



Pam Campbell, '95 & '03
Director of Public Affairs, Oklahoma City Branch of
the Federal Reserve Bank of Kansas City

After working in various public relations fields, Pam Campbell brought her experiences together in her current role at the Oklahoma City Branch of the Federal Reserve Bank of Kansas City. Campbell, who holds a bachelor's degree in mass communications and public relations and a master's degree in public relations and advertising, recently reflected on her public relations career so far, the skills she gained while on campus and more.

What is your favorite memory from your time at Gaylord College?

During my senior year, the PRSSA officers went to Baltimore, Maryland, for the PRSSA Conference. This was the first time I had been on the East Coast and to a national conference. It was eye-opening in many ways! However, the time we spent connecting with other students, and professionals at the nearby PRSA Conference, really helped me gain a vision for what a career in

significant footprint on the public relations profession. To be a candidate, a professional must have more than 20 years of industry experience and go through a rigorous peer review process. It took several months to complete the in-depth application process that showcased my 20+ year career and contributions to the profession.

How did Gaylord College prepare you for your future career?

The faculty, staff and students at the college were vital to my understanding of mass communications and practical application of public relations skills. I became a better writer, learned AP Style and how to strategically consider my goals and publics first. When I graduated, I was armed with a professional portfolio and network of individuals, who have supported me throughout my career.

What advice would you give to

public relations could be.

Do you have a favorite faculty/staff member at Gaylord?

Ken McMillen, APR, was one of my main public relations professors. In addition to being the PRSSA faculty sponsor and taking us to Baltimore, he was excellent at teaching and even better at the practical application of public relations skills. He still serviced active clients, which offered great examples. I'm thankful I was able to learn from him.

How did your career path lead you to the Federal Reserve?

Prior to the Fed, I worked in government, education, association and corporate. Working for the Fed brings all of these experiences together and I am able to utilize my skills strategically to develop communications and public outreach programs that engage Fed stakeholders and produce positive outcomes.

Describe your role at the Federal Reserve.

As the director of public affairs for the Oklahoma City Branch of the Federal Reserve Bank of Kansas City, I direct internal and external communications for Oklahoma. This includes managing staff and budgets, as well as digital and web marketing, media relations, government affairs, economic education, public outreach and special events. I also provide strategic counsel to senior management on public relations activities in Oklahoma and deliver speeches and programs across the state.

What do you consider to be the most significant moments of your career so far?

In 2020, I was inducted into the PRSA College of Fellows, which is considered the gold standard of public relations professionals. The college is an active, honorary organization comprised of approximately 350 leading practitioners and educators, each of whom has left a

current students aspiring to a career in public relations?

Take every opportunity you have to learn about the different parts and careers in the public relations field – traditional and digital. Digital mediums are important, but to build deep relationships between an organization and its publics (which is our job), utilizing a variety of the tools we have is the most effective.

What do you do for fun outside of work?

I have two daughters who are 5 and 7. In addition to taking them to gymnastics, dance lessons and being treasurer of their elementary school PTA, I am involved with many community organizations, such as Leadership Oklahoma and Leadership Oklahoma City, Rotary Club of Oklahoma City, Junior League of Oklahoma City, Oklahoma Partnership for School Readiness and the Oklahoma Jump\$tart Coalition.

Are there any other organizations or projects you're involved with outside of your full-time job that you want to highlight?

I served as the 2018-2019 president of the Junior League of Oklahoma City, a \$4.2 million nonprofit with 1,400 women volunteer members. Since 1996, I've has been active with PRSA, serving in every officer position, including 2002 Oklahoma City chapter president. Currently, I am an accreditation co-chair and Southwest District Conference co-chair. In 2016, I was recognized by the chapter with their highest honor, the Paul E. Dannelley Harmony award.

Additionally, I have taught as an adjunct professor at OU, with some short breaks, since 1999. Typically, I teach public relations writing, but have had the opportunity to develop and teach other courses. In the fall 2021 semester, I co-taught a Seminar in Strategic Communication for the online master's program.



Stay Connected:

