New student Communicators Guild invites JCOM alumni back to campus | Journalism

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Written by Rhett Wilkinson for Hard News Cafe. hardnewscafe.usu.edu

Former KSL-TV broadcaster and 2001 USU alumna Amanda Butterfield will be on campus Nov. 30 to speak to USU JCOM students, alumni and members of the community in a reunion and networking event for the newly created Journalism and Communication Department student organization, The Communicators Guild.

JCOM alumni and friends are invited to attend the Wednesday, Nov. 30 at 6 p.m. event at the Taggart Student Center Auditorium on the USU campus.

Butterfield will speak about some of her experiences as a broadcast journalist for KSL-TV in Salt Lake City, and how her experience as a broadcast journalism major at USU prepared her for her career. She also will talk about being flexible in a changing media world. Butterfield has recently made the transition from TV news to media relations as an executive with Method Communications in Salt Lake City, headed by another JCOM alumnus, Jake Moon.

A relatively new firm, Method Communications represents clients such as Vivant, MindShare, Peterson Partners and Orabrush, and is one of Utah’s fastest-growing public relations firms.

“This will be fun to talk about my new experiences with public relations,” Butterfield said. “It’s always my pleasure to be able to come back to Utah State University, where I can thank them for giving me so many tremendous experiences.”

Butterfield’s address will be followed by a networking event, which will permit USU journalism and public relations students to meet and interact with other USU JCOM alumni, who will be at stations to speak about their careers and what opportunities might be open within their workplace.

Butterfield, a former USU women’s soccer starter, graduated from the JCOM department in 2001, starting her TV news career as the evening weather anchor at KTVZ News in Bend, Ore., before joining KSL in 2004.

Method Communications is a boutique strategic communications firm that provides sophisticated PR, integrated marketing and social media services to some of the most dynamic and accomplished organizations in the life sciences, technology, real estate, venture capital and education and philanthropy markets. The Method team is composed of classically trained PR professionals, former journalists, bloggers, political strategists, professional writers and marketing communications experts—many of them Aggies.

The USU Communicators Guild is a JCOM student association aimed at strengthening ties among current and former communicators at Utah State University. The network enables USU students to learn about available employment within communication fields, and to connect before graduation with those who are succeeding in these fields.

For more information about the Nov. 30 event or the Communicators Guild, contact the USU Department of Journalism & Communication at 435-797-3292, or email Guild President Jessica Vasil.

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