



DEPARTMENT OF COMMUNICATION
LANGUAGES AND COMMUNICATION BLDG.
255 S CENTRAL CAMPUS DR., RM 2400
SALT LAKE CITY, UT 84112
(801) 581-6888

News Release

FOR IMMEDIATE RELEASE
Sept. 20, 2015

FOR MORE INFORMATION, CONTACT:
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Department of Communication, University of Utah
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The University of Utah's Department of Communication Changes Major Requirements Starting Fall 2015

SALT LAKE CITY – The Department of Communication at the University of Utah has changed the major requirements for communication undergraduate majors starting fall 2015. The department implemented these changes after an analysis of the educational and future careers of students; and to incorporate a new study sequence.

"The Department of Communication is proud to offer an expanded selection of courses this semester, including a diversity of online offerings and smaller class sizes." Said Anne Boehme, Undergraduate Curriculum Chair. Many of these expanded selection courses fall into the category of the new study sequence, "Science, Health, Environmental, and Risk Communication." This sequence focuses on preparing students for careers in public health communication, health communication, or for work in environmental organizations.

These new requirements are for students who declare their major Fall 2015 or later, while students who have already declared are required to comply with previous major requirements.

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Fact Sheet

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University of Utah Department of Communication Changes Major Requirements

What: The Communication Major requirements have changed starting with Fall 2015 semester. These changes include incorporating a new study sequence, "Science, Health, Environmental, and Risk Communication," requiring three 5000 level courses instead of one, and adding and changing course requirements for other study sequences.

Who:

- Communication students who declare Fall 2015 or later must adhere to these requirements for graduation.
- Communication students who declared before Fall 2015 do not need to meet these new requirements, but the previous major requirements.

Where: University of Utah is in Salt Lake City, Utah.

When: Communication Major requirements changed at the start of Fall 2015 semester, August 25, 2015.

Why: These changes are due to the inclusion of a new study sequence: "Science, Health, Environmental, and Risk Communication," and to reflect what the Department of Communication deems necessary to prepare students with the best education for the changing working world.

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How the Arts Can Change a Life
Then that Life Can Change the Arts
By KellieAnn Halvorsen

RIVERTON, Utah – Many college students’ weekends are filled with a mixture of studying and socializing, but for 29-year-old University of Utah senior KellieAnn Halvorsen, her weekends are full of all that and a heavy helping of arts volunteering.

This weekend, Halvorsen was busy managing a booth at a local fair for her community theater and arts group, the Riverton Arts Council (RAC). She volunteered alongside a dozen teenagers and RAC board members to promote the programs and upcoming productions of the RAC. She sang karaoke with the crowds, answered questions and guided costumed cast members’ interactions with the public. Public relations and volunteering work like this is what got Halvorsen interested in pursuing an education in strategic communication.



KellieAnn Halvorsen; Massage Therapist, student, author, and arts advocate.

Photography By Mckenzie Deacons.

Halvorsen credits many of her talents, skills and even accomplishments in life to her participation with the RAC. As a small child she was painfully shy and admittedly socially awkward. When she started to perform with the RAC, Halvorsen was only 11-years-old and in a production of “Rodgers and Hammerstein’s Cinderella.” She loved it! She made friends and became involved in every production possible. She made her way up from small parts to parts like the lead in “The Best Christmas Pageant Ever!” at age 15.

"Theater and the arts really helped me figure out who I was as a teenager," Halvorsen said, speaking on the influence the arts had on her growing mind. "You can get a lot of conflicting ideas about the world as a youth. Somehow as I worked on understanding my character's decisions and motivations during a show, I would uncover my own. I would unravel these conflicting ideas and face realities as they were presented to me in the productions, and as such found myself and my voice."



KellieAnn Halvorsen off the dragon head she helped create for a Riverton Arts Council's production of "Shrek: the Musical!"

Photography by Mark Halvorsen.

and assistant directing productions. She only took a break to serve a full-time mission for the Church of Jesus Christ of Latter Day Saints. Over time she became drawn more and more to the public relations side of the work, excited to share her beloved community theater to the world.

"Upon seeing the need for a website, I researched web design and then built one on my own." Halvorsen said, "It took a lot of work, and a bit of failure at first, but after going up for approval from the board, the site actually went live!" This was how Halvorsen first ventured into mass communication writing. Before long she was working as Assistant Social Media Manager and designing various visual communications for the RAC. She changed her degree at Salt Lake Community College from biology to mass communication and never looked back.

After aging out of the youth theater productions with the RAC, Halvorsen continued on as a volunteer, even as she pursued her own personal life goals of becoming a self-employed licensed massage therapist and continuing her education at a college level. Halvorsen volunteered her time with the RAC doing everything from designing and building sets, to managing auditions

With training and experience, Halvorsen grew more confident in her writing and she soon got the chance to use her skills. Several years ago as she worked in youth productions, she noticed how some children never could quite grasp the ins-and-outs of the production process. This point was made even clearer during a specific interaction.

One evening as she worked with a young girl to paint a piece of furniture, Halvorsen asked the girl if she was going to audition for the next production. The girl timidly said no “Crystal is too bossy!” Halvorsen stood in shock and lovingly explained that “Crystal” was the director of the show and that it was her job to “be bossy.”

Later that night while rolling the problem over in her mind, Halvorsen decided she needed to write a children’s book about theater. It took several years and many modifications as it progressed from a simple story idea to a fully illustrated two-part storybook and guidebook. Halvorsen recruited the help of a fellow student, Caitlyn Neilson, to give the book charming illustrations. With guidance from mentors and professors, Halvorsen self-published the book, “Ellie the Drama Princess: A Child’s Introduction to the Theater Process” in 2013. The book was soon picked up by a home-school resource company who included it in their drama curriculum kits, available in multiple states and as an ebook on Amazon’s Kindle market.

Halvorsen is working on turning the book into an educational series following the lead character, Ellie, as she explores the arts and learns valuable life lessons along the way. Halvorsen balks at the idea of submitting the book to a publisher because she wants to have control of the final product and vision of the books, which is to give back to the arts by making them available for fundraising and educational materials for small arts programs. Every communication course and arts volunteering opportunity Halvorsen takes on, she has this goal in mind.

"My motto in life is: Be Brave, be bold, and be inspiring!" Halvorsen said, "And that is what I am trying to do with my creative projects and education. It can sometimes be very frightening or even embarrassing to put yourself out there like I do. But I just remember my training as an actress, and act with confidence. After a while it is no longer an act, but a reality."



Illustrations from KellieAnn's book "Ellie the Drama Princess: A Child's Introduction to the theater Process."
Illustrated by Caitlyn Neilson.

KellieAnn is currently working on another edition of the first Drama Princess book, a second Drama Princess book about the audition process, an RAC production of "Disney's Peter Pan Jr" and wrapping up her bachelor's degree in Strategic Communication from the University of Utah. To purchase a copy of her book or to donate to the project, visit www.DramaPrincess.org.

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Radio Advertisement Production Script

Intended for University of Utah Students listening to University Radio.

Title: Learn to Speak for the Environment

Client/Sponsor: University of Utah Department of Communications

Length: 30 seconds

Air Dates: September 20 – Dec. 18

SFX: Sound of Many Crickets and night noises build.

SFX: As ANNOUCNER mentioned sounds layer in the SFX sound.

SFX: As ANNOUCNER talks we lose the sounds one by one until it's just crickets, then one cricket.

SFX: Sound of one cricket.

