



ANN GRAUVOGL

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Our stories define and connect us. I am an award-winning journalist and author, ghostwriter, editor and communications manager. My style is collaborative, as we delve into the heart of your needs and your stories. The results can educate and inspire readers. I believe in curiosity, building relationships, untangling complex topics and delivering engaging content. You'll find examples of my work at [acgCOMMUNICATIONS](http://acgcommunications.com).

Relevant experience

Global Health Institute, University of Wisconsin-Madison

March 2014-November 2022

Associate Director, Communications

The Global Health Institute looked to me to develop and manage all communications, including news coverage, the website, social media, branding and marketing. My tenure allowed me to work closely with team members, researchers and practitioners to explore and appreciate the complexity of global health and share it across platforms. The position allowed me to:

- Identify, write and share stories that translated science into accessible content for a broad audience
- Write and design reader-friendly, informative annual reports and newsletters to celebrate GHI's accomplishments
- Co-design, launch and maintain a new website
- Create promotional materials, printed programs, signage and other collateral for events and initiatives
- Manage social media
- Spearhead strategic planning
- Work regularly with the Adobe Create Suite and Word Press

Examples of the work can be found at acgcommunications.com.

University of Wisconsin Foundation, Madison, Wisconsin

April 2008-November 2013

Marketing strategist, writer/editor

A boot camp in strategic marketing and communications, higher education and fundraising for the University of Wisconsin-Madison.

- Creating, writing and editing a variety of print and online development materials
- Defining creative/results-driven tactics through marketing/communications plans and creative briefs
- Supporting initiatives including Share the Wonderful (annual campaign), Leadership Annual Giving, 1848 (giving) Society, Power of Nursing campaign, Center for Investigating Healthy Minds and the Dalai Lama's 2011 visit, and School of Veterinary Medicine TomoTherapy campaign.

Freelance journalist/writer/editor

1996-present

Clients include:

Global Health Institute, University of Wisconsin-Madison
 Natural Resources Foundation of Wisconsin
 Graaskamp Center for Real Estate, Wisconsin School of Business

***Isthmus*, Madison, Wisconsin**

Regular contributor, 2007-2010

Writing cover stories on a variety of topics.

***Citystyle* magazine, Sioux Falls, South Dakota**

Creative lead, founding editor, writer, consultant, 1996-2007

Developing, editing, writing and collaborating with an in-house team to create and produce *CityStyle*, the *Argus Leader's* first magazine. Also helping develop and write *PetMag* and *Good Life*, two subsequent magazines.

Also: Various *Argus Leader* publications, *South Dakota Magazine*, Reuters News Service, *Minneapolis Star and Tribune*, *Chamber Music Magazine* and *Smart Business*.

Freelance author

Clients include:

University of South Dakota, Vermillion, South Dakota

Project lead, author, researcher, editor

- "150 Years of Pride, Persistence and Progress," a sesquicentennial history of the University of South Dakota, received 2013 silver South Dakota and District 8 ADDY Awards. Published in 2012 by the South Dakota Alumni Association, Vermillion, South Dakota. ISBN: 978-615-66746-1 (creative lead, author, researcher)
- "Committed to Care: A Century of Medical Education in South Dakota," 2007, Pine Hill Press, Sioux Falls, South Dakota. ISBN: 1-57579-349-0 (creative lead, author, researcher)
- "Footprints on the Prairie: The Life and Times of W.O. Farber," 2005. Published by the Chiesman Foundation for Democracy, Rapid City, South Dakota. ISBN: 0-97185572-5-3 (creative lead, co-author, researcher)
- Also: The University of South Dakota Self-Study 2011 For Reaccreditation (editor, writer)

Cherbo Publishing Group, Encino, California**Author**

“South Dakota: Pioneering the Future,” 2006, Cherbo Publishing Group, Encino, California.
ISBN: 978-1-882933-70-9.

Institutional histories**Creative lead, author, researcher**

Histories of the Sioux Falls YWCA, Coliseum and Civic Fine Arts Center, and Business Aviation.

On-staff journalist**Sioux Falls *Argus Leader*, Sioux Falls, South Dakota****Arts writer, critic, columnist 1985-1999; News and features reporter 1983-1999**

Translating theater, music and visual arts for a general audience. Also, strong investigative journalism, politics, government, health, general features

Other on-staff journalism experience

- General assignment/features reporter, *Quad City Times*, Davenport, Iowa
- General assignment/features reporter, Barrington Press/Countryside Newspapers, Barrington, Illinois
- General assignment reporter, features editor, *Wisconsin Rapids Daily Tribune*

Education

- 2012: “Integrated Marketing Communications: Brand Alignment, Advertising Platforms, and Customer Messaging,” Fluno Center Executive Education, Wisconsin School of Business, University of Wisconsin-Madison.
- CASE 2011 Summer Institute in Communications and Marketing, University of Vermont, presented by the Council for Advancement and Support of Education
- Dolt “InDesign 1,” 2008, University of Wisconsin-Madison
- Creative writing—poetry/play writing/fiction, 1998-2000, Augustana College, Sioux Falls, S.D.
- National Critics Institute, 1997, Eugene O’Neill Theater Center, Waterford, Conn.
- Bachelor’s degree, journalism, University of Wisconsin-Eau Claire

Awards

- 2013 South Dakota, District 8 ADDY Silver Awards, “150 Years of Pride, Persistence and Progress,” the sesquicentennial history of the University of South Dakota
- 2011, CASE Excellence in Design: Multi-Page Publications and Folders silver award (with designer Yael Gen), “We’re here to get your animal back on its feet. Or hooves. Or paws.”
- 1999 Robertson Memorial Award in Horticulture, South Dakota Horticultural Society

- South Dakota Newspaper Association (Daily Newspapers Over 20,000)
 - 1993 Best Local Column, first place; Best Feature Story, second place
 - 1992 Best Local Column, first place (tie)
 - 1991 Best Feature Story, first place
 - 1990 Best Feature Series, first place; Best Local Column, second place
 - 1989 Best Local Column, first place
 - 1987 Best News Story, first place; Best Local Column, third place
 - 1986 News Reporting Series, second place; Feature Story, honorable mention
 - 1984 Best News Reporting (series), second place; Best Feature Story, third place
- Gannett Well Done
 - October 1989 Feature Writing, runner-up, for profile of movie star Kevin Costner ("Dances with Wolves" coverage)
 - August 1989 Public Service, runner-up, for an in-depth look at restaurant sanitation
 - April 1989 Enterprise, runner-up, for stories on the federal witness protection program
 - August 1986 In-Depth Reporting, "Who Owns Sioux Falls"
- South Dakota Associated Press Managing Editors, 1990, news and photo contest, second place
- Associated Press of South Dakota Newswriting Contest, 1989, column, honorable mention
- Sioux Falls Convention & Visitors Bureau, 1988-1898, Media Magnificent Award

Community Involvement

- UW-Madison Servant Leadership community of practice
- Volunteer, Society of St. Vincent de Paul, Madison, Wisconsin
- Board member, Wegner Arboretum Society, Sioux Falls, South Dakota
- Steering committee member, Sioux Falls Community Cultural Plan
- Steering committee member, Downtown Arts initiative, Sioux Falls, South Dakota
- Board member, Center for Women, University of Sioux Falls