

**RICHARD S. GOODE-ALLEN**  
**4640 15<sup>th</sup> Street**  
**UNIT D**  
**BOULDER, CO., 80304**

**EDUCATION**

Teacher's College, Columbia University  
M.A. in Education, October 1989

Columbia College, Columbia University  
B.A., May 1978; major in History.

**PROFESSIONAL EXPERIENCE: EDUCATIONAL**

UNIVERSITY OF COLORADO AT BOULDER June 1992-2013  
SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Instructor & Adjunct Professor: Advertising Sequence

Classes taught: Copy and Layout, Campaigns, Media,  
Advertising and Society and Principles of Advertising.

Founder AwarenessDrive.org September 2012-

Awareness Drive.org is an innovative communication and educational outreach effort that seeks to promote awareness around and prevention of a range of youth issues including substance abuse, self-harm, eating disorders and suicide. It addresses these issues with specially created communications campaigns and "causes and conditions" exploration and prevention programs as well as school-based Awareness Drive events and programs. These Awareness Drives bring students together with a large group of experts and utilize targeted and tested communications and social media/online efforts to share awareness, resources, stories and support. The organization also developed an online site [www.AwarenessDrive.org](http://www.AwarenessDrive.org) envisioned as a new, safe, "supportal" that would:

- Include AwarenessDrive communications and educational materials for use by schools, counseling professionals, families and individuals.
- Share first person accounts of people who have dealt with any of a range of various issues and information and insights to help site visitors avoid such issues themselves and/or support people dealing with similar challenges.
- Serve as a "411 resource" for those searching for support, with anonymous easy access to vetted information from experts, links to organizations serving youth and stories of people who have dealt with similar challenges.
- Maximize the impact and resources of youth support services and organizations.
- Provide access to all AwarenessDrive.org resources, partners and programs.
- Be adaptable by schools/communities while offering youth and those supporting them a single, easy to remember address for safe support and assistance.

"Civic Blast Project" Outreach Effort

May 2009-Nov 2010

Participated in a consortium effort involving the Journalism School, CU Institute for Ethical and Civic Engagement, Boulder Community Foundation, community organizing non-profit New Era Colorado and local secondary school educators designed to discover and develop new ways to utilize communication and media efforts to enhance civic engagement among young people with a special emphasis on the non-college population. Undertook initial research and concept development for this effort and led class based student teams in the creation of pilot programs. These included the Dream Higher communications effort, which encourages Latinos to pursue post secondary education (both job focused and academic) by promoting the stories of successful members of the Latino community who utilized education to help achieve their success. With the assistance of the I Have A Dream Foundation Dream Higher stories will be collected by disadvantaged and at risk Boulder area Latino high school students working with a range of corporate and governmental/educational partners and disseminated in schools and through a range of other community communication and media channels. A second project is a news/current events/economics and issues website/media designed to reach young people via high school civics and economics classes to help develop new levels of youth civic awareness and involvement. Both efforts will be tested in Fall 2010.

Instructor CU Continuing Education

June 1993-2008

Taught Advertising and Society.

TARA HIGH SCHOOL OF THE PERFORMING ARTS  
BOULDER, COLORADO

2004-2007

Visiting Instructor

Taught Civics and Economics.

THE DWIGHT SCHOOL, NEW YORK, N.Y.

Sept 1990-June 1992

Dean of Student Affairs & History/Economics Teacher

Taught Economics, (with Marketing/Advertising module) and American History. Worked with students and their families on achievement and behavioral issues.

THE BARNARD SCHOOL, NEW YORK, N.Y.

Sept 1989-June 1990

World History and English Teacher

## **PROFESSIONAL EXPERIENCE: MARKETING/BUSINESS**

Marketing and Content Consultant to CareerMag.com 2000/2001

Developed and implemented traditional and viral marketing as well as PR efforts for the job search site, CareerMag.com. Helped create and market firm's new "CureForMonday.com" website.

Consultant to Wardenburg Health Center, CU Boulder 1999

Worked on marketing materials/programs for the Center with a particular focus on increasing utilization of the Center's services in certain sensitive areas such as sexual health and drug/alcohol intervention efforts.

President and Founder, Partnership Marketing, Inc. 1986-1988

Created firm to assist packaged goods manufacturers and retailers in undertaking advertising and PR partnerships.

Freelance Copy, Promotional and Direct Mail Work 1982-1988

Undertook efforts for Grey Advertising, Marine Midland Bank, New York Telephone, Dewar's Scotch and other Schenley Brands.

Senior Copywriter, Venet Advertising, New York, N.Y. 1980-1986

Worked on accounts such as Pathmark and Price Chopper Supermarkets, Prince Spaghetti, Marcal Paper Products, Tuscan Ice Cream, White Rock Beverages, New Jersey Lottery and Tourism. Wrote ad copy, PR and sales materials, created videos on public service projects and ethnic marketing.

Copywriter, William Esty Co., N.Y., N.Y. 1979-1980

Worked on accounts such as Fab Detergent, MasterCard, Drisan, Genesee Brewing, UltraBrite Toothpaste, Vaseline Intensive Care and Pond's Cream and Cocoa Butter lotions. Created concepts and advertising for new Chesebrough-Pond's perfume and tanning products.

Project Manager, Storm Marketing Research N.Y., N.Y. 1977-1979

Designed research questionnaires, collected and analyzed information, wrote and presented marketing research reports.

## **HONORS, AWARDS, ACTIVITIES**

Creator and Host: Voices of Experience Radio Show 2000-2002

Creator and on-air host for a live call-in radio show targeted at youth that presented first person accounts of people who have dealt with challenges such as alcohol abuse, anorexia or serious illness and/or social pressure around a situation or behavior such as sexual orientation and which looked at issues such as social dynamics, learning styles,

changing cultural perceptions and behavioral codes of conduct.

Get Out the Vote Effort '92

Initiated and supervised student effort to develop advertising campaigns designed to increase voter turnout. Effort ran in a range of local media and was sponsored by both the Democratic and Republican Parties; cited as the only bi-partisan effort of its kind at the time.

Outstanding Faculty Member, CU School of Journalism and Mass Comm., May 94

"One of Ad Age Magazine's Best and Brightest Young People in Advertising: 1985"

Award given, in part, for work in preventing teen suicide and marketing mental health to youth. (See below).

Founded Keep the Music Playing: A Non-Profit Communications Outreach Program

Effort sought to prevent teen suicide and other destructive behaviors through the creation of materials designed to enhance teen self-esteem and problem resolution and communication skills.

Silver Award Winner: International Film and TV Festival of NY, 1983

Economics Teaching featured on CNN and TV Tokyo