SFX: Sound of one cricket starts building up to many crickets, night nature noises and birds as announcer speaks.

SFX: Once announcer ends slowly fade out nature noises. (Fade, out at:29)

ANNOUNCER

Nature makes some beautiful noises.

The rush of wind, the babble of brooks, the hoot of an owl. They all come together to make such beautiful music!

But sadly, many scientists believe that humans are encroaching on this nature, and slowly silencing this beautiful symphony.

While nature can't speak for itself. We can learn to speak for it.

As of Fall 2015, Department of Communication at the University of Utah is offering a communication undergraduate degree with the study sequence, "Science, Health, Environmental, and Risk Communication."

Students in this sequence will learn how to communicate risks to the general public and be prepared to work in science, health and environmental communications fields.

Talk to your academic advisor today, or visit Utah.edu for details. See if this sequence is right for you. Because we should all speak for the environment

Television Public Service Announcement Scripts

Intended for Students studying communications.

Title: Fall is here and so are new Requirements

Client/Sponsor: University of Utah Department of Communications

Length: 30 seconds

Air Dates: September 20 – Dec. 18

Footage - Fall around campus. Close up of trees and foliage and intermixed classic college imagery.

Follow one student purchasing school supplies and socializing. (no audio from footage)

Footage – Follow student as she enter a building, greet and meet with an academic advisor.

Caption - www.communication.utah.edu

Footage – Student smiling shakes hands with advisor and exits. Student greets friends outside building and walks away through the fall campus with them.

Fadeout to black at: 29

MUSIC

“It’s the most wonderful time of the year,” cover plays in a humorous juxtaposition over the fall tableaux. (Music fades under as announcer speaks.)

ANNOUNCER (voice over)

Fall semester is finally upon us here at the University of Utah and many students are sharpening their pencils and renting our textbooks for the season.

As students bustle across campus, it’s important to be aware that requirements for majors have changed and the Department of Communication has even added a new study sequence!

These changes only apply to students who are declaring in Fall 2015 or later, and will affect the courses they need to take to graduate.

Meet with your academic advisor or visit www.communication.utah.edu for more information, so you can enjoy this time of year!

MUSIC

“It’s the Most Wonderful Time of the Year” cover refrain. (fade out at:29)



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Sept. 20, 2015

Annie Knox, Reporter

The Salt Lake Tribune

90 S. 400 West, Suite 700

Salt Lake City, Utah 84101

Dear Annie,

I would like to suggest an exclusive educational profile story on a remarkable University of Utah student, 29-year-old KellieAnn Halvorsen, who discovered her talent for mass communication as she volunteered in her local community arts program.

Halvorsen's life is a balancing act: she's a licensed massage therapist, she does extensive volunteering with the Riverton Arts Council, she currently manages the Riverton Youth Arts Council, she's writing her second book on children's theater and she has a full-time classload at the University - all while managing a 4.0 GPA and earning scholarships.

Halvorsen, a Riverton resident, grew up very shy and admittedly socially awkward. But her experiences with her local community theater helped her to gain confidence, talents, and leadership and social skills. After graduating out of the local community youth theater programs, Halvorsen has continued helping the youth in that same program. She is involved in just about every aspect of the program: from helping design and build set pieces and assistant directing productions to managing the local Youth Arts Council. While volunteering, she discovered her talent for mass communication writing which inspired her educational path.

Several years ago while working on a children's production, Halvorsen noticed that even kids who had participated in several productions still did not understand the basic ins-and-outs of a theatrical production. After a specific interaction with one of these kids she decided to write a children's book on the subject, a simplified guidebook.

Halvorsen worked on the book with a fellow student as illustrator and with the guidance of professors, she self-published in 2013. The book was soon picked up by a home-school resource company and became the starting piece of their drama curriculum kit sold in multiple states. She has just released her second print, and is currently working on the next book to be published in 2016, with dreams of turning the book into a series that will help educate and

-more-

encourage children to participate in the arts. She would like to eventually offer these books as a fundraising tool for arts organizations.

Halvorsen will provide illustrations and excerpts from her book, and she's available for interviews. Please contact me if you're interested in picking up this story about this talented local student.

Thank you for your time and consideration,

KellieAnn Halvorsen

KellieAnn Halvorsen
Comm 4590-090
“Headlines-Social Media Campaign”

When writing headlines/post for social media it is my understanding that the hook and asking the audience to perform an action is more important than answering the who, what, when, where, why questions usually associated with headline writing, so I wrote these headlines/posts with this in mind. I also assumed because the posting is on social media the audience could clearly see what entity was posting the headline and often didn't include the entity's name in the post. If I was really posting I would include a shortened link to the article on the websites and most likely use images to draw in the reader as well when necessary.

Minister – Facebook Headlines

Because the article I am linking to is a profile article about Pastor Bolz-Weber, the action I am asking of my audience is to “meet” her by clicking the link. I also tried to gain the audiences' interest by highlighting the more extreme concepts of the article in the headlines.

1. Meet the minister your grandmother might not approve of, but your liberal friends will! (shortened link)
2. Liberal Christianity is a thing, and its numbers are growing thanks to a foulmouthed tattooed minister who teaches and believes in redemption. (shortened link)
3. Fed up believers are flocking to a new type of church thanks to a new type of pastor. Meet Pastor Nadia Bolz-Weber, a weightlifting, foul-mouthed, recovered drug addict, breaking with tradition to teach a liberal view of Christianity. (shortened link)
4. Tattoos, competitive weightlifting, and forgiveness; meet the Liberal pastor who believes in them all and see how her message is changing the face of Christianity in America. (shortened link)
5. Alternative Christianity's message is now hitting mainstream religious culture, thanks in part to a “Sinner and Saint” minister. (shortened link)
6. Yes, there is a place in Christianity for the social liberal! Meet Pastor Nadia Bolz-Weber a nontraditional minister for the nontraditional crowd. (shortened link)

Whale– Facebook Headlines

1. Kayakers beware! A breaching humpback flips over couple on whale watching expedition. See it first here. (shortened link)
2. Ever wonder what it feels like to get the air knocked out of you by a humpback whale? Well this couple sure knows. See the amazing video here. (shortened link)

3. Now that's a whale of a tale! Watch a couple gets get toppled by a massive whale and survive without a scratch. (shortened link)
4. Close encounters of the crustacean kind. Breaching Humpback Whale lands on top of Kayakers! See the video here. (shortened link)
5. An unforeseen danger of whale watching. Watch a humpback whale take out a couple in a kayak! Don't worry all three are unharmed. (shortened link)
6. The whale and the kayakers are safe! But this video might take your breath away. (shortened link)

Debate– Facebook Headlines

1. Experts agree, Fiorina trumps Trump in Republican presidential candidates' debate. (shortened link)
2. ~~There is a~~ clear winner is Carly Fiorina, says experts of the latest Republican presidential candidates' debate. (shortened link)
3. A more serious debate is leading more Republicans to consider Fiorina for their presidential candidate. (shortened link)
4. Fiorina distinguishes herself from the prospectives heard at the Republican presidential candidate debate. (shortened link)
5. Standing up to Trump, presidential candidate hopeful Fiorina shows experiences-trumps Trump's style at Republican debate. (shortened link)
6. Could Fiorina be a frontrunner? The Republican presidential candidate hopeful upstages Trump at the latest GOP debate. (shortened link)

Writing twitter headlines/posts was a bit difficult because I didn't have the shortened link to include in the character count, as such I have written what I feel is appropriately shortened headlines, but might need some adjustment once link length is taken into account.

