

## Salt Lake County, UT Boards & Commissions

### Application Form

|                      |                     |  |            |
|----------------------|---------------------|--|------------|
| <b>NAME</b>          | Bailey              | T.                                     | Edelstein  |
| <b>EMAIL ADDRESS</b> | [REDACTED]          |  |            |
| <b>HOME ADDRESS</b>  | [REDACTED]          |  | UT         |
| <b>PRIMARY PHONE</b> | [REDACTED]          | [REDACTED]                             | [REDACTED] |
| <b>EMPLOYER</b>      | Summit County, Utah | Communications and Outreach Specialist |            |

### Which Board(s) would you like to apply for?

Local Emergency Planning Committee Volunteer

### Referred by:

\*I read about the position in the Utah PIO Association newsletter.

## QUALIFICATIONS

### Please tell us about yourself.

I traded the political scene of Washington, D.C. for Utah's ski days and red rock deserts when I moved to the mountains in 2017 after graduating with a master's degree in New Media and Photojournalism from George Washington University. I dove into working for the outdoor industry as the Media and Outreach Coordinator for the National Ability Center, a non-profit serving outdoor adaptive recreation programs to people with disabilities. I was in this role through June 2020, feeding my passion for the natural environment through non-profit work until I shifted into the local government sector as a Multicultural Communications and Outreach Specialist for Summit County.

When I'm not in the office, I love spending my time outside riding my mountain bike, hiking with my husband and blind dog (yes, she hikes!), skiing on the weekends with friends, and cooking!

## Why are you interested in serving on a board or commission?

Here are two examples of why I am interested in serving on the Local Emergency Planning Committee:

- I began working in the local government sector part time in September 2020, specifically in the Summit County Health Department, during the height of the pandemic doing graphic design, some Spanish translation, video production and social media. By March 2021, I was hired full time. During my first year at the County, I witnessed the importance of organized, cross-departmental, collaborative regional response during times of emergency from public health messaging to administering a mass-vaccination clinic.

- After the Parley's Canyon Fire in 2021, I dove into the creation of emergency response communications plans specifically geared towards sharing information to our Spanish-speaking community.

## What education, work experience, or volunteer experience do you have that applies to the board you are applying for?

- I am currently the Multicultural Communications and Outreach Specialist for Summit County, Utah. During my time at Summit County, I have been instrumental in developing and implementing strategic communications plans a visual storytelling techniques in addition to public relations for 13 departments.

- Communicating in multiple languages is imperative during times of emergency: I bring experience in outreach and education initiatives prior to emergencies to communities with a large population of Spanish-speaking residents and workforce members.

- Certifications: FEMA - Public Information Basic  
BLM - Wildland Fire Incident Response

- KPCW Radio: Spanish-language advisory board

## What unique perspectives could you bring to the board?

I can bring a unique perspective in terms of communicating to people during times of emergency in multiple languages.

After the Parley's Canyon Fire in 2021, Summit County recognized the lack of line of direct communication to our Spanish-speaking residents in times of emergency. Over the past three years, I have played a crucial role in creating a bilingual emergency communications plan for Summit County, implementing the use of and marketing the subscription to NIXLE channels for our Spanish-speaking residents to tune into during times of emergency.

Just last month, we took these initiatives further to establish a WhatsApp channel to communicate with Spanish-speakers in our community. We decided to meet our residents where they already were getting information.

## Boards and Commissions Demographic Questions

Some boards and commissions require membership to be ethnically/racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

1. Are you a Salt Lake County employee?

Yes  No

2. Are you a current member of another Salt Lake County board or commission?

Yes  No

3. [Redacted]

|  |  |
|--|--|
| <input checked="" type="checkbox"/> [Redacted] | <input checked="" type="checkbox"/> [Redacted] |
| <input checked="" type="checkbox"/> [Redacted] | <input checked="" type="checkbox"/> [Redacted] |
| <input checked="" type="checkbox"/> [Redacted] | <input checked="" type="checkbox"/> [Redacted] |
| <input checked="" type="checkbox"/> [Redacted] | <input checked="" type="checkbox"/> [Redacted] |
| <input checked="" type="checkbox"/> [Redacted] | <input checked="" type="checkbox"/> [Redacted] |

4. What District do you live in?

Choose an item.

