

Leona Long

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Professional Experience

University of Alaska Fairbanks, College of Rural and Community Development

PUBLIC INFORMATION OFFICER, November 2014-Present

MARKETING COORDINATOR, October 2012-November 2014

- Promoted to public information officer based on award-winning success serving Interior villages
- Researched, planned and executed UAF's first public relations and community relations effort for its five rural community campuses, Indigenous programs and outreach to 160 rural and Alaska Native communities
- Media relations results from April 2016 to June 2018: more than 400 positive news stories including: *Associated Press* syndicated stories, [Voice of America](#) Network, [Native America Calling](#), front-page stories in the *Alaska Dispatch News*, as well as front-page stories and editorials in the *Fairbanks Daily News-Miner*
- Designed, directed and implemented long-term comprehensive strategy for marketing and strategic communications for marketing, promotion, branding, social media, public relations and outreach
- Member of the UAF Centennial Celebration public relations committee
- Positioned the UAF's rural campuses and Indigenous programs positively in the mind of key audiences utilizing proven communications and marketing strategies and tactics
- Created and maintained a fluid communications and media relations plan that aligned with the UAF's strategic mission and CRCD priorities
- Tracked and analyzed comprehensive metrics to measure the value of communications efforts
- Researched and wrote communication tools including: feature and press releases; effective framing of key messaging, PR plans, presentations, speeches, opinion pieces, editorial board meetings, talking points, and fact sheets.
- Created step-by-step manual for rural center coordinators on marketing and outreach
- Procured donation of an all-terrain vehicle valued at \$12,000 from Alaska Power Sports for the 17th Annual National Tribal Transportation Conference in Anchorage

MILLER GEER & ASSOCIATES, Los Angeles—*Full-service marketing & public relations agency*

Account Supervisor, January 1998- August 2007

Consultant, October 2007-December

- Managed crisis communication during emergency events, including providing statements
- Planned and executed media relations strategy, developed message points and media trained clients

Education

WEBER STATE UNIVERSITY

- Bachelor of Science, English and Public Relations

PROFESSIONAL DEVELOPMENT

- Ongoing personal investment in learning techniques and best practices that boost media relations results and measurement from Michael Smart PR Inner Circle. Courses: *Crafting the Perfect Pitch* and *Definitive Guide to PR Writing*
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Selected Awards

2018 National Federation of Press Women's National Communications Contest:

- **First Place:** Media Kit - Tools to Gain Media Coverage: Festival of Native Arts
- **First Place:** News or Feature Releases - Multiple Releases: UAF Indigenous Peoples Day
- **First Place:** Public Service Campaign (pro bono campaign in rural Alaska)

Alaska Public Relations Society of America:

- **Grand Aurora Award:** 2018 Best of Show Award for Multicultural Communication for CRCDC
- **First Place:** 2018 Award of Excellence for Media Relations for CRCDC
- **First Place:** 2015, 2017 & 2018 Award of Excellence for Writing Portfolio for CRCDC
- **First Place:** 2018 Aurora Award for Multicultural Communication for CRCDC
- **First Place:** 2016 Aurora Award for Public Service (pro bono campaign in rural Alaska)
- **Second Place:** 2017 Award of Excellence for media relations for CRCDC
- **Second Place:** 2017 Aurora Award for Public Service (pro bono campaign in rural Alaska)
- **Second Place:** 2013 & 2015 Aurora Award for Community Relations: UAF Wildland Fire

Alaska Professional Communicators:

- **First Place:** 2018 Public Service Campaign (pro bono campaign in rural Alaska)
- **First Place:** 2018 News or Feature Releases/Multiple Releases: UAF Indigenous Peoples Day”
- **First Place:** 2018 Media Kit: “2017 Festival of Native Arts”

Selected Presentations

“Lessons Learned in Rural Alaska Storytelling Advocacy”

- 60-minute presentation, 2017 Alaska Communicators Exchange

“Indigenous Storytelling and the Media Saved Our School”

- Plenary Session, 2016 Elders and Youth Conference

Pro Bono Media Relations Campaigns for Rural Alaska

- Donated more than 300 hours of public relations expertise to support:
 - Hunt Fish Share concert during the 2013 Alaska Federation of Natives Convention
 - Allakaket Tribe: provided community members a media platform to protest the impact the proposed road Ambler Mining District would have on Alaska Native subsistence
 - Allakaket and Alatna Tribes: provided a media platform for communities to take a public stand against suspected methamphetamine dealers in their community
 - Beaver Village Council: media relations effort helped keep Cruikshank School open after losing state funding as well as supported Rampart Village Council's search for a qualified teacher
- Award-winning campaigns resulted in Associated Press coverage, front-page stories and an editorial in the *Fairbanks Daily News-Miner* and a story in the [New York Times](#)