

Beth Douglass Silcox

• E-Mail: bethdsilcox@gmail.com

Education

B.S. Indiana State University, Terre Haute, Indiana, May 1986
Major: Journalism Minor: Political Science

Experience

- Freelance Writer/Reporter March 2000 - present
- Marketing Alternatives, owner January 1993 - present
- Public Relations/Marketing Professional May 1986 - present

Publications

- *Success, Success for Women* 2008 - present
- *Empower, Empowering Women, Fun and Travel, Healthier You, Success From Home, Transform Your Life, Your Business At Home* 2007-present
- *Edible Indy, Making It Work at Home, National Diversity Council* 2010 – present
- *IN magazine, Indianapolis Star, Masonry* 2000 - 2006

Journalistic/Writing Experience

- Success Publishing/VideoPlus, Lake Dallas, TX 2007 - present
Human interest features and profiles, including pieces on Rachael Ray, Stedman Graham and Sarah Blakely, as well as ordinary people with extraordinary stories
- Indianapolis Star and IN magazine, Indianapolis, IN 2002 - 2004
Human interest features covering schools, students, community events, architecture, lifestyle, recreation, as well as hard news
- Indianapolis Star Custom Publications, Indianapolis, IN 2000 - 2004
Employment, corporate, lifestyle and travel features
- Indiana Statesman, Indiana State University, Terre Haute, IN 1982-1985
Annual back-to-school editor; supervised staff of 25 reporters; gained writing, editing, layout/design experience

Publicity/Media Liaison Experience

- H.S.I. Show Productions, Indianapolis, IN - client 1996 – 2002
Indiana Flower & Patio Show, Christmas Gift & Hobby Show, New Jersey Flower & Patio Show, Midwest Trade Fair & Design School – local and regional print and television media placement services
- Macmillan Computer Publishing, Carmel, IN - employer 1990 – 1993
Sole publicist for industry’s leading computer book publisher, cultivated relationships with national media including *PC Magazine* and *Publisher’s Weekly*, managed outside PR firm, queried media for product reviews and features
- Employers prior to 1990 Prior to 1990
Central Indiana Regional Blood Center, Indiana State Chiropractic Association, Wyse Advertising, American Radio Relay League, Kartes Video Communications, Indiana State University Communications Services Department

Professional Development/Honors

- Noblesville Marketing Group, Downtown Westfield Association 2009-present
- Women’s Home Business Network, Indianapolis, IN – president 1993-1996
- Editors’ Forum, Effie Award for Newsletter Excellence – Best Feature Writing and Best Overall 1990
- Freelance Writing Course, Indiana University-Purdue University-Indianapolis, Indianapolis, IN 1990
- Sigma Delta Chi/Society of Professional Journalists – Indiana State University Chapter President 1986
- Alpha Xi Delta, Indiana State University Chapter President 1985
- *Indianapolis Star/News* Eugene Pulliam Scholarship winner 1985
- Indiana State University Panhellenic Council, Outstanding Chapter Member 1985
- Wabash Valley Press Club Scholarship winner 1983 & 1984

Associations

- Noblesville Small Business Network, member 2009 – present
- Downtown Westfield Association, volunteer 2008 – present
- Numa Arts and Cultural Festival, volunteer 2008 – 2010
- National Association for the Self-Employed, member 2007 – present
- Westfield-Washington School Corporation, volunteer 2000 – present
- Girl Scouts Central Indiana, Troop Leader, 731 and 778 1999 – present
- The Wellness Community, volunteer 1996 – 1998
- Walk-America, volunteer 1992
- Hoosier Rails-to-Trails/Monon Trail, founding volunteer 1988 – 1989

I say...

- “Everyone, famous or not, has a story. To tell the story, however, takes an innate ability to connect with people. I’m a conversationalist, so people inspire me to keep talking and listening until I find the story’s ‘hook.’ I strive to capture personality, history, growth and personal anecdotes that reflect the subject’s essence.”
- “Deadlines are just that. I realistically manage my time, assessing expectations and balancing even the most complicated projects. For me, motivation comes from within and, more often than not, I find deadlines exhilarating.”
- “Good humor makes everything easier! Ice cream helps too!”
- “By nature, I sort information. Managing projects with multiple pieces and parts comes easy to me. I’m frequently asked to merge several interviews, past copy, updated facts, and new ideas into some new format. Writing to the needs of the publication is always top priority for me.”

Odds and Ends

- National media liaison for industry’s leading computer book publisher. Created and maintained list of 1,500 national trade, consumer and vertical market media. 1992 major media clippings totaled 2,800-column inches/\$880,000 equivalent of display ad purchases and thousands of sales leads.
- Increased membership of 400-member professional health care association 60% in 16 months.
- Coordinated state conventions, educational seminars, trade and consumer show displays, and health fairs.
- Public relations and copywriting services for universities, manufacturing companies, retail franchises, and hospitals. Proofed 700-page technical operating manual for amateur radio enthusiasts.