

Kara Kuh, Public Relations Manager

Brief Position Description: Responsible for developing and implementing media and public relations activities that promote Salem and Marion and Polk counties for leisure tourism and event business.

BIO - Kara Kuh

Kara Kuh joined Travel Salem as the Public Relations Manager in October 2012. She brings more than 11 years of experience in nonprofit communications and public relations to the team at Travel Salem.

Prior to joining Travel Salem, Kara spent four years working as the communications specialist for Willamette Humane Society in Salem, where she was responsible for developing and executing a yearly communications plan for the shelter and its various programs. She helped the shelter upgrade its website and establish its Facebook page, Twitter feed, YouTube page and Pinterest board. She also helped Willamette Humane implement its first full-scale public awareness and adoption campaign, titled “Meet Your Number One Fan.” In addition, she handled all media relations for the shelter, securing local and regional coverage for the organization, and helped bring celebrity dog trainer Victoria Stilwell – host of the popular TV show, *It’s Me or the Dog* – to Salem for a special fundraising event.

Before relocating to Salem and working for Willamette Humane Society, Kara worked as a media relations and marketing manager for the American Cancer Society (ACS), where she provided PR support and counsel for staff and volunteers in three regions. During her tenure with ACS, she was selected to be part of a division-wide team responsible for developing and executing media relations strategy for “Celebration on the Hill,” a nationwide healthcare advocacy event held in Washington, D.C.

Prior to working for ACS, Kara spent a year and a half working for Lane PR, a boutique public relations agency with offices in Portland and New York City. She graduated with honors from Pacific University, where she also spent her final semester working as an intern for the Washington County Visitors Association.

Kara’s many years of experience in communications and media relations makes her an ideal fit as Travel Salem’s Public Relations Manager.