

City of Lincoln Appointment Application

PERSONAL INFORMATION

Application Date: 6/4/2012
Salutation: Mrs. **Applicant Name:** Jewson, Linda
Legal Residence: 5800 Box Canyon Circle **City/State/ZipCode:** Lincoln, NE 68516
Residence Telephone: (402) 420-5152 **Business Telephone:** (402) 477-2233
Applicant Occupation: Attorney **Employer:** Cada, Froscheiser, Cada & Hoff
E-mail Address: linda@cadalaw.com
Affirmative Action Information: Sex Female **Racial/Ethnic Background:** Caucasian/White

EDUCATION

University of Nebraska Lincoln - BA in Political Science & Sociology (2001). University of Nebraska College of Law - Juris Doctorate (2004)

PRESENT OR PREVIOUS COMMUNITY/VOLUNTEER ACTIVITIES

Lancaster County Condemnation Board - appointed by the Honorable Susan Strong;
Past board member - Big Thompson Creek Homeowners Association
(Other associations include LIBA, NSBA, Nebraska Association of Trial Attorneys, etc.)

EMPLOYMENT

Cada, Froscheiser, Cada & Hoffman
1024 K Street
Lincoln, NE 68508
2000 to present.

Board(s) Requested

Cable Advisory Board

City of Lincoln Appointment Application

PERSONAL INFORMATION

Application Date: 11/9/2011
Salutation: Ms. **Applicant Name:** Troutman, Dara
Legal Residence: 7532 S 37th ST **City/State/ZipCode:** Lincoln, NE 68516
Residence Telephone: (402) 420-5679 **Business Telephone:** (402) 472-7143
Applicant Occupation: Chief of Staff to President **Employer:** University of Nebraska
E-mail Address: dtroutman@nebraska.edu
Affirmative Action Information: Sex Female **Racial/Ethnic Background:** Caucasian/White

EDUCATION

Master of Arts, University of Nebraska-Lincoln (1998)
Bachelor of Journalism, University of Nebraska-Lincoln (1988)
Alpha Epsilon Rho broadcasting honorary
Accredited by the Public Relations Society of America (2003)

PRESENT OR PREVIOUS COMMUNITY/VOLUNTEER ACTIVITIES

PROFESSIONAL ACTIVITIES, ASSOCIATIONS AND MEMBERSHIPS (current and former)

- Nebraska Broadcasters Association Board
- Nebraska Educational Telecommunications Commission (Officer)
- Council for Advancement and Support of Education
- Public Relations Society of America
- Public Relations Society of America, Nebraska Chapter
- Nebraska Press Association
- National Educational Telecommunications Association, Communications Council
- Association of Public Television Stations, Legislative Team

SELECTED CIVIC ENGAGEMENT ACTIVITIES (current and former)

- American Marshall Memorial Fellowship Alumni Relations, National Selection and Screening Committees
- Leadership Lincoln Board of Directors (Officer)
- The Arc of Lincoln/Lancaster County Board of Directors
- NU Directions, Neighborhood Roundtable Facilitator
- Lincoln/Lancaster Women's Commission, Council of Women Leaders
- First Lutheran Church Congregational Council (Officer)
- Thomas C. Sorensen Forum For Political Leadership
- Judicial Nominating Commission, Nebraska Court of Appeals
- Volunteer for local and state party and various candidates

EMPLOYMENT

SUMMARY OF QUALIFICATIONS

- Key policy adviser and communications strategist to governing board, chief executive officer and other senior leadership of complex public organizations (including higher education, state and federal government, educational telecommunications/public media)
- Proven expertise and experience (20+ years) in public relations including development and implementation of multi-faceted communications strategies targeting diverse audiences
- Highly skilled in government relations, lobbying and political advocacy
- Award-winning journalist with credibility as a spokesperson and media liaison
- Trusted confidante and collaborator
- Demonstrated ability to lead and influence others with tact and diplomacy

