Boulder
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Education

The Johns Hopkins University, Master of Arts, Communication
University of Dayton, Bachelor of Arts, Communication major | Marketing minor

Academic Experience

Teaching Associate Professor, Department of Advertising, Public Relations and Media Design, University of Colorado – Boulder

Fall 2023

- Courses taught - PR Strategy and Implementation, Strategic Writing, Strategic Communications Campaigns
- Course load, three courses
- Manage five Teaching Assistants
- Supervise two internships

PRSA Faculty Adviser (Summer 2016 – present)

- Public Relations Student Society of America (PRSSA), leading pre-professional organization for strategic communication students
- Taught and coached PRSA student Bateman team. Team earned 2nd place in prestigious national competition in spring 2023, marking a first-ever for the university and the state of Colorado
- Added new campus-wide volunteer event in spring 2022 to build PRSSA's reputation on campus. Focusing on event tied to environment or food insecurity on campus to connect to students' interests
- Led student campaign development to #FlattenTheCurve when pandemic hit in March 2020. CU PRSSA program became the model for PRSSA nationally to offer to 300+ university chapters. The effort led to national recognition in PR publications and in local news media. <https://www.dailycamera.com/2020/03/21/cu-boulder-student-group-starts-campaign-to-flatten-the-curve-cornavirus/>
- Collaborate with alumni relations to invite high-profile CU alums as guest speakers
- Supported annual PRSSA fundraising event committee raising \$7,000 for student members to attend the PRSSA International Conference, the leading national student strategic communication conference in the U.S., held in

Nashville, summer 2023

2022 – 2023 Academic Year

- Courses taught fall 2022 - PR Strategy and Implementation, Strategic Writing, Strategic Communications Campaigns
- Courses taught spring 2023– Strategic Writing, PR Strategy and Implementation, Bateman Competition
- Course load, three courses per semester
- Receive PRSA Colorado Swede Johnson Lifetime Achievement Award, October 2022
- Book review for Sage Publishing. *"Luttrell, Public Relations Campaigns,"* May 2023
- Manage 10 Teaching Assistants
- Supervise nine student internships

**Instructor, Department of Advertising, Public Relations and Media Design,
University of Colorado – Boulder**

2021 – 2022 Academic Year

- Courses taught fall 2021 – PR Strategy and Implementation, Strategic Writing, Strategic Communications Campaigns
- Courses taught spring 2022 – Strategic Writing, PR Strategy and Implementation, Bateman Competition
- Receive PRSA Outstanding Educator Award, October 2021
- Supervise 27 student internships

2020 – 2021 Academic Year

- Courses taught fall 2020 – PR Strategy and Implementation, Strategic Writing, Strategic Communications Campaigns
- Course spring 2021 - Crisis Communication, Strategic Writing, Bateman Competition
- Supervise 10 student internships
- APRD Curriculum committee member
- Participate in ANA Educational Foundation Visiting Professor Program, June

2019 – 2020 Academic Year

- Courses taught fall 2019 – Strategic Writing for Public Relations (two sections), Principles of Public Relations
- Secured approval and grant to teach Summer 2020 online Crisis Communications course
- Courses taught spring 2020 – Strategic Writing for Public Relations (two sections), Strategic Communication Campaigns, Strategic Communications
- Course load, six courses per year
- Supervise 12 student internships
- APRD Curriculum committee member

- PRSSA Faculty Adviser, Supported PRSSA fundraising event committee raising \$2,000 for student members to attend the virtual October 2020 PRSSA National Conference, the leading national student strategic communication conference in the U.S., summer 2020

2018 – 2019 Academic Year

- Courses taught fall 2018 – Strategic Writing for Public Relations (two sections), Strategic Communication Campaigns
- Courses taught spring 2019 -- Strategic Writing for Public Relations (two sections), Crisis Communication
- Course load, six courses per year
- APRD Curriculum committee member
- PRSSA Faculty Adviser, Supported PRSSA fundraising event committee raising \$2,400 for student members to attend the October 2019 PRSSA National Conference, the leading national student strategic communication conference in the U.S., summer 2019

2017 – 2018 Academic Year

- Courses taught fall 2017 – Introduction to Branding, Strategic Writing for Public Relations (two sections)
- Courses taught spring 2018 – Principles of Public Relations, Strategic Writing for Public Relations, Crisis Communication
- Course load, six courses per year
- PRSSA Faculty Adviser. Led personal fundraising effort raising \$800 to support sending students to the 2017 PRSSA National Conference in Boston, fall 2017

2016 – 2017 Academic Year

- Courses taught fall 2016 – Introduction to Branding, Strategic Writing for Public Relations, Principles of Public Relations
- Courses taught spring 2017 - Introduction to Branding, Strategic Writing for Public Relations
- New course developed spring 2017 – Crisis Communication
- Course load, six courses per year
- PRSA Faculty Adviser. Secured national charter membership in PRSSA, the largest pre-professional membership organization for communication students in the U.S., summer/fall 2016

Adjunct, Columbia College, Chicago

- Course taught fall 2000 – Principles of Public Relations
- Invited to return for spring semester based on positive student evaluations