Vegetables– Twitter Headlines

1. Vegetables don't exist! In botanical terms, that is. Find out why at (shortened link). [93 characters].

2. An argument over the existence of vegetables. Read all about it (shortened link). [85 characters].
3. The semantics of vegetables and why vegetables might not exist. Read the thought provoking analysis at (shortened link). [125 characters].
4. Find out why vegetables is a culinary term, not a botanical term at (shortened link). [89 characters].
5. The fight over veggies heats up and it's more than just a matter of pronouncing "tomato." (Shortened link). [110 characters].
6. The botanical, culinary, and legal worlds seem to disagree on the existence of vegetables. Read the argument at (shortened link). [133 characters].

Space– Twitter Headlines

1. Menstrual problems in microgravity? Learn about periods in space at (shortened link). [89 characters].
2. Sexism, feminism, menstruation and tampons. Tackling the question of periods in zero gravity now at (shortened link). [121 characters].
3. A bleeding question now answered at npr.org; Periods in space. (Shortened link). [84 characters].
4. The question you're afraid to ask: what happens when you get your period in space? Answered now at (shortened link). [120 characters].
5. The historic problem that was not a problem after all. The story of menstruation in space. Now at (shortened link). [119 characters].
6. Something they didn't cover in your elementary maturation program. Menstruation in zero gravity. Learn about it now at (shortened link). [139 characters].

Prison– Twitter Headlines

1. Newton's family story shines light on the problem of long term incarceration of minors four decades after the event. (Shortened link). [138 characters].
2. Newton family still holds hope for incarcerated son 40 years after his teenage crime. View the short documentary at (shortened link). [137 characters].
3. Punished for decades with no chance of parole for a teenage crime, a black families struggle for justice. (shortened link). [127 characters].
4. Problems with the prison system; 41 years later Newton's still paying for his teenage crime, but should he be? (Shortened link). [132 characters].

5. 41 years later, and still being punished for a crime he did at 16. A story of murder, incarceration, and family. (Shortened link). [134 characters].
6. Incarcerated as a teen, in jail for life. Newton's story raises concerns over policies in the Maryland penal system. (Shortened link). [138 characters].

KellieAnn Halvorsen
Comm 4590-090
“LaBarba-Social Media Campaign”

“Slow Down and Experience the Coffee” **Social Media Campaign Proposal for La Barba Coffee**

Summary

La Barba Coffee is a micro-lot wholesale specialty coffee seller in the Salt Lake Valley. Owners Levi Rodger, Tim Walzer and Josh Rosenthal started the company in 2012 when they saw the need for an ethical, single sourced, specialty coffee wholesaler in the Salt Lake Valley. The company has a reputation of working hands-on with the restaurants/business they supply, even going as far as training servers on how best to prepare the unique coffee and espresso blends. They already have more than 60 wholesale accounts, but are in a position to take on more clients. We would like to help Utah restaurants discover this wonderful company and their unique story through a social media campaign targeting artisanal and small business restaurants and cafes.

Messaging

La Barba Coffee has a unique place in the local coffee wholesale business. They also have a unique approach to how they present their brand of coffee. Where many places focus on the fast pace, drive-thru mentality of serving coffee, they see their brand as an experiences in itself worthy of slowing down for. Their dream retailers are artisanal restaurants that take their time to prepare the coffee and serve it in an atmosphere where the costumer can kick back and enjoy. As such the driving message for the social media campaign would be to allow the costumer to “Slow down and experience the coffee.”

Target Audience

The economy has been in stable recovery for the last several years and smaller restaurants and cafes serving artisanal foods are popping up all over Utah. Many of these restaurants have strong values and are concerned with global ethics when it comes to sourcing their food supplies. We would like to specifically target such businesses, and convince them that La Barba Coffee should be part of their costumers’ experience.

Strategy

Most of these new artisanal restaurants are very technologically savvy and have a strong social media presence. We would like to target these companies through strengthening La Barba's social media presence and providing posts/media these restaurants would like to share with their clients in turn. The focus would be to convince the restaurants that their customers deserve to "slow down and experience the coffee," La Barba Coffee that is.

This would be accomplished by a targeted three-month advertising campaign (October, November and December,) across social media platforms, designed to draw in these restaurants and commit them to consider switching to La Barba Coffee in the year 2016.

The first stage of the campaign would be designed to draw the prospective clients to La Barba's website and blog. It is of note that the website's blog has not been updated since May, 2015 and a strong regular blogging presence needs to be established first. It is through the blog specifics, such as the ethics and values, that La Barba Coffee can be conveyed to the prospective restaurant sellers. This gives the chance for the restaurants to see that La Barba has many of the same values as they do. The blog will also be a way to showcase how La Barba is giving back to the community and even showcase the positive relationships La Barba already has established with other local restaurants. Following each post, we'll include an invitation to prospective clients to follow La Barba on social media sites.

The next stage of the campaign would be to support the claims of the blog through strategic images, posts, and videos from their social media accounts. This media needs to be crafted in such a way that it not only showcases La Barba, but provides material that the prospective client would want to share with their own customers on social media. Facebook posts need to encourage the liking and sharing of media and include widely asked questions such as, "What makes a coffee artisanal?" or "What are ethical coffee practices?" These posts should be crafted to always lead back to "slowing down, appreciating, and experiencing the coffee." Facebook posts would be highly visual with photos and videos as well as links to the La Barba Coffee website.

Social Media posts on Twitter need to be posts that encourage a conversation between La Barba Coffee and its clients/prospective clients. It is the place to link over to question polls, and ask questions that encourage interaction. It will be important to be aware of trending hashtags and incorporating them into posts whenever possible.

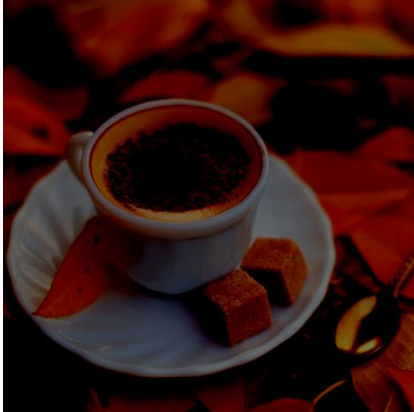


Instagram is all about visual communication. It is here images that capture the feeling of "slowing down and experiencing the coffee" need to be displayed with shortened links that bring the user back to La Barba Coffee's website for more information on the brand.


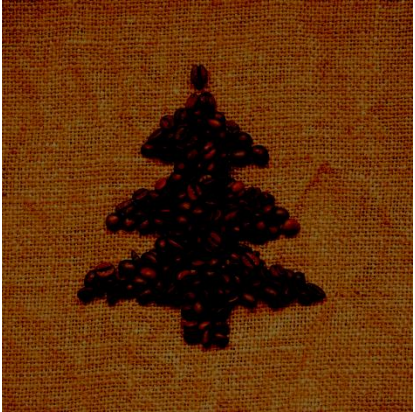

The following is are sample posts for different social media outlets.

