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## **Overview: Karen Pierce Gonzalez Public Relations**

### [YouTube Portfolio](#)

B.A. Creative Writing, B.A. Anthropological Linguistics/Folklore, Sonoma State University

### **Experience:**

- Seasoned media/public relations-industry experience and extensive traditional and online media contacts. Owner of Karen Pierce Gonzalez Public Relations (since 2000)
- 25+ years as journalist/writer for publications such as *The San Francisco Chronicle*, *San Francisco Magazine*, *Sonoma Business*, *Northbay Biz*, *California Sheriff's Assoc. Journal*, *Bay Area Business Women*, *Marin Independent Journal*, *Australian Trade Community*, and more.
- Award winning publicist
- Award winning fiction and non-fiction writer
- Publisher: FolkHeart Press (since 2007)
- Author: *Are You Ready to Generate the Media Visibility You Want?*, *Black Pepper Visions: Original Folktales & Food Stories You Can Eat*, and *Family Folktales: Write Your Own Family Stories*.



### **Media Sponsorships/Partnerships:** (partial list)

CBS Outdoors, NBC, CBS, Comcast, KOFYTV, Maverick Media, KKSF/Clear Channel, Wine Country Radio, *Press Democrat* (New York Times), *ANG Newspapers*, and more.

### **National, Regional and Local Clients** (partial list)

- Arts Council of Sonoma County
- Big Brothers/Big Sisters of North Bay
- California Indian BasketWeavers Assn.
- California Senior Legislature
- Elder Financial Protection Network
- Latino Film Festival, SF Bay Area
- Marin Museum of the American Indian
- North Bay Black Chamber of Commerce
- Petaluma Build It Green
- Sebastopol Educational Foundation
- Sonoma County First Five
- Sonoma County Mental Health Services
- Santa Rosa Mortuary

### **Special Projects:** (partial list)

- *BE WISE* (Project coordinator: 30 min. NBC documentary on elder financial abuse)
- Big Blend Magazine (guest host of national blogtalk radio show)
- Big Read (PR for Sonoma County involved in annual NEA project)
- Much Ado About Sebastopol (PR/educational fundraiser)
- Mystery Writers in the Mausoleum (PR/Coordinator: Redwood Writers, NorCal Sisters in Crime and Santa Rosa Memorial Park)
- Napa Valley College Harvest Gathering (writing facilitator)
- Precious Cargo: California Indian Cradlebaskets and Childbirth Traditions (NEH Project. PR assistance with press materials)
- Teens Against Human Trafficking (Producer: 30 minute.TV documentary)
- Wounded Veteran Polo Benefit (3 years)