

# Shelley A. Kudelka

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## EXPERIENCE

### **KRNV News Channel 4, Reno**

#### ***NBC Morning Show Reporter, Producer***

***2/08 – 4/10***

- Delivered five daily live shots under tight deadlines for Reno's top-rated morning show
- Pitched, interviewed, wrote and edited compelling lead day of stories
- Advanced and posted additional story angles on company and social networking sites
- Wrote, boothed and directed 90-minute morning show as fill-in producer

### **Associated Students of the University of Nevada, Reno**

#### ***University's First Director of Campus Public Relations***

***4/07 – 4/08***

- On-air spokesperson for university student body of 18,000
- Researched and developed university's first strategic public relations plan
- Wrote more than 20 speeches, newsletters, agendas and releases for president

### **Economic Development Authority of Western Nevada, Reno**

#### ***Assistant Account Coordinator, Intern***

***9/06 - 11/07***

- Developed seven press releases for topics pertaining to Greater Reno-Tahoe's economy
- Organized media interviews and message points for company president
- Pitched local press on business events generating nearly \$500,000 in media value

## EDUCATION

### **University of Nevada, Reno**

Bachelor of Arts in Journalism, May 2008

*Dual emphasis in public relations and broadcast journalism, minor in political science*

### **Charles University Prague, Czech Republic**

Summer 2007

*Studied international politics in summer series*

## ACHIEVEMENTS

- Presenter in National Student Advertising Competition for *America Online* (AIM).
- Reynolds School of Journalism's 2008 "Outstanding Broadcast Student of the Year."
- National Association of Broadcasters Education Foundation \$20,000 scholarship recipient.
- Led 12-week political campaign for 2007-2008 UNR student body president.