Facebook Post Samples

1. Allow your costumers to slow down and experience their coffee. Serve La Barba Coffee. (Link to La Barba Coffee website.) [15 words]
2. Don't let your customers get left out in the cold, warm them up with the La Barba Coffee experiences. (Link to La Barba Coffee website.) [20 words]
3. Looking to find a coffee wholesaler for your small business that shares your values? Discover the La Barba Coffee experience. (Link to La Barba Coffee website.) [21 words]
4. Find out what makes La Barba Coffee so unique, learn what makes their coffee blends an ethical choice for your restaurant. (Embed video) [22 words]
5. Trick or treat?! Working with La Barba Coffee is always a treat, they work individually with their clients from training servers to prepare their blends to helping establish a price menu. See what their clients are saying about them at (Link to La Barba Coffee website testimonial page/blog post) [41 words]
6. Everyone needs a pick me up during finals, serve La Barba Coffee's artisanal blends and give your costumers a chance to unwind and experience their coffee. (Link to La Barba Coffee website.) [27 words]
7. The holidays are around the corner! Help your costumers experience their coffee by offering festively packaged La Barba Coffee blends for those last minute gifts. (Link to La Barba Coffee website store with smaller portioned, festively wrapped packaged blends) [26 words]
8. Start your year right! Resolve to serve La Barba Coffee at your small business. Your costumers get to slow down and experience artisanal coffee blends and you get to benefit from La Barba Coffee's new seller incentive promotion. Learn more at (Link to La Barba Coffee website with special promotion) [43 words]

Instagram Post Samples

<p>1. Your customers will FALL in love with La Barbra Coffee's season blends. (Link to La Barba Coffee website.) [13 words]</p>	
<p>2. Have your costumers experience the perfect pairing of your seasonal pumpkin treats and La Barba Coffee blends. (Link to La Barba Coffee website blog testimonial about how it paired so well for one company) [18words]</p>	
<p>3. Nothing is better than curling up with a good book and a cup of La Barba Coffee on a cold fall night. (Link to La Barba Coffee website.) [23 words]</p>	

<p>4. Take a break from finals studying, experience a La Barba Coffee. (Link to La Barba Coffee website.) [12 words]</p>	
<p>5. Christmas is coming faster than you think! Stop by a La Barba Coffee seller and pick up a festive blend as a gift for the neighbors...or yourself. (Link to La Barba Coffee website store page.) [29 words]</p>	
<p>6. Start your New Year right! Make it a goal to serve La Barba Coffee at your restaurant, made even easier with La Barba's new seller promotion going on now. (Link to La Barba Coffee website promotional page.) [30 words]</p>	

Twitter Samples

1. La Barba Coffee wants to know what you are looking for in a wholesale coffee seller experience. (Link to pole with blog post). [130 characters]

2. Pumpkin spice or Egg Nog? Which seasonal coffee blends are your favorite to slow down and experience? (Link to pole). [120 characters]
3. Finish the sentence! On rainy days my favorite coffee blend is _____. [72 characters]
4. What does your coffee choice say about you? Take La Barba Coffee's personality quiz and find out at (link to quiz). [119 characters]

Blog Post Samples

1.

Slow Down and Experience the Coffee



https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQX3aafpHk_ZMtYgGyyklucopSv2uJi9Pj_CCpjGO5FOkStRFJf

Everyone seems to be speeding through life now. Fast cars, quick dry nail polish, microwave meals and drive-thru coffee are the orders of the day. At La Barbra we understand that you need a break from your hectic life, which is why we encourage our customers to slow down and experience the coffee.

Each cup of La Barbra coffee is brewed to be a mini vacation from the hassles of the world. Sit back and relax with a cup and your favorite biscotti. Let the warm tones and artisanal spices tickle your tongue and perk ~~you~~ your senses. Relax at your favorite neighborhood café or corner restaurant. Take a moment to appreciate and observe the world around you; people watch, watch the clouds roll by and hear songbirds sing. Savor Savor each drop of your cup as you feel the caffeine percolate in your very atoms. Enjoy the moment you are in!

[153 words]

2.

What is Ethical Coffee?



https://mikehphoto.files.wordpress.com/2012/08/20120822-img_4610.jpg

At La Barba Coffee we are committed to selling ethical coffee. But what is ethical coffee?

Farming, producing, and selling of coffee has an economical and ethical impact that affects people all over the world. From the small Colombian farmer trying to make an honest living, to the large chain stores that hold monopolies over large swaths of land. Producing ethical coffee means being aware in every step of coffee production that each person involved is being treated fairly and paid honestly for their work.

La Barba Coffee makes certain that all their suppliers are companies with strong moral and ethical values, that each bean is raised in such a way that protects the agricultural environment of the farms, as well as the farmers.

[121 words]

3.

Featured Client: Pago



http://static1.squarespace.com/static/53bebbc4e4b0114db2da3ffd/t/54125cb4e4b00794c96cd952/1410489525468/IMG_3616.jpg?format=750w

Pago was the first restaurant to serve La Barba Coffee back in 2012 and continues to enjoy a relationship with La Barba to this day.

Nestled just outside of downtown Salt Lake City, Pago creates an exceptional dining experiences that focuses on local artisan producers from the region. They value the “farm to table” mentality, offering a wide menu of farm fresh delicious meals, including many vegetables and herbs from their own micro-farm in Sugarhouse.

Pago has won numerous awards since its opening in 2003, including being named one of the 25 Best Restaurants in Utah 2015 and Best Restaurant 2014 by Salt Lake Magazine.

Pago is open seven days a week for lunch and dinner. Reservations are highly suggested. Learn more at www.pagoslc.com.

[123 words]

To: Leena Shrievbergen

From: Customer Service, Nordstrom Inc.

Subject line: We are sorry for your bad experience at Nordstrom

Ms. Shrievbergen,

I am writing to apologize for your unpleasant experience at our Nordstrom Salt Lake location on Saturday, September 12, 2015. We were discouraged to hear about your negative experience and would like to assure you that the service you received was not what we train or expect from our sales representatives. At Nordstrom our number-one rule for our employees is to "Use good judgment in all situations." The sales representatives you worked with did not live up to this standard.

Thank you for providing such detail in your email, because of this we have been able to contact the store manager so that he can take steps to guarantee other customers are not treated with such disrespect again. He is checking the records for that day and the sales representatives involved will be evaluated and required to participate in customer service training.

I hope that this experience didn't cast a negative light on your sister's wedding activities. To make up for the anguish you went through, attached are two electronic gift cards of \$20. One for you and one for the bride.

We hope that you will give us another chance to prove our excellent customer service skills in the future.

Sincerely,

KellieAnn Halvorsen

Nordstrom Customer Service Representative

To: Robert J. Clarke

From: Customer Service, Nordstrom Inc.

Subject line: Thank you for writing us about your Nordstrom experience!

Mr. Clarke,

Thank you for writing about your experience at our City Creek Nordstrom location! We are happy to hear that one of our managers, Jenna Colletta, was able to help “save the day” and find a personal gift for your wife’s birthday. We are even more pleased to hear that your wife is thoroughly enjoying her new Italian bracelet.

Your email has been forwarded to Colletta’s boss, placed in her employee file, and brightened her personal inbox. At Nordstrom we encourage our employees to take the time to take care of clients like you. Our award-winning customer service model encourages our employees to “use good judgment in all situations,” which Jenna Colletta has been exemplary of in this instance.

We would like to express our thanks for your email by offering you an electronic coupon for 20% off any jewelry item. May I suggest a matching earring set for Christmas? We look forward to serving you again.

Sincerely,

KellieAnn Halvorsen

Nordstrom Customer Service Representative

To: Gigi Nelson

From: Customer Service, Nordstrom Inc.

