

ENGLISH MAJOR ENJOYS CRAFTING COMMUNICATIONS

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Laurie O'Reilly '94 of Watertown, MA, and the communications team for The Trustees of Reservations won four Society of National Association Publication (SNAP) Awards recently. As Communications Director, O'Reilly oversees all outreach to the nonprofit land conservation organization's 44,000 members throughout Massachusetts. "It's my job to reinforce our brand and our message—to help people understand the work we do in a way that's compelling and relevant to their everyday lives," she says.

O'Reilly led a team of writers and designers who earned Gold Awards for the 2007 Annual Report and General Excellence in Publications, a Silver Award for the magazine *Special Places*, and an EXTRA! Award for the Annual Report, which judges called "visually stunning." "I work with a magnificent team," O'Reilly says. "They're really creative and committed to the work we do." She appreciates the SNAP awards as a "great validation of the work that we do that we're so passionate about." ■

* **JENNIFER LISKOW** is Rivier's Assistant Director of Marketing and Communications and teaches in the College's Professional Communications program. Jennifer earned her bachelor's in English and communications from Notre Dame College in Manchester, N.H. in 1996. In 2002, she completed her master's in writing and literature at Rivier. She began writing in junior high school; since then, she has had poems, short stories, features and essays published. She serves on the Board of Directors for NH Roller Derby, the state's first competitive flat-track roller derby league.