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COURTNEY BECKER BRINGS MARKETING SKILLS TO AWARD-WINNING TELEVISION SHOW

Bismarck native brings creative promotional skills to *Studio One*

GRAND FORKS, N.D. – Bismarck, N.D. native, Courtney Becker is helping take the award-winning television program, *Studio One* to the next level. The show is produced at the University of North Dakota and has markets across the Midwest and into southern Manitoba. The show has a potential audience of 4.5 million. Becker’s responsibilities on the marketing team include generating a live audience for each live production, coordinating technology tours before the live show, writing stories for electronic newsletters, working with guests on the show and recruiting internship applicants. Her hard work and dedication to the program helped increase internship applications by twelve percent from the previous semester. Becker says that the marketing experience at *Studio One* will help her in the future. “Learning about advertising and PR in a class is always a starting point, but in this field you really need to gain hands-on experience. And that’s exactly what I’m taking away from *Studio One*,” she explains.

Becker also excels in her academics and campus activities. She has received the Ellen Dahl Memorial Scholarship, the *Studio One* Recognition of Excellence award and has been on the Deans List. She has been involved with the Advertising club and Student Alumni Association.

Becker is a 2006 Bismarck High School graduate and the daughter of Joe and Jackie Becker of Bismarck, N.D. She will graduate this May with a degree in Communications. After commencement, she plans to pursue a career with an agency working in advertising or public relations.

Studio One is an award-winning news and information program produced at the University of North Dakota Television Center. The program can be seen by viewers in Bismarck/Mandan, Fargo, Grand Forks, Jamestown, Minot, Ray and Steele N.D.; Denver, Colorado Springs, Colo.; and Winnipeg and Brandon, Manitoba. Viewers can also watch the show at www.studio1.und.edu.