Subject line: Nordstrom's Commitment to Ethics

Ms. Nelson,

We received your email dated Sept. 23, 2015 addressing the rumor that our company uses slave labor to produce our clothing. We would like to assure you that this is only a rumor and has no base in reality whatsoever.

We understand and agree with your social concern regarding people's right to an honest pay worldwide. Nordstrom goes to great lengths to ensure that our products and clothing are sourced with ethics in mind, verifying that all of our product producers are paid fair wages.

To learn more about Nordstrom's ethical commitment, visit the "Nordstrom cares" section of our website at <http://shop.nordstrom.com/c/nordstrom-cares>. We invite you to learn about our commitment to better the communities we are in, to respect our environment, and review our corporate responsibility report.

Thank you for showing concern for others and encouraging others to live ethical lives. We hope to see you in our stores again soon!

Sincerely,

KellieAnn Halvorsen

Nordstrom Customer Service Representative



Utah Office of Tourism
Council Hall/Capitol Hill
300 North State
Salt Lake City, UT 84114
801-538-1900 or 800-200-1116

October 23, 2015

Mr. Jamal James
4459 Windemyar Lane
Provo, UT 84601

Dear Mr. James:

The Utah Office of Tourism is happy to confirm your acceptance of a job offer for the position of Web Designer. Congratulations! We were thoroughly impressed with your extensive and creative web design and programming experience. Your portfolio was stunning, references were complementary, and your interview on September 25, 2015 was exemplary.

This is a full-time position starting at a base salary of \$75,000 per year and includes full benefits. This position reports to Jay Kinghorn, our Communications & Digital Strategy Director. Employment details will be finalized next week at our downtown Salt Lake City office. I will call you to set up a meeting date and to begin your employment paper work.

We look forward to working with you and seeing the creative work you have in store for us!

Sincerely,

A handwritten signature in black ink, appearing to read "KellieAnn Halvorsen", with a long horizontal line extending to the right.

KellieAnn Halvorsen
Office Manager



Utah Office of Tourism
Council Hall/Capitol Hill
300 North State
Salt Lake City, UT 84114
801-538-1900 or 800-200-116

October 23, 2015

Ms. Brielle Cameron
123 S. State St. #4
Salt Lake City, UT 84101

Dear Ms. Cameron:

Thank you for interviewing for the position of Website Designer with the Utah Office of Tourism on September 20, 2015. We appreciate your interest in our organization and are flattered to have received an application from such an educated and well-rounded individual.

We had many talented individuals apply for this position and could only hire one. At this time we have extended the job offer to a more qualified applicant who has accepted the position. We will keep your resume on file for two years and if any other openings become available we will keep you in mind.

Thanks again for your interest in the Utah Office of Tourism.

Sincerely,

A handwritten signature in black ink, appearing to read "KellieAnn Halvorsen", with a long horizontal flourish extending to the right.

KellieAnn Halvorsen
Office Manager

1074 W. River Pine Circle
Riverton, UT 84065
April 6, 2015

Mr. Michael D. Fox
Director of Operation
Hale Centre Theatre
3333 South Decker Lake Drive
West Valley City, Utah 84119

Dear Mr. Fox:

Please consider this a letter of application for a position on your Public Relations team at Hale Center Theatre (HCT). This May I will receive my bachelor's degree in communications, with honors, from the University of Utah. I am excited that the Hale Center Theater is moving to Sandy, closer to my hometown of Riverton where I already work with the Riverton Arts Council (RAC). I currently volunteer as their Website Designer/Manager, Assistant Strategic Communications and Public Relations Representative and manager of the Riverton Youth Arts Council.

My first job was at HCT in 2004 working the phones for the annual fundraiser. I enjoy attending HCT productions and have had the opportunity to work with many of Hale Center theater's staff and explore backstage areas as an RAC representative. I love that the theater focuses on quality family entertainment and theater education. I believe strongly in arts education and wrote and self-published a children's book, "Ellie the Theater Princess: A Child's Introduction to the Theater Process."

I have a unique voice and a distinctive array of experience that would benefit HCT as you expand and move locations. Since I was a child I have experienced the theater from multiple angles; from being the star to the director, from designing websites to writing articles, from sitting in the audience to being an usher. I have learned to communicate with every type of individual who participates in theater, from disgruntled audience member to busy producers. My education has allowed me to explore several aspects of communications including print writing/design, film production and creating advertising campaigns, social media content, websites and more.

Included with this letter is a resume, an HCT employment application form, a portfolio of some of my work, a copy of my book and letters of recommendation. I look forward to hearing from you and will call next week to see if we can schedule an interview. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "KellieAnn Halvorsen", with a long horizontal flourish extending to the right.

KellieAnn Halvorsen

1074 W. River Pine Cir.
Riverton, UT 84065
April 6, 2015

Mr. Mickey P. Larson
Director of Marketing
Centerpoint Legacy Theatre
525 North 400 West
Centerville, UT 84014

Dear Mr. Larson:

Please consider this a letter of application for a position on your marketing team at Centerpoint Legacy Theatre (CLT). On May 5th, I will receive my bachelor's degree in communications, with honors, from the University of Utah. I have been attending CLT productions since the theater's opening in 2011 and have been thoroughly impressed by the beauty of the venue and the quality of the productions. Currently I volunteer with my local community theater, the Riverton Arts Council (RAC) as their Website Designer/Manager, Assistant Strategic Communications and Public Relations Representative and Manager of the Riverton Youth Arts. My talents, skills, experience and education would be a welcome addition to your marketing/public relations team.

Working in the local theater community, I have had several opportunities to work with CLT's staff and actors and have always been impressed by with their knowledge and work ethic. I particularly applaud CLT's work with local youth, such as the "Fairytale Festival" and the "Friend to Friend" program. My favorite aspect of my own volunteering is working with youth productions. I have written and self-published a children's book, "Ellie the Theater Princess: A Child's Introduction to the Theater Process," to encourage more children to participate in the arts. Because of my experience working with youth, I have learned how to communicate complicated ideas in simple, clear ways, which has helped immensely in my education as a communications student. My education has allowed me to explore several aspects of communications including print writing/design, film production and creating advertising campaigns, social media content, websites and more.

I have a unique voice and a distinctive advantage of experience that would benefit CLT in these early years of the theater. Since I was a child I have experienced productions from multiple angles; from being the star to the director, from designing websites to writing articles, from sitting into the audience to ushering the audience. I have learned to communicate with every type of individual who participates in theater, from disgruntled audience member to busy producers.

Included with this letter is a resume, an application form, a portfolio of some of my work, a copy of my book and letters of recommendation. I look forward to hearing from you and will call next week to see if we can schedule an interview. Thank you for your time!

Sincerely,

A handwritten signature in black ink, appearing to read "KellieAnn Halvorsen", with a long horizontal flourish extending to the right.

KellieAnn Halvorsen



151 Costanza St., New York, NY 13218
555-629-3958

MEMO

Date: Oct. 23, 2015

To: Sarah Yazdir

From: KellieAnn Halvorsen *K.H.*
Office Manager
555-639-3958, Ext. 9
khalvo@vandelay.net

Subject: Grooming standards

Ms. Yazdir:

It has come to our attention that you are not adhering to the grooming standards outlined in Vandelay's Employee Handbook by wearing excessive amounts of perfume. Please note that the Employee Handbook states:

"Employees must observe certain standards and habits of grooming and personal hygiene. Body odor, and odors in general, must not create disruptions in the workplace. To accommodate individuals sensitive to smells, workers are discouraged from wearing or applying excessive amounts of perfume, cologne, aromatherapy oils, scented lotions, or any other strong scents in the workplace..." Pg. 19, Employee Handbook.