5. [Redacted]

6. [Redacted]

7. What language(s) do you speak fluently?

|   |                                       |
|---|---------------------------------------|
| <input checked="" type="checkbox"/> English   | <input type="checkbox"/> French       |
| <input checked="" type="checkbox"/> Spanish <small>working conversational skills.<br/>excellent reading and writing</small> | <input type="checkbox"/> Russian      |
| <input type="checkbox"/> Italian  | <input type="checkbox"/> Mandarin     |
| <input type="checkbox"/> German   | <input type="checkbox"/> Other: _____ |

[Redacted]

# BAILEY EDELSTEIN

COMMUNICATOR OF IDEAS, WORDS, IMAGES

[baileyedelstein.com](http://baileyedelstein.com)

## EDUCATION

### George Washington University, 2017

Corcoran School of the Arts and Design

Master of Arts: New Media and Photojournalism

### American University, 2015

School of Communication

Bachelor of Arts: Print Journalism

Minor: Spanish Language

## EXPERIENCE

### Summit County, Utah | Aug. 2020 - present

Multicultural, Communications + Outreach Specialist II

- Develop and implement strategic and visual communications plans to drive community engagement for 13 departments in local government sector including: Sustainability, Stormwater, County Lands and Natural Resources, Public Works, Engineering, Building, Planning.

- Cultivate and maintain relationships with local, regional media, pitching stories, information-gathering, organizing talking points and training staff for media appearances.

- Deploy skills in social media management, graphic design, video production, photography, media coordination to propel community engagement.

- Public speaking and event planning for community engagement events focused on gathering public input, sharing information.

- Experience and formal training in emergency incident response communications during times of wildfire, flooding, global pandemic.

### National Ability Center | Nov. 2017 - June 2020

Media + Outreach Coordinator

- Managed outreach efforts to drive recreational program enrollment.

- Developed visual content for, and maintained social media channels, e-newsletters with focus on fundraising, disability advocacy, outdoor recreation programs, and program participant stories.

- Produced and edited annual appeal [video](#) that raised over \$17,500 in online donations.

## MY TOOLSHED

### Certifications:

- Public Information Officer (*FEMA*)
- Wildland Fire Incident Information Communications (*BLM*)
- Spanish Translation (*American University*)

### Communications:

- Press Release Writing
- Public Relations
- Social Media Strategy (*NextDoor, X, LinkedIn, Facebook, Instagram, Meta Business Suite*)

### Visual Comms:

- Graphic Design
- Photography
- Video Production

### Adobe Creative Suite:

- Proficient in Illustrator, Premiere Pro, InDesign, Photoshop, Bridge, Lightroom, Audition, and more!

### Computer Skills:

- Proficient in Microsoft and Apple operating systems and associated software
- Google Suite
- Microsoft SharePoint

### Email Marketing:

- Active Campaign
- MailChimp
- Constant Contact

### CRM:

- Salesforce

### Web Editing+Design:

- WordPress
- Squarespace
- Basic CSS

### Extracurricular:

- Utah Women Leading Government
- Utah Public Information Officers Association
- Spanish Language Advisory Board at KPCW Radio

## ABOUT ME

I live in Utah with my husband, Adam, and our dog Tora, who lost both her eyes to glaucoma—but that hasn't slowed her down on the trails!

## OUT OF OFFICE

- Mountain Biking
- Climbing
- Skiing
- Hiking
- Printmaking
- Whitewater rafting
- Watercolor painting
- Backpacking
- Photography
- Camping