- Energetic leader with strong persuasive and negotiation skills
- Creative problem-solver who strives for results and thrives under pressure
- Goal-oriented, analytical/critical thinker and self-starter
- Life-long learner with advanced degree and professional accreditation
- Civic minded and community engaged

EMPLOYMENT AND EXPERIENCE

University of Nebraska (Central Administration), Lincoln, NE
Senior Associate to the President (2004-present)

The Senior Associate to the President is a member of the university's senior administrative leadership team and serves in a highly confidential relationship with the President. As the president's chief of staff and principal aide, the SA directly handles matters of institutional importance on behalf of the President. The SA provides strategic communications counsel to the president and other administrative officers as well as policy analysis, consultation and advice on a wide array of institutional issues including government relations. The SA assists in the development and implementation of university-wide initiatives, policies, and strategies for achieving university objectives. The SA oversees strategic planning, executive recruitment and assessment, and is the principal liaison with the University Foundation on advancement activities. The SA manages all aspects of the President's Office, and responds to inquiries and complaints requiring background research and dispute resolution.

University Television/Nebraska Educational Telecommunications, Lincoln, NE
(Nebraska Public Television and Radio)
Assistant General Manager, Communications and Government Affairs (1999-2004)

The Assistant General Manager for Communications and Government Affairs is a member of NET's senior management, reporting to the General Manager, with responsibility for public relations, state and federal government relations, media relations, advertising, promotion, community outreach and special events. The AGM plans and implements strategies to enhance understanding of and support for Nebraska's public media. The AGM serves as the organization's primary legislative liaison and coordinates state and federal lobbying activities by the NET Foundations for Television and Radio. In addition, the AGM advocates NET's interests before national organizations including the Association of Public Television Stations, the Public Broadcasting Service, the Corporation for Public Broadcasting and National Public Radio.

University of Nebraska (Central Administration), Lincoln, NE
Assistant Vice President for External Affairs and Director of Communications (1998-1999)
Director of Communications (1997-1998)
Communications Specialist (1996-1997)

Reporting to the Vice President for External Affairs and Corporation Secretary, the Assistant Vice President is responsible for planning and implementing communications strategies to support the policies and positions of the Board of Regents and the President, particularly in the areas of external and governmental relations. In addition, the AVP serves as the University's primary media spokesperson and advises the leadership in public relations and marketing, crisis communications, issues management and message development. The AVP serves as a liaison with campus public relations officers and is responsible for researching, writing and editing materials for presentations and speeches, fact sheets, position statements, publications, reports and other documents.

Governor Ben Nelson, State of Nebraska, Lincoln, NE
Press Secretary (1995-1996)
Emergency Management Liaison (1994-1996)
Deputy Director of Public Affairs (1993-1996)

The Press Secretary/Deputy Director of Public Affairs is the primary spokesperson for the executive branch of state government and serves as the administration's communications liaison with 23 agencies overseen by the governor. Reporting to the Chief of Staff, the Press Secretary plans and implements communication strategies to advance the governor's agenda and is responsible for securing local and national media placements, as well as researching and writing speeches, news releases, talking points, brochures and publications. The Emergency Management Liaison is the administration's primary point of contact for local and federal officials following natural disasters.

U.S. Senator Bob Kerrey, Washington, DC
Deputy Press Secretary (1991-1992)

Broadcast House (KLIN Radio), Lincoln, NE
News Director and Morning Show Co-host (1992-1993)
Anchor/Reporter (1988-1991, LOA 11/91-4/92)

The News Director is responsible for deciding news content, assigning stories and planning special and breaking news coverage, in addition to regular anchoring and reporting duties. The position is also responsible for planning public affairs programs and maintaining ascertainment records.

KETV (ABC affiliate), Omaha, NE
News Intern (1988)

New York Life Insurance Company, Lincoln, NE
Administrative Assistant and Receptionist (1985-1988)
Agent Secretary (1984-1985)

Board(s) Requested

Cable Advisory Board