Several of your coworkers have complained to Human Resources, some reporting physical sickness such as nausea and headaches caused by the fragrance. To ensure a healthy and comfortable workplace for all, please follow the guidelines included in the Employee Handbook and discontinue wearing perfume in the office.

If you have any questions or concerns, please drop by my office or give me a call.

Thanks in advance for your compliance to employee standards.



12830 S. Redwood Rd., Riverton UT, 84065
www.RivertonArtsCouncil.org

Be a star! *Support the local arts!*

November 2, 2015

Dear Ms. Jones:

Adrie Twede felt like a star! In 2012, the seven year old seven-year-old grasped her new-found-friends' hands and led the bows as the main character of Pinocchio in the Riverton Arts Council's (RAC) production of "Disney's My Son Pinocchio: Geppetto's Musical Tale." Over the years her talent, confidence, and social skills have grown as she continues to participate and even star in RAC programs and productions. Adrie's talent might not have been discovered and nurtured if it weren't for the RAC and supporters like you!

The RAC's mission is to "To provide quality multidiscipline, art-oriented experiences that enrich our community, entertain our patrons, provide opportunities for local artisans and volunteers to develop and exhibit their craft, and encourage participants, especially youth, to learn, refine, and confidently showcase the performing arts."

The RAC has changed thousands of youths' lives over the last three decades, giving kids like Adrie a venue to learn important skills while entertaining and enriching the community. In recent years, government grants that have helped the RAC fulfill its mission have been vanishing. They're turning to you to help fill that funding gap.

The RAC has exciting things in store for 2016 including three musicals, Riverton City community events, and expanding their Riverton Youth Arts Council program. The RAC is grateful for citizens like you who have purchased tickets and supported these programs in the past. They are asking to show your continued support of the RAC and its mission now by purchasing your 2016 season tickets today! Visit www.RivertonArtsCouncil.org and for \$30 you can show your support of local youth, and artists, by reserving your tickets for the RAC's entertaining 2016 season.

Without patrons like you, youth kids like Adrie would have fewer opportunities to hone their craft in this community. They need your continued support to keep this program going and growing. Be a star by supporting the local arts - purchase your 2016 tickets today!

Sincerely,

Kim Ostler

Kim Ostler

Artistic Director of the Riverton Arts Council

P.S. Season tickets are in limited number and only available for purchase until January 2016, so buy early!



*Black ties and fish tales! You're invited
to the fundraising gala of the year.*

August 1, 2016

Dear Mr. Park:

Utah is a beautiful state with a wide range of breathtaking natural scenery, from red rock canyons to snowcapped mountains. Even with this variety there are ecosystems and geographic environments this state is lacking, which many landlocked Utahans won't have the opportunity to experience.

Since 1998, The Living Planet Aquarium has introduced Utahans to diverse ecosystems and the creatures that live in them, inspiring millions to "explore, discover and learn about Earth" while "fostering stewardship for the environment and life on earth."

The aquarium engages the public with changing exhibits and displays to enlighten and delight visitors. Because the aquarium is a non-profit organization, we rely on donations, sponsorships, and fundraisers to bring our patrons new exhibit. We would like to invite you to join us at our *Scales & Tails Annual Fundraiser Gala* on Saturday September 17, 2016, at 6 p.m. This black tie event includes dining, entertainment, and admission to all the aquarium's exhibits. Tickets are limited in quantity and cost \$200 for an individual seat, or \$1,600 for a table of eight. Join us for this exclusive event and unique experience!

Help millions of people experience new ecosystems and new exhibits in this world-class aquarium. Purchase your tickets today at www.thelivingplanet.com.

Sincerely,

Ken Bowman

Ken Bowman
Board of Directors

P.S. This year's theme is Masquerade, so don't forget a stunning mask for this stunning evening.



↑⇒
“Burges”
Draper
locations
eclectic
decorations.



↑ “Burges” new Draper Location.
Images courtesy of “Burges Waffles and Frites” and Author.

“Sweet and Savory on a Waffle, What More Can You Ask For?”

By KellieAnn Halvorsen

This past weekend, my foodie parents and I decided to try “Bruges Waffles and Frites,” at their new location in Draper (541 E. 12300 S.) Bruges is a walk-up counter joint with a wall of sunlight streaming windows, tile floors, industrial light fixtures, and rustic Belgium inspired decorative touches like waffle irons, cookie presses and a cartoon mural running across one wall leading to a playful and inviting atmosphere. The service was warm and friendly as the sun streamed through the window. Our cashier happily went through the menu, answering our questions about what is best and helping us select several items. We took our numbers and weaved our way through the Saturday crowd of families, finding a clean table.

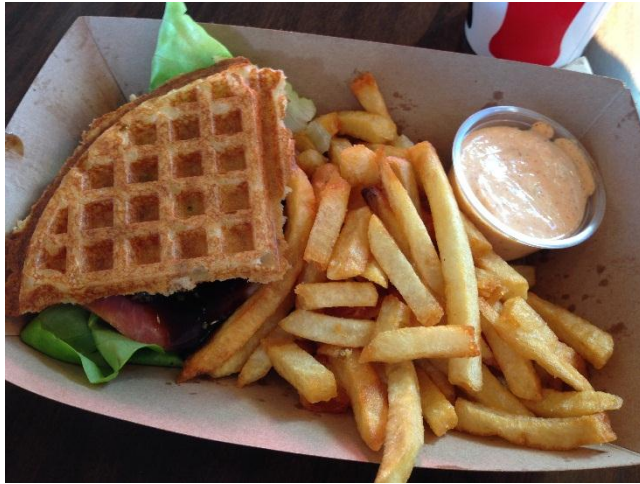
Our food was brought out by cheerful servers. Our waffle, Rhapsody, came out first. It was covered in Belgian chocolate and presented beautifully, even on a plain craft brown tray.



The Rhapsody. Liege Waffle topped with Crème fraîche, raspberries, and Belgian Chocolate Sauce.

The caramelized Liege Waffle, named for the region of Belgian it was originally created in, was warm and sugary crisp on its outside. The waffle was topped with crème Fraiche, a heavy sweet whipped cream, and raspberries which provided a wonderful cold contrast to the warm waffle and a textured pop of freshness with the berries. We quickly devoured the waffle and waited patiently for our entrees.

Our Italian waffle sandwich with Belgian potato frits (fries) and William omelet, of course served with a half of a savory waffle, came out next.



↑ *The Italian; Prosciutto, mozzarella, lettuce, tomato, pesto and balsamic Glaze.*



The William Omelet; Provolone, ham, caramelized onion and sautéed mushroom. ↑

Both the entrees were interesting and delicious! The waffles were savory instead of the sweet waffle of the Rhapsody. The Italian waffle sandwich was filled with Prosciutto, mozzarella, lettuce, tomatoes, pesto and balsamic glaze. This was my favorite item we tried, as the sharp balsamic blended with the cool mozzarella and the pocketed texture of the waffle soaked up and carried the flavors in little blissful packets. The frites, however, were under seasoned and nothing special. I enjoyed the omelet, having ordered it sans green peppers. The seasoning was not overpowering, the eggs were fluffy and the grilled onion, perfect.

Overall Bruges was a fun experience with a playful atmosphere and even more playful food. The menu consisted of a combination of sweets and savory highlighted by the texture of thick waffles. My parents and I enjoyed the waffles and the setting very much. □



Publicity image from "Mr. Holmes" provided by Miramax entertainment.

