

Kerry Benson

University of Kansas

Lawrence, Kan.

The William Allen White School of Journalism and Mass Communications

U.S. News and World Report rates KU in the to- 50 public national universities in academic reputation

Lecturer in Strategic Communication and News/ Information, including advertising, public relations, news, and editorial writing courses

Independent corporate and agency writing coach and guest speaker

McCormick Advertising Agency, Inc.

Kansas City, Mo.

McCormick is a full-service agency ranked in Kansas City's top-10 agencies.

Account executive/ senior writer/ broadcast producer 1996 - 1999

Researched, wrote, edited and supervised the production of an award-winning quarterly specialty publication with a circulation of 270,000. Wrote and edited a biannual public relations magazine with a 50,000 circulation. Wrote advertising copy across four accounts for all media, including radio and television. Produced both radio and television spots across two accounts. Served agency as writing coach and freelance writer after leaving agency as a full-time employee.

Additional 25 years experience in news/information, advertising, and public relations includes, covering health issues and topics for a medical newsletter directed to physicians and the lay public, researching and covering agricultural and health issues for California daily and weekly newspapers, writing internal and external communications for corporate clients and preparing campaign strategies for advertisers. Also researching and writing background articles for use in radio and television broadcast, writing book reviews for a New York weekly magazine directed to the publishing industry, developing content for corporate Web sites, teaching media relations and social media courses, supervising music recordings and writing lyrics for use in musical commercials.

Additional 20 years experience in the medical field, includes specialty nursing in neurology, infectious diseases and emergency medicine

Columbia University

Master's degree

Summa cum laude

California State University, Fresno

Bachelor's degree

Cum laude

Recipient of awards from the American Advertising Federation, New York American Marketing Association, National Agri-Marketing Association and the San Francisco Medical Society. Also honored as a University of Kansas 2002, 2005, 2006, 2007, 2008 and 2009 H.O.P.E. (Honor for an Outstanding Progressive Educator) award finalist.