

2026

SYDNEY HELMUTH

**PUBLIC  
RELATIONS**

**PORTFOLIO** 

# AGENDA



About Me



The Daily Emerald



Senator Kelly



OVPRI



SOLVE



What's Next?



# I'M SYDNEY



## Studying:

- Public Relations
- Political Science
- Public Health

## Enjoys:

- Turning complex ideas into clear stories
- Producing social media content
- Rewatching my favorite movies



# SENATOR MARK KELLY

Press Intern



## ABOUT THE OFFICE

- Democratic Senator from Arizona
- Sits on Committee for Armed Services, Committee for Environment & Public Works, Special Committee on Aging, Joint Economic Committee, Select committee on intelligence



## SKILLS GAINED

- Media relations
- Press monitoring
- Strategic political communications
- Quote drafting
- Press Releases
- Mastery of DC metro system

# DELIVERABLES

## PRESS MEMO: Zoom Interview on 12 News

**To:** Senator Mark Kelly  
**From:** Comms team  
**Regarding:** Zoom Interview on 12 News on Rescissions Package and Grand Canyon fire  
**Date:** Wednesday, July 15, 2025 (9:30AM – 9:50AM EDT)

**Description:** You are doing a 10-minute live Zoom interview with XX and XX on 12 News during their morning radio segment to discuss the upcoming Rescission package coming to the Senate, which includes cuts to public media and USAID. You should also expect questions on the Dragon Bravo Grand Canyon fire. Other possible topics include Medicaid and SNAP cuts the recently passed budget bill and mass deportation raids.

### Goals:

- Take your time sharing the real-life consequences that the Rescissions package will have on Americans and people all over the world. Use anecdotes to highlight the very real consequences of Trump's budget proposal for Arizonans and Americans.
- Leave listeners thinking not just about the statistics, but about the individual behind them by lifting up personal stories.
- Make it clear to the audience that the Republican agenda does prioritize everyday Americans, especially in rural areas, and contrast that with you for the rich paying their fair share.

**Location:** Office via Zoom. Melissa will connect the call.

**Staffing:** Melissa

### Logistics:

**9:30 AM:** Prep starts in your office  
**9:40 AM:** Prep ends  
**9:40 AM:** Interview starts

Outlet	First Name	Last Name	Email	Phone	Region	Title
AZ Republic	TreNesha	Striggles	<a href="mailto:Trenesha.Striggles@gannett.com">Trenesha.Striggles@gannett.com</a>			Digital Producer
AZ Republic	Talyn	Gibbs	<a href="mailto:tgibbs@gannett.com">tgibbs@gannett.com</a>			Social Media Producer
AZ Republic	Greg	Moore	<a href="mailto:gmoore@azcentral.com">gmoore@azcentral.com</a>			Columnist
Arizona Capitol Times	Jamar	Younger	<a href="mailto:jyounger@stateaffairs.com">jyounger@stateaffairs.com</a>			Senate Reporter
Phoenix Business Journ:Mignon	A. Gould		<a href="mailto:mgould@bizjournals.com">mgould@bizjournals.com</a>		Phoenix	Associate Editor
AZ Family	Susan	Casper	<a href="mailto:susan.casper@azfamily.com">susan.casper@azfamily.com</a>			Community Relations Manager & Anchor
AZ Family	Darrell	Cunningham	<a href="mailto:darrell.cunningham@azfamily.com">darrell.cunningham@azfamily.com</a>			Your Life Arizona host
Daily Independent	Delarita	Ford	<a href="mailto:dford@iniusa.org">dford@iniusa.org</a>		Surprise	Reporter
KGUN-TV/ABC 9	Kenny	Darr	<a href="mailto:Kenny.Darr@kgun9.com">Kenny.Darr@kgun9.com</a>		Oro Valley	Reporter
KJZZ Radio (PHX NPR)	Tiara	Vian	<a href="mailto:tvian@kjjz.org">tvian@kjjz.org</a>			Host
KJZZ Radio (PHX NPR)	Ayana	Hamilton	<a href="mailto:ahamilton@kjjz.org">ahamilton@kjjz.org</a>			Assistant Producer
KJZZ Radio (PHX NPR)	Bri	Balcazar	<a href="mailto:bbalcazar@kjjz.org">bbalcazar@kjjz.org</a>			Host/Producer
KJZZ Radio (PHX NPR)	Athena	Ankrah	<a href="mailto:aankrah@kjjz.org">aankrah@kjjz.org</a>			Assistant Producer
KNXV-TV/ABC 15	Christel	Bell	<a href="mailto:christelbelltv@gmail.com">christelbelltv@gmail.com</a> , <a href="mailto:newsroom@abc15.com">newsroom@abc15.com</a>			Lead Reporter
KOLD-TV/CBS 13	Tolulope	Ajayi	<a href="mailto:tolulope.ajayi@kold.com">tolulope.ajayi@kold.com</a>			Reporter/anchor
KOLD-TV/CBS 13	Madison	Smith	<a href="mailto:Madison.Smith@kold.com">Madison.Smith@kold.com</a>			Anchor
KSAZ-TV/Fox10	Dominique	Newland	<a href="mailto:dominique.newland@fox.com">dominique.newland@fox.com</a>			Anchor
KSAZ-TV/Fox10	Desiree	Fluellen	<a href="mailto:desiree.fluellen@fox.com">desiree.fluellen@fox.com</a>			Anchor
KSAZ-TV/Fox10	Isabella	Fredrickson	<a href="mailto:isabella.fredrickson@fox.com">isabella.fredrickson@fox.com</a>			Reporter
KSAZ-TV/Fox11	Ashlie	Rodriguez	<a href="mailto:ashlie.rodriquez@fox.com">ashlie.rodriquez@fox.com</a>			
KYMA	Danyelle	Burke North	<a href="mailto:danyelle.burke-north@kecytv.com">danyelle.burke-north@kecytv.com</a>			Anchor/Multi Media Journalist