“A Thought Provoking Twist on a Classic Character”

By KellieAnn Halvorsen

Mr. Sherlock Holmes, Sir. Arthur Con Doyle's much-loved detective is the subject of director Bill Condon's latest period drama, "Mr. Holmes." Starring Ian McKellen in the namesake role, this telling is both fresh and old, as it examines a portion of Holmes that audiences had yet to see on screen; his old age.

Based on Mitch Cullin's novel "A Slight Trick of the Mind," the film follows the struggles of 93-year-old Holmes as he grapples with the onset of dementia and tries to recall the mystery, and woman, of his final case three decades earlier. With the help and friendship of the housekeeper's (Laura Linney) young son Roger (Milo Parker), Holmes is able to recall the details of his final case, and why it led him to isolate himself in the countryside for all these years.

The film grapples with themes such as “reality versus fiction,” as Holmes deals with the public’s belief of himself and his fictionalized counterpart, his own diminishing recollection over time and the differences between his beloved bees and dangerous wasps. This slowly paced story with three crossing story lines offers much for the audience to consider as they delve into the depths of the detective’s past and mind.

Technically, the movie is beautiful with interesting cinematography, editing, and framing. The locations and costuming were exemplary in relaying the freshly post-World War Two environment. But what really shined in the film was McKellen’s performance. McKellen, 73, played a heartbreakingly realistic 93-year-old, as well as a dapper and quick 60-year-old in flashbacks. McKellen’s award-worthy performance is a reason in and of itself to see the film. The interesting concept, and unfolding of new facets of the character is a reason to ponder its themes and meanings.



Lamar Odom, Playing with the LA Lakers in 2011.

<https://upload.wikimedia.org/wikipedia/commons/6/64/LamarOdomLakers.jpg>

Lamar Joseph Odom

Lamar Joseph Odom, professional athlete and celebrity, passed away Nov 17, 2015, in Los Angeles due to health complications related to an October incident.

Born November 6, 1979, in Queens, New York to Joe Odom and Cathy Mercer, he was partially raised by his maternal grandmother, Mildred Mercer.

Odom played basketball throughout high school, was recognized as *Parade Player of the Year* in 1997, played for the University of Rhode Island, was drafted into the NBA in 1999 and played for the LA Clippers, the Miami Heat, The LA Lakers, and Dallas Mavericks. He represented the USA in the 2004 Summer Olympics and was named *NBA's Sixth Man of the Year* in 2011. In 2009, Odom married celebrity Khloe Kardashian and was featured in several television series.

Odom is survived by his children Destiny and Lamar Jr., their mother Liza Morales, his wife, and father. He is preceded into the afterlife by his mother, his grandmother, and his son Jaden.

A public memorial service will be held Friday, November 20th at the Staples Center in Los Angeles California. In lieu of flowers, the Odom-Kardashian family is asking for donations to be made to the charity *NBA Cares* in Odom's memory.

Word count: 200

“An Office Manager’s Approach to People-centered Management and Volunteering”

By KellieAnn Halvorsen

At least three times a year Kim Ostler’s life gets taken over by a musical. In between running her grandchildren to softball, dance, and football practices, Ostler sews costumes, paints sets, directs performers, solves problems and generally benefits her community. Ostler, a former office manager with decades of experience managing medical practices, uses many of the skills she learned while working with people in her career in handling the volunteers and performers of her local arts board, the Riverton Arts Council.



Kim Ostler, Artistic Director and former Office Manager. Photo Provided by Ostler.

Office Management

Ostler spent her youth dancing and acting in high school productions and always had a knack for the creative. Her father was a pharmaceutical representative and as such Ostler acquired a lot of information on the medical industry through him. After high school, she hung up her dance shoes and entered the workforce. She found herself working as a receptionist for a cardiologist and started taking on more and more responsibilities. While she didn’t earn a college

degree in management, her tenacity to learn and work hard paid off as she raised through the ranks to become an office manager.

“Be curious enough to ask questions of the things you don’t know.” Oster said, “It’s a great way to learn and will provide you with many opportunities you might not have otherwise gotten.” Being curious gave Ostler a chance to pursue a career and make many important observations along the way.

Ostler learned many lessons that influenced her life and her volunteering while working in medical practices. The most important lesson came from a very dynamic and sociable doctor. Ostler observed how he would make sure to remember his employees’ names, tell them jokes, and ask them about details from their lives. He would spend a few minutes each day talking to each of them and as such employee morale was usually high and the work atmosphere was pleasant. From him, Ostler learned that working with others was about personal relationships and kindness. Later in life she was able to apply this logic with her theatrical and arts productions, creating real and lasting relationships with the performers and volunteers she worked with and as such improving the quality of the productions she helped with.

“It is so much easier to receive direction or management from a boss who is a friend, than a boss who is your enemy.” Ostler stated explaining the effect her managing style took on others, “You are still the boss, but the direction is more likely to be followed.”

Arts Volunteering

Ostler’s first production with the Riverton Arts Council was during Utah’s centennial celebration in 1996. Riverton City and the Riverton Arts Council came together to write and put

an original musical about the settling of the town called, “Riverton to the Front.” Ostler’s seventh grader wanted to be in the production. Being new to the town and seeing an opportunity to get to know people Ostler joined him on the stage. She enjoyed their time together and as opening night loomed closer she noticed that the set was a bit sparse and lent her creative skills as a decorative painter and seamstress to the show. Her hard work and creative skills paid off with the council and before she knew it, her managerial skills were being used as she became part of the Arts Council Board. From that time, her life has been a constant flow of musicals, plays, rehearsals, and public events.

“It’s a calling, not a job.” She explained with joy in her eyes as she detailed the effect volunteering has had on her life.



Ostler uses her skills learned as an office manager to help manage large casts, such as the cast of “Shrek” above from the Riverton Arts Council’s 2014 production. Photo by David Argyle.

Over the next nearly 20 years of volunteering, Ostler she has done countless productions, many musicals, started various programs including two children’s theater production companies, produced and directed shows, managed large community events, and held various positions with

the Arts Board including President and currently Artistic Director. She looks back at her time volunteering with fondness, but it is not spotlights and standing ovations that she loves the most, it's the people. She lovingly refers to her fellow board members and volunteers as her "partners in crime," and claims many of the kids who grew up within the program as her own.



Working with youth has given Ostler a unique understanding of the importance of the performing arts. Here youth actors take on challenging roles in the Riverton Arts Council's 2010 junior production of "Les Misérables," Ostler's favorite production so far. Photo by David Argyle.

Because of the Arts Council's focus on youth theater she has had the opportunity to observe and help many young people through tough circumstances. She has stories of youth who were suicidal and then drawn out of that darkness through the social interactions and performing skills taught on the community stage. She has seen kids overcome drug and alcohol addictions to become clearheaded on the stage and in life. She has witnessed casts gather around and support their fellow cast members during times of tragedy or triumph. She has helped kids tackle physical, emotional and even mental issues as they address

the struggles of the characters they portray. She has written dozens of letters of recommendations helping students get scholarships and afterwards their dream jobs. She has seen love bloom during rehearsals with marriages and a second generation of community theater performers as an outcome. She expressed her feelings being blessed to be a part of these young performers' lives, whether it is for a show or for a lifetime.

