

# Paula L. Campbell

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Office of University Advancement / College of Education & Human Development

University of Louisville

Louisville, KY 40292

(502) 852-0566

[paula.campbell@louisville.edu](mailto:paula.campbell@louisville.edu)

## **EXPERIENCE**

### **Assistant Dean for Development**

College of Education and Human Development

University Louisville

January 2004- Present

Responsible for building effective relationships with alumni, friends and organizations to support the initiatives and priorities of the College of Education and Human Development. Solicits and provides guidance and assistance to those interested in making financial contributions through annual giving, endowments, and bequests. Also responsible for supervising alumni outreach and marketing efforts of the CEHD.

### **Director of Development**

College of Education & Human Development and Kent School of Social Work

University of Louisville

August 2000- December 2003

Responsible for the direct fund raising programs for the College of Education and Human Development and the Kent School of Social Work, including prospect identification, cultivation, and solicitation of major gifts. Successfully closed gifts ranging from \$1,000 to \$1,000,000 including endowed scholarships, capital building projects, bequests and programmatic support. Increased school interaction with alumni/alumnae and friends to strengthen all aspects of giving.

### **Director of Marketing and Public Relations**

Kentucky Museum of Art and Craft

July 1998- July 2000

Responsible for all functions of public relations and marketing. Wrote articles and all news releases for all media outlets, including industry publications, local television, radio, and local, regional and national newspapers and magazines. Worked collaboratively with Director of Development to solicit sponsorships of exhibitions and educational programs. Created all promotional and advertising activities. Led and coordinated all media relations for the organization. Editor of Foundation's newsletter *Made in Kentucky*. Led all marketing efforts to local and national print publications. Served as the official

public spokesperson for the organization. Set and managed budget for all PR and marketing activities. Organized news conferences and special media opportunities when appropriate.

#### **News Producer**

WHAS-TV/ A.H. Belo

1993 – 1998

Product Manager for one-hour, news show. Analyzed and decided which stories to place on the air. Wrote and edited stories. Coordinated all aspects of production (graphics, video, live elements, etc.). Coordinated activities with editors, graphic artists, reporters, directors and news anchors. Trained new producers on basics of job. Promoted to Noon show based on maintaining 5:30 p.m. news as community's number one product. Shaped noon news into quality product. Added news and redesigned format to create fresh, news product. Consistently increased viewership and ratings. Organized and produced special programming.

#### **News Reporter**

WHAS-TV/A.H. Belo

1984 - 1993

Generated leads and reported stories. Began as General Assignment Reporter and quickly moved up to specialize in educational issues. Covered school board meetings and school reform issues. Developed reputation as authority on education field in Kentucky and Indiana. Consistently approached stories with integrity and objectivity. Succeeded by earning respect and trust among viewers. Empathized with people's troubles and celebrated their joys. Maintained unique ability to tackle issues and develop newsworthy angles.

### **COMMUNITY SERVICE**

#### **Current**

President-Elect, Junior League of Louisville, present

Leadership Louisville Class of 2010

Member, Church Council, Immanuel United Church of Christ, 2006-present

Member, Board of Directors, Kentucky Derby Festival, Inc. 2005 – present

#### **Previous**

Member, Board of Directors, Louisville Orchestra, 2007-June 2009

Chair, Dancing with the Stars: Derby Style, Louisville Orchestra Fundraiser, 2008

Member, Sustainer Advisory Board, Junior League of Louisville, 2007-May 2009

Member, Ad-Hoc Public Relations Committee, Muhammad Ali Center, 2006-2007

85<sup>th</sup> Anniversary Chair, Junior League of Louisville, 2005-2006

Nominating Chair, Junior League of Louisville, 2003-2004

Member, Board of Trustees, Brooklawn Child and Family Services, 2001-2003

Missions Committee Chair, Immanuel UCC, 2002-2004  
Member, Church Council, Immanuel United Church of Christ, 2002-2004  
Member, Great Gatsby Gala Planning Committee, Louisville Red Cross, 2001-2005  
Member, Association of the Louisville Orchestra Board, 2000  
Executive Board Member, Main Street Association, 1998-2001  
Delegate, General Synod, United Church of Christ, 2001  
Corporate Board Member, Wider Church Ministries, UCC, 1997-2001  
Junior League of Louisville, Active Member, 1997-2006  
Corporate Board Member, United Church Board for Homeland Ministries, 1997-2000  
Member, "After Hours" Committee, Speed Art Museum, 1996-1997  
Member, Public Relations Board, MS Society, 1995-1996  
Board Member, "Classical Roots Task Force," Louisville Orchestra

## **HONORS**

President's Award, Louisville Orchestra, 2008  
Champion for Children Award, Jefferson County Public Schools, 2001  
Unsung Hero Award, Junior League of Louisville, 1999  
Outstanding Young Woman of America, 1997  
Midwestern Regional Emmy Awards, 1994  
Outstanding Individual Achievement for coverage of Winter Storm of '94  
Midwestern Regional Emmy Awards, 1992  
Outstanding Individual Achievement for coverage of August Floods, 1990

## **EDUCATION**

Three of four courses completed towards CFRM  
The Fundraising School  
The Center on Philanthropy at Indiana University

Master of Arts  
Management  
Webster University

Bachelor of Arts  
Double Major: Journalism and Political Science  
Indiana University