
MARY EVANS

Address: XXXXXXXXXXXX **Phone Number:** XXXXXXXXXXXX

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PUBLIC AND GOVERNMENT RELATIONS MANAGER / MEDIA SPECIALIST

Profile Overview

- ❖ An integrity based media professional and a highly creative wordsmith offering more than 15 years of experience in government and media relations
- ❖ Track record of diligence and reliability in research; gathering and generating information on complex issues while remaining strategic and analytical in optimizing sources of information and thorough in developing communication plans
- ❖ Adept at establishing longstanding relationships with lawmakers, county, city and community leaders and facilitating well-planned community outreach and educational objectives
- ❖ Organized and meticulous in presenting news materials in a critical but uncomplicated manner to the public while meeting various deadline commitments
- ❖ Skilled and experienced in hosting media-access workshops, media-training programs, and journalism writing / editing and broadcasting courses
- ❖ Handled numerous award-winning coverage of political and governmental issues and policies, and received various recognition both locally and nationally.
- ❖ Coverage included then-Texas Gov. George W. Bush, local delegation of the Texas legislature and U.S. Reps. Martin Frost, D-Forth Worth, and Joe Barton, R-Dallas.
- ❖ Nominated 2008 Print Journalists of the Year by the Colorado Association of Public Information Officers.
- ❖ Skilled and en experience in reporting and covering public hearings, press conferences, media events, proposed legislation and public policy.

Areas of Expertise

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|------------------------------|---------------------------------------|------------------------------------|
| ❖ Research and Data Analysis | ❖ Development of Ground-breaking news | ❖ Presentations |
| ❖ Accurate Reporting | ❖ Media Relations and Outreach | ❖ Public Campaign Strategies |
| ❖ Public Relations | ❖ Content Development / Writing | ❖ Building Strategic Relationships |

Professional Experience

Rocky Mountain News, Denver, CO

Political Government Reporter

2003-Present

- Identify informative resources and develop breaking-news, investigative and enterprise stories daily in accordance to prescribed editorial style and format standards.
- Currently taking coverage on Arapahoe, Douglas and Jefferson counties and courts meticulously develop breaking-news, investigative and enterprise articles for daily newspaper, which also includes the Colorado General Assembly and Gov. Bill Ritter Administration and state agencies.
- Conduct close monitoring and analysis on all country and city council meetings and community forums, as well as the House and Senate activities to keep within the trend of the latest happenings and develop timely series of news and online articles.
- Establish strategic relationship with the governor's staff, lobbyists, city and country leaders and lawmakers, as well as with other community associates; interface with them daily as a part of newspapers outreach needs and efforts in order to get an advantage in getting advance sources of information.

Key Accomplishments:

- ❖ Key person in bringing the team the Scripps-Howard first-place award for the impressive coverage of the state Capitol shooting in July 2007, the first shooting at the capitol in state history.
- ❖ Sourced and successfully delivered reports on numerous newsworthy events happening across the entire City and County of Denver, as well as the facts, progress, updates and other pertinent issues about John Hickenlooper Administration in fall of 2003.
- ❖ Focused on the Regional Transportation District, Colorado Department of Transportation and Denver Regional Council of Governments, and established a well-respected reputation of delivering quality and reliable news.
- ❖ Appointed to work in conjunction with a team covering the Columbine High School shooting that took place in April 20, 1999, which was considered the deadliest school shooting in the U.S. History.
- ❖ Frequently appeared on local TV programs as a political contributor regarding current and political events, including PBS Colorado State of Mind and PBS Colorado Inside Out, among others.
- ❖ Named Print Journalist of the Year in 2005 Colorado Association of Black Journalists
- ❖ Nominated CABJ Print Journalist of the Year in 2006.

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General Assignment / Government Reporter

2000-2003

- Performed duties such as intelligence analysis, report preparation, and interface with the government clients in support of developing growth, transportation and neighborhood planning and zoning stories daily.
- Managed and ensured thorough coverage of city, state and public school issues including spot news, investigative, enterprise and feature stories.
- Extensively worked in daily monitoring and reporting on school and public policy issues, covering Collin County, Texas, one of the fastest growing counties in the nation at the time; coverage includes monitoring and writing about various cities, including Plano, McKinney and Frisco, Texas.
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Key Accomplishments:

- ❖ Delivered a groundbreaking coverage of a Wylie School Board member attempt to profit from his position, which led to an FBI and District Attorney investigation and his eventual removal from the seat. I also like this area to include the groundbreaking investigation that led to changes in Mansfield, Texas.
- ❖ Worked for Arlington Morning News, a start-up newspaper for Dallas Morning News.

Earlier Experience

Transportation and General Assignment Reporter
Capitol Bureau Chief / Political and General Assignment Reporter
Business / Higher Education Reporter
Reporter
Supervisor

Rocky Mountain News, Denver, CO
Arlington Morning News, Arlington, Texas
Denton Record-Chronicle, Denton, Texas
Aurora Sentinel, Aurora, CO
King Soopers, Denver, CO

Education

BACHELOR OF ARTS IN JOURNALISM (MINOR IN HISTORY) Metropolitan State College of Denver, Denver, CO

Professional Development

- Graduate of Poynter Institute of Media Studies, Tampa, Florida
- Attended several media leadership and editing and writing seminars
- Participated in annual and career development seminars conducted by the National Association of Black Journalists with courses taken include database reporting and writing, marketing, political writing and reporting and newsroom leadership.

Major Awards

- Scripps Howard first place award for team coverage of state Capitol shooting in July 2007.
- Named Print Journalist of the Year in 2005 Colorado Association of Black Journalists; nominated CABJ Print Journalist of the Year in 2006.
- Member of the team awarded Sigma Delta Chi 1999 first-place award for deadline reporting for coverage of Columbine High School shooting; member of the 1999 Colorado Society of Professional Journalist second-place deadline reporting award for Columbine; second place general-news reporting for Colorado Millennium 2000 package.
- Recipient of the Arc of Greater Tarrant County 1999 media award.
- The Dallas Press Association 1998 Katie Award finalists for political/government reporting; 1997 Katie Award finalists feature writing.
- Dallas/Fort Worth Association of Black Communicator's Griot Award: 1997 first place for major market feature writing; second place for general news writing; second place for special section reporting; third place for general news reporting.
- The Dallas/Fort Worth Association of Black Communicator's Griot Award; three 1996 second-place awards for feature series and general-news reporting.
- The Association of Managing Editors of Texas; 1994 second-place award for investigative reporting; 1994 honorable mention award for feature series; 1993 second-place award for feature series.
- Society of Professional Journalists Mark of Excellence first-place award for spot-news reporting.

Professional Affiliations

- Board Member of Metropolitan State College of Denver Alumni Association
- Member of the National Association of Black Journalists
- Member of the Colorado Association of Black Journalists
- Member of Investigative Reporters and Editors
- Former Board Member of the Society of Professional Journalists Dallas/Forth Worth Chapter.