Management Advice

Ostler's advice in management and theatrical productions is not surprisingly focused on keeping in mind that you are working with people:

- 1. Cast and hire fairly.** Creative and positional choices should always be on merit and ability only. When nepotism and favoritism get involved drama ensues and it is not fair to the other qualified individuals involved.
- 2. Treat kindly: everyone and everything.** Set clear and kind expectations with the people you work with. Being kind doesn't mean allowing yourself to be taken advantage of, it's about giving people the chance to excel, and having clear consequences you are not afraid of enforcing if they do not.
- 3. Value your audience,** consumers, clientele, patients, whoever is primarily benefited from your work. Create a production, service or product your particular audience will enjoy. Don't insult your audience by giving them a subpar production or service. You are in the business for them and they are a critical part of your work/productions.



Forming relationships with the people you work with brings the best results in management and theater. Here part of the Riverton Art's Council's 2012 cast of 'Little Women' illustrates the quality and sincerity that can come by truly building relationships with one another. Photo by David Argyle.

While Ostler no longer works as an office manager she feels the skills she learned in that career has helped as she has found her true calling, and volunteers to make her community a more creative place. She has come to have a deep appreciation of the people and performers she works with and understands that life is about the people we meet, the relationships we form and impressions we leave behind. □

To the Editor of the Salt Lake Tribune,

While my heart breaks for the individuals affected by Friday's Paris attack, the way Albert R. Hunt of the Bloomberg View presented his article published November 15, 2015, on how the attack would affect the presidential election was extremely biased and misleading to your general readership in its introduction.

Hunt, after acknowledging that several Democrats including President Obama commented on the attack stated that "several leading Republicans immediately politicized the issue." His rhetoric suggests that it was only the Republicans were politicizing the issue for their party's gain. This attack wasn't an issue "to be politicized" by one party or another, but an issue politicized in its very nature, worthy of commentary on all sides without fear of being damned by that commentary.

-KellieAnn Halvorsen

Original Article: <http://www.sltrib.com/opinion/3182679-155/hunt-paris-attacks-could-shift-presidential>

Body Issues and Bodywork:

Overcoming Fears and Hopping Onto the Massage Table

By KellieAnn Halvorsen, LMT, NCTMB since 2006

I am fast approaching my 10th anniversary as a licensed massage therapist. I love the work I do. I love that I get to help individuals, in a very personal way, on an almost daily basis. Everybody and every body is different, so every session is different, and the work doesn't get boring. Even if the work gets stagnant there is always a new modality of massage to learn and techniques to research and incorporate into my practice. Massage is great! I love to give massage as much as I like to receive a massage, but every once in a while I am startled to hear that someone doesn't like to receive massage or aren't even willing try it!



KellieAnn Halvorsen, License Massage Therapist since 2006. Photo by McKenzie Deakins.

This used to baffle me, particularly since touch is so important to me in my life. But over the years, as I have informally interviewed these people, a pattern has emerged to their reasoning. There are generally three reasons why some people don't like or won't try massage. (1) Some people simply don't like being touched, (2) some are not familiar, and as such are uncomfortable, with massage practices and ethics (thank you "Friends" and "Seinfeld" for misinforming a whole generation on massage therapy), but most of all I find (3) people are struggling with their own body issues, such as body shame and body image problems.

If someone doesn't like to be touched I can't really do anything for them, besides feel bad for them because touch is AMAZING! I can encourage them to seek out safe and positive touch and hope that maybe someday they will be able to enjoy touch and massage.

It is much easier to educate and familiarize an individual about massage practices and ethics and help them become more comfortable with the idea of massage. Most of the apprehension on this subject is understandable, with questions including whether the individual should wear underwear, how much of my body will the therapist actually work on/see, what is the sheet/towel draping like, what if I need to use the bathroom midway through the session, etc. None of these questions are stupid, each is valid and easily answered by a massage therapist. Believe me, we are ecstatic to educate and introduce you to the world of massage therapy.

Helping individuals whose massage-blocking-factor stems from body issues is a bit tougher and harder to isolate and address.

To clarify, body issues usually arise from the way we internalize and view our own physical body or body image. To have a positive body image isn't necessarily to have a completely "positive" image of our body, but to have a realistic understanding of our body and a deep appreciation of what it can do for us. Having a negative body image is a negatively distorted view about your physical body, which can affect an individual's self-esteem and feelings of self-worth. This negativity could cause an individual to focus on their own flaws and obsess over comparing themselves to the unobtainable figures we often see in media and entertainment. Furthermore, this internal dialog of judgment is often applied to our understanding of an external judgment from others.

People with a negative self-image often assume everyone around them is judging them just as harshly or harsher than they judge themselves, including any prospective massage therapist who would be seeing so much more of their body than the normal person off the street.

I have had so many people say they will see a massage therapist after they lose weight or fix some perceived physical flaw. I have had people express concern that they are just too smelly, or hairy or gassy to see a massage therapist. It breaks my heart when I hear these things! Let me tell you, you are not too fat, smelly, hairy, or anything to see a massage therapist!



*Massage Therapists are there to literally lend a hand and help you feel better.
Image provided by the Associated Bodywork & Massage Professionals.*

When we meet and greet you in our reception area we are honored and excited to be helping you. We don't see your physical flaws the way you do, we see people with physical and mental stresses that we can help ease. You are a full and complete person to us, you are human!

If someone were to ask me what I would like people to know the most about receiving a massage after my ten years of massage therapy experience, my instantaneous answer would be that "I don't care if you shaved your legs that day or not, but I do care that you care." As a

massage therapist I put a lot of work in trying to ensure the comfort of my clients and if you spend your whole time on the table worrying about whether I am judging your leg stubble, you are not going to get as much out of the session and a large portion of my hard work will go to waste too.

If you are feeling nervous during a massage due to body issues, here are some things to remember:

- Everyone has cellulite, flatulence, and needs to use the restroom at some point. Don't be embarrassed about any of this.
- If you are worried about smelling bad, take a quick shower before coming in, but you don't need to. Often you will leave with messed up hair and lotioned/oiled skin and might want to bathe anyway.
- It's okay to feel good! Please feel no shame or guilt about feeling good or taking time on yourself with a massage. Massage feels good because it is good for you! There are many physiological reasons for this, embrace it don't feel shame over it!
- This is my job. I love it. I choose it. Don't feel bad about "making me" work on you, because I don't feel bad at all, I feel honored.
- Don't feel like you need to entertain your massage therapist by talking the whole time. Sometimes too much talk can distract us and make the quality of the massage go downhill. But we also understand that talking could be what makes you feel comfortable, so we generally take a cue from you if you need conversation or silence, or a combination of the two.

- Be honest with your massage therapist! While massage therapist's read the human body in their own way through experience, education, and touch, we are not mind readers! Tell us if you are uncomfortable with draping or our hands placement. Be honest on your intake form, tell us any relevant medical problems, such as recent injuries or medical conditions. If something pops into your head that you forgot to tell us at the start of the session, let us know when you remember it.
- Again the session is about you so let us know. If you need anything like a tissue, blanket or glass of water let us know. We want you to be comfortable!

Massage therapy is an amazing thing. It is one of the oldest forms of medicine and can help individuals in real physiological ways as well as mental/emotional and even spiritual health. I have loved my decade long career within the field so far and look forward to decades more. I hope that massage therapy can become available to more and more people, including those who might have fears that keep them away. Don't let fear, unfamiliarity, or body image issues keep you from getting a massage. Educate yourself, talk to a massage therapist, give massage a real chance. You will be happy if you do! □