

DAWN M. DOTY, APR

Instructor

Department of Advertising, Public Relations and Design

College of Media, Communication and Information

University of Colorado – Boulder

[dawn.doty@colorado.edu](mailto:dawn.doty@colorado.edu)

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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

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

### Fall 2018

- Courses taught – Strategic Writing for Public Relations (two sections), Strategic Communication Campaigns
- Course load, three courses per semester

### Faculty Adviser

- Public Relations Student Society of America (PRSSA), leading pre-professional organization for strategic communication students
- Summer 2016 – present
- Supported PRSSA fundraising event committee raising \$3,400 for student members to attend the October 2018 PRSSA National Conference, the leading national student strategic communication conference in the U.S., summer 2018
- Lead personal fundraising effort raising \$800 to support sending students to the 2017 PRSSA National Conference in Boston, fall 2017
- Secure national charter membership in PRSSA, the largest pre-professional membership organization for communication students in the U.S., summer/fall 2016

### 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

#### **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
- PRSSA Faculty Adviser

#### **Adjunct, Columbia College, Chicago**

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

#### **Teaching Assistant, University of Dayton**

- Teaching Assistant for Introduction to Speech for three consecutive semesters, 1985-1986

#### **Initiatives Developed at the University of Colorado – Boulder**

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

Securing collaboration with CU's Law School to host "How (mis)information in the digital news era is impacting your business" with guest speakers from Associated Press, Weber-Shandwick, Perkins Coie and Choozle, in progress for fall 2018/spring 2019

#### **Department, College and University Service**

- Serve on review panel for CMCI's new director of student experience, fall 2018
- APRD Curriculum Committee Member, fall 2018
- Founding faculty adviser, PRSSA, fall 2016
- Search committee member, assistant professor/public relations, 2014

#### **Professional and Community Service**

- PR Week, Outstanding Student Award Judge, 2018

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

The PRSSA Bateman competition is one of the two top 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.

- 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, 2017-18

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, 2016-17

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

- 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, BrainPoweR, 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 2004-15
- Boulder International Film Festival pro bono public relations counsel, 2017
- 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