### Dragon Bravo Fire

**Core Value:** The Dragon Bravo fire, which originated from a lightning strike on July 4, has since grown to 5,000 acres and has already destroyed between 50 and 80 structures in Grand Canyon National Park, including the historic Grand Canyon Lodge. As the fire continues to burn, the people of Arizona deserve answers about federal decision-making that may have impacted its spread.

**Problem:** But right now, there is no clear answer on the decisions made to fight the fire by the Department of the Interior.

- **Anecdote:** There are many questions over the initial decision to treat this fire as a controlled burn and subsequent decisions on how to respond.
- **Anecdote:** We cannot allow these decisions to damage thousands of acres in northern Arizona, risk the health and safety of residents, and destroy landmarks like the historic Grand Canyon Lodge, which was lost to the Dragon Bravo fire.
- **Solution:** Sen. Gallego and I sent a letter to Department of Interior Secretary Doug Burgum regarding his Department's handling of the fire
- **Anecdote:** We are asking for an analysis of what factors went into the decision to treat this fire as a controlled burn.
- **Anecdote:** We want answers about how the Department plan to avoid similar fire spread in the future given the history of challenges with controlled burns in Northern Arizona.
- **Anecdote:** We want to know if there were resources available and stationed at the North Rim, or if they were they stationed elsewhere, and if there are resources needed that are not currently available?

**Outcome:** Understanding the decisions that went in to fighting this fire will help us assess the damage and keep a tragedy like this from happening again.

- **Anecdote:** The Dragon Bravo fire has already devastated this natural and cultural treasure, and the fire continues to spread. As the Department of Interior is poised to take on even more wildfire response responsibility under President Trump's wildfire consolidation executive order, our constituents deserve to know that the best wildfire response decisions are being made.

Media lists

Press releases



## WATCH: In a Senate EPW Hearing Kelly Highlights Phoenix Infrastructure Challenges and Urges Federal Action on Extreme Heat

Today, during a Senate Environment and Public Works (EPW) Committee [hearing](#), Arizona Senator Mark Kelly pressed for federal investments to help fast-growing cities like Phoenix adapt to rising temperatures and the infrastructure demands of a booming tech economy.

Kelly, who has previously championed heat relief initiatives by supporting the inclusion of the Healthy Streets Program in the Infrastructure Investments and Jobs Act (IIJA) to help cool down Phoenix's pavements during the intense summer heat, discussed the critical need for heat relief efforts in the Phoenix metro and rural areas. He also recently introduced the Extreme Heat Economic Study Act and that would direct a federal study to determine the growing financial impacts of extreme heat.

During the hearing, Kelly introduced Phoenix Mayor Kate Gallego, who testified about the unique transportation, climate, and energy challenges facing one of the fastest-growing metro areas in the country.

Kelly highlighted the urgent need to address extreme heat, noting that up to 45% of metro Phoenix residents live in areas where temperatures are elevated by eight degrees or more due to the urban heat island effect: "As you know, better than probably anybody Phoenix is an urban heat island experiencing higher temperatures than the surrounding rural areas due to the lack of vegetation and the use of asphalt and concrete that absorb a lot of the heat. An estimated 45% of metro Phoenix residents live in an area where the urban heat island effect raises temperatures by about 8 degrees or more."

"At a roundtable back in Phoenix on extreme heat just last week, and the number of deaths nationwide from extreme heat exceed every other natural disaster. Combined. It is a real problem, and it's also associated with the thing we're going to talk about next here. I want to talk a little bit about energy. It's our grid. The grid goes down in Phoenix the estimates are that

Interview memos  
and messaging  
guidance

# SOLVE

Youth Engagement Intern → Social Media Coordinator



## ABOUT THE OFFICE

- Environmental nonprofit based in Portland
- Mobilizes volunteers to clean and restore beaches, rivers, parks, neighborhoods, and more

