

# Dorene M. Lorenz

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Lorenz demonstrates over 35 years expertise in communications, community relations, external affairs, public relations, journalism, strategic marketing, business development, corporate identity, publicity, social media, events management, and as a spokesperson.

## **Alaska History:**

Lorenz is serving her second term as President of the Pioneers of Alaska Juneau Igloo. She has previously served as Historian for the Juneau, Anchorage, and Seward Pioneers of Alaska Igloo and overseen the collection and retention of records, preservation of historic artifacts and buildings, collection and retention of stories and personal effects of membership and the Igloos themselves.

The purpose of the Pioneers of Alaska is “to preserve the names of all Alaska’s pioneers on its rolls; to collect and preserve the literature and incidents of Alaska’s history; and to promote the best interests of Alaska.”

Lorenz has served on the Seward Historic Preservation Commission and is in her second term on the Juneau Historic Resources Committee.

Lorenz has been involved with restoration projects with buildings listed on the National Historic Register from South Beach Miami to Magazine District in New Orleans, to Armory Park in Tucson to several projects in Alaska. Many of these project used Historic Preservation Tax Credits.

Lorenz was the instructor for the American Institute of Architects Continuing ES Course Tax Incentives for Preserving Historic Properties (AKSE603) for AIA Alaska (A128) in the October 2023 AIA Conference in Juneau, Alaska.

**MEDIA:** Lorenz has a broad range of broadcast production experience in live television and radio news, special reports, video news releases, documentaries, commercials, feature films, scripted television series, reality TV series, press releases, and film production. Contributor to multiple newspapers, blogs, podcasts and magazines.

Since 2012, Lorenz has demonstrated leadership as news director, main news anchor, talk show host, morning show host, and main producer for Alaska’s FOX, CW, and ABC Affiliates. Hosted ABC Good Morning Alaska, ABC Alaska Daily, ABC Alaska Political Insider, and ABC Alaska News & Views. In 2017, she served as news director for KSRM Kenai radio news conglomerate with her stories rebroadcast statewide on KENI and KFBX.

Reported for KTVA CBS Alaska News, special correspondent for independent Russian Television Channel NTV, contributor to Renewable Energy World and Alaska Watchman. Lorenz is a 2018 Pakistan fellow with the Center for International Journalists.

**GOVERNMENT:** Lorenz currently serves on the City and Borough of Juneau’s Historical Resource Advisory Committee. She previously served on CBJ’s Sister City Committee, AVTEC’s Institutional Committee, and the Anchorage Arts Advisory Committee.

As a statesman, Lorenz was the top vote getter when she was elected to the Seward City Council in 2004. Between 2002-2006, she served on the Seward Centennial Legacy Committee, Seward Economic Development Committee, Seward Waterfront Committee, Seward Alternate Energy Committee, and the Seward Long-term Care Replacement Facility Committee. She also served on the Seward Historic Preservation Commission.

**EVENTS:** Project management benchmarks include creating the 2000 InterAmerican Development Bank's TechVillage for Compaq, 3Com and Computer Associates. Lorenz also designed/produced the National Football League's VIP Rooms at the 2002 Super Bowl in New Orleans.

## **DEMONSTRATED EXPERIENCE**

**Government Relations:** Legislative and Executive advocacy, image and relationship building, crisis management, grassroots outreach, and national public awareness campaigns.

**Marketing and Business Development:** Positioning, branding, message development, graphic design, social media, advertising campaigns, catalogues, direct mail, brochures, annual reports, websites, newsletters, promotional items, marketing videos, logo, and signage design.

**Media/Journalism:** Print, radio, and television correspondent. Television and radio program host, features writer, arts critic, scriptwriter, ghost writer, story pitching, voice over/on-air talent, creative, stringer production support, logistics, technical director, camera operator, casting, set design, wardrobe, props and editing. Production of three-day live statewide AFN broadcast.

**Public Relations:** Corporate identity development, production/placement of public service announcements, video news releases, press kits, trade show advance prospect targeting, post show follow-up. Coordination of international, national, and local events including gala receptions, annual meetings, ground breaking ceremonies, summits, press conferences, seminars, and trade shows. Fundraising and media management. Executive speech writing and coaching.

## **NATIONAL/INTERNATIONAL PROJECT CLIENTS**

3 COM, A&E's American Justice Network, Atlantic Ethanol, Backyard Poultry Magazine, Bank Advisory Group, CNN, Compaq, Discovery Channel, Exxon, Evergreen International, H.C. Price Company, Frostbite Productions, Health TV Channel, InterAmerican Development Bank, International Circumpolar Union of Health, Lynx Group, Microsoft, Microsoft Foundation, MyE.MD, National Football League, SpaceMark, Trammell Crow Company, Teamsters, Williams Petroleum.

## **ALASKA PROJECT CLIENTS**

Aerotwin, The Aleut Corporation, The Alaska Oil & Gas Alliance, Alaska Environmental Power, Anchorage Daily News, Alaska Federation of Natives, Alaska Newspapers, Alaska Railroad, Alaska Seafood & Agriculture Bank, Alaska Seafood Counsel, Anchorage Economic Development Corporation, Anchorage International Airport, Arctic Slope Regional Corporation, Axis Communications, Bristol Bay Native Corporation, Carlyle/K&W, Cook Inlet Region, Incorporated, Coeur Alaska Kensington Mine, Dimond Center Hotel, Denali Daniels & Associates, Doyon, Eskimo Walrus Commission, KSKA Public Radio, KTVA Channel 11 CBS, Mt. Sanford Tribal Consortium, Matanuska-Susitna Borough, Piquiniq Management Corporation, Port of Anchorage, Pristine Alaskan Water, SeaLand, Seldovia Native Corporation, Seldovia Village Tribe, The Alaska Standard, Totem Ocean Trailer Express, Trusted Publishing, University of Alaska, Anchorage.