Undergraduate Teaching Assistant, University of Dayton

- Teaching Assistant for Introduction to Speech for three consecutive semesters

Initiatives Developed at the University of Colorado – Boulder

Developed new online crisis communication course for summer 2020

Developed daylong portfolio and resume review session for PRSSA members and APRD students with global communications experts from Weber-Shandwick, PR Week's 2018 Agency of the Year; Ketchum, winner of PR Week's prestigious "Campaign of the Year" with client Frito-Lay North America; and Lippman Group, whose president is a CU alumnus, spring 2018

Department, College and University Service

- Serve as advisory member for Masters in Corporate Communications (MACC) program
- University interview participation for Issues Management team, fall 2020
- Review panel for CMCI Scholarship Committee, spring 2020 - 2023
- APRD Merit Review committee member, spring 2020
- Review panel for CMCI's new director of student experience, fall 2018
- APRD Curriculum Committee Member, fall 2018 – fall 2023
- Founding faculty adviser, PRSSA, fall 2016
- Search committee member, assistant professor/public relations, 2014
- Search committee member, PR instructor, 2022

Professional and Community Service

- PR Week, Outstanding Student Award Judge, 2018, 2019, 2022

PR Week Awards are one of the two most respected and coveted public relations awards in the communication industry. The judging team consists of nationally-renown communication professionals. Leading organizations and firms annually recruit PR Week Outstanding Student Award winners and finalists.

In addition, PR Week is the leading PR industry trade publication. Securing visibility in this publication positions CMCI side-by-side with other well-established and long-time respected university communication programs in the U.S.

- PRSSA Bateman Judge, 2018 - present

The PRSSA Bateman competition is one of the two most respected public relations awards in the U.S. for outstanding public relations students. It is a challenging, competitive completion judged by leading communication professionals. Leading national organizations and firms annually recruit Bateman competition winners and finalists.

- PRSA International Conference, 2019, 2023 Presentation Reviewer

- Public Relations Society of America (PRSA) Colorado Accreditation in PR (APR) Panel Review, 2018

PRSA accreditation is a rigorous process that professionals undertake to demonstrate strategic public relations acumen. Review panel members ensure that professionals are qualified to earn accreditation. Earning accreditation is a long-standing and respected honor within the public relations industry and positions leaders to be eligible for national leadership roles in PRSA and serve as trusted, ethical leaders in organizations and firms.

- PRSA Colorado Nomination Committee Member, 2018

Collaborate with experienced PRSA leadership to nominate board members for Colorado's chapter. PRSA Colorado is one of the largest professional chapters in the U.S.

- PRSA Special Awards Judge, 2017-2020

Judge and collaborate with leading communication professionals from across the U.S. to award highly accomplished professionals with coveted lifetime achievement awards recognizing the best and brightest in the profession.

- PRSA Silver Anvil Awards Judge, 2016, 2017, 2019-present

Serve as a senior judge with other leading national professionals. The Silver Anvil Awards are recognized as one of the most prestigious and iconic awards in the communication industry.

- PRSA, Accredited in Public Relations (APR), 1993-present

- PRSA Member, 1986-present

PRSA is the nation's largest professional organization serving the communications community. Its mission is to make its 30,000 members smarter and better prepared through all career stages.

Summary of Professional Experience

Experienced, versatile and energizing communication leader with a record of accomplishment in academic, corporate, agency and nonprofit work environments. Strong skills in client leadership, team mentoring and skills development/coaching, strategic communication planning, presentation and media training, creative campaign development, crisis communication, reputation management, social media, corporate social responsibility, new business development and media relations

Awards and Honors

- PRSA Colorado, Swede Johnson Lifetime Achievement Award, 2022
- PRSA, Outstanding Educator Award, 2021
- PRSA Colorado, Mentor of the Year, 2019
- PR Week, Boutique Agency of the Year, Finalist, 2013*
- PR News, Top Places to Work in PR, 2013*
- PRSA Colorado, Gold Pick Award for Rudi's Organic Bakery, 2013
- PRSA Colorado, Gold Pick Award for Boulder International Film Festival, 2013
- PRSA Colorado, Silver Pick Award for Crocs, 2013
- PR Week, Boutique Agency of the Year, 2012*
- PR News, Top Places to Work in PR, 2012*
- PRSA Colorado, Gold Pick Award for Boulder International Film Festival, 2012
- PRSA Colorado, Silver Pick Award for Crocs, 2012
- PRSA Colorado, Silver Pick Award for Southwest Airlines, 2012
- Holmes Report, Best Places to Work, 2011*
- PRSA Colorado, Gold Pick Award for Red Robin, 2011
- PRSA Colorado, Grand Gold Pick Award for Red Robin, 2010
- PRSA Colorado, Silver Pick Award for Fogo de Chao, 2010
- PR Week, Cause-Related Campaign of the Year Award Finalist for Crocs, 2009
- PR News, Corporate Social Responsibility Award for Crocs, 2009
- Holmes Report, SABRE Award Finalist for Red Robin, 2009
- PRSA, Silver Anvil Award of Excellence for Rudi's Organic Bakery, 2009
- PRSA Colorado, Gold Pick Award for Rudi's Organic Bakery, 2009
- PRSA Colorado, Gold Pick Award for Red Robin, 2009
- PRSA Colorado, Silver Pick Award for Crocs, 2009
- Women in Communication, Clarion Award for Crocs, 2009
- PRSA Colorado, Gold Pick Award for Crocs, 2008
- PRSA Colorado, Silver Pick Award for Red Robin, 2008
- PRSA Colorado, Silver Pick Award for Nutra Flora, 2008
- PRSSA Colorado, Gold Pick Award for Vail Resorts Inc., 2003
- PRSA Colorado, Grand Gold Pick Award for Vail Resorts Inc., 2003
- PRSA, Bronze Anvil Award for Motorola, 1996

**Notes agency awards won during tenure as partner/owner with Linhart PR*

Professional Experience Highlights

Partner/Vice President, Linhart Public Relations, Denver

- Served on agency partner/ownership team to grow and manage clients and 25-person staff for national boutique firm based in Colorado with nearly \$5 million in annual client billings
- Responsibilities included directing strategic communication planning and creative campaign development for clients to build brands and company reputations, leading and managing staff to achieve client goals, developing new business, creating and implementing staff training program, and

- conducting annual performance reviews
- Lead agency training program, BrainPowerR, addressing skills gaps and knowledge-building areas for agency team comprised of entry- and mid-level communication professionals
- Co-chaired the consumer practice group of Worldcom PR Group, a global independent agency partnership of which Linhart PR is a member
- Clients included: Ancient Harvest, Bhakti Chai, Celestial Seasonings, Chipotle, Colorado Department of Transportation, Comcast, Crocs, General Mills, Rudi's Organic Bakery, Southwest Airlines, U.S. Air Force Academy, and more

Public Relations Manager, Vail Resorts Inc.

- Reporting to Chief Operating Officer, directed overall public relations program including media relations, crisis communication and community relations
- Managed crises including skier deaths, an unprecedented worksite employee death, and a skier death involving a jailed U.K. resort guest

Public Relations Manager, Orbitz, Chicago

- Working in an intense, start-up environment, managed consumer public relations launch for travel website. Generated 837 million media impressions during launch week and contributed toward achieving first month's sales of \$100 million

Director, Burson-Marsteller, Chicago and San Francisco

- Developed and sold-in national integrated marketing communications program for McDonald's partnership with the Chicago Field Museum's "T.Rex named Sue" exhibit and national tour
- Selected for six-month technology transfer program, relocating to San Francisco office to support key technology accounts and teams

Director of Communications, FCB Chicago

- Reporting to agency president, re-established corporate communications function and department
- Directed pro bono public relations projects and teams in 20 cities to generate awareness for Tiger Woods Foundation junior golf events featuring Tiger

Account Supervisor, Ketchum Public Relations, Chicago

- Led agency team on national launch and year-long sustaining publicity program for StarTAC mobile phone, one of Motorola's most successful product launches
- Collaborated on new business teams that secured \$3.2 million in new business

PR Manager, Columbus Symphony Orchestra

PR Coordinator, Council for the Arts, Lima, Ohio

Additional Professional and Community Service

- PRSA Silver Anvil Judge, 2000-01 and 2004-present
- Boulder Food Rescue, volunteer, 2022
- Boulder International Film Festival pro bono public relations counsel, 2017, 2021
- PRSA Colorado, developed and presented "Ethics as Culture in the Workplace" workshop for annual professional development summit, fall 2016 and fall 2017
- Vail Resorts, Inc., developed and presented "The Future of Public Relations" presentation for North American PR team, spring 2017
- 350Colorado, pro bono public relations counsel, 2017
- Boulder County Circles Volunteer, 2015-16
- University of Colorado-Boulder Leeds School of Business Women's Council Board, 2013-15
- University of Colorado-Boulder Guest Lecturer, 2003-05, 2014-15
- Colorado State University Guest Lecturer, 2014
- The Women's Wilderness Institute Board Member, 2009-11
- The Women's Wilderness Institute Advisory Board, 2013-14
- PRSA Western District liaison to PRSA Colorado, 2010-13
- PRSA Western District Board Secretary, 2012-13
- University of Denver Guest Lecturer, 2010
- PRSA Colorado Board Member, 2004-08
- Taps are Talking, Inc. volunteer public relations adviser, 2005
- Metro State University Guest Lecturer, 2003-04
- PRSA Chicago President-elect, 2002
- PRSA Chicago Board Member, 2001-2002
- PRSA Chicago APR Chair, 2001

Other Training

- Council of PR Firms, Leading High Performance Teams, 2008
- Arthur W. Page Society and Council of PR Firms, Public Relations Leadership Forum, 2005
- Council of PR Firms, Leadership in Professional Services Seminar, led by Dr. Ashish Nanda, associate professor at the Harvard Business School, 2004
- Downtown Denver Partnership, Emerging Leaders Program, 2003-04
- Ketchum, nationally recognized "Camp Ketchum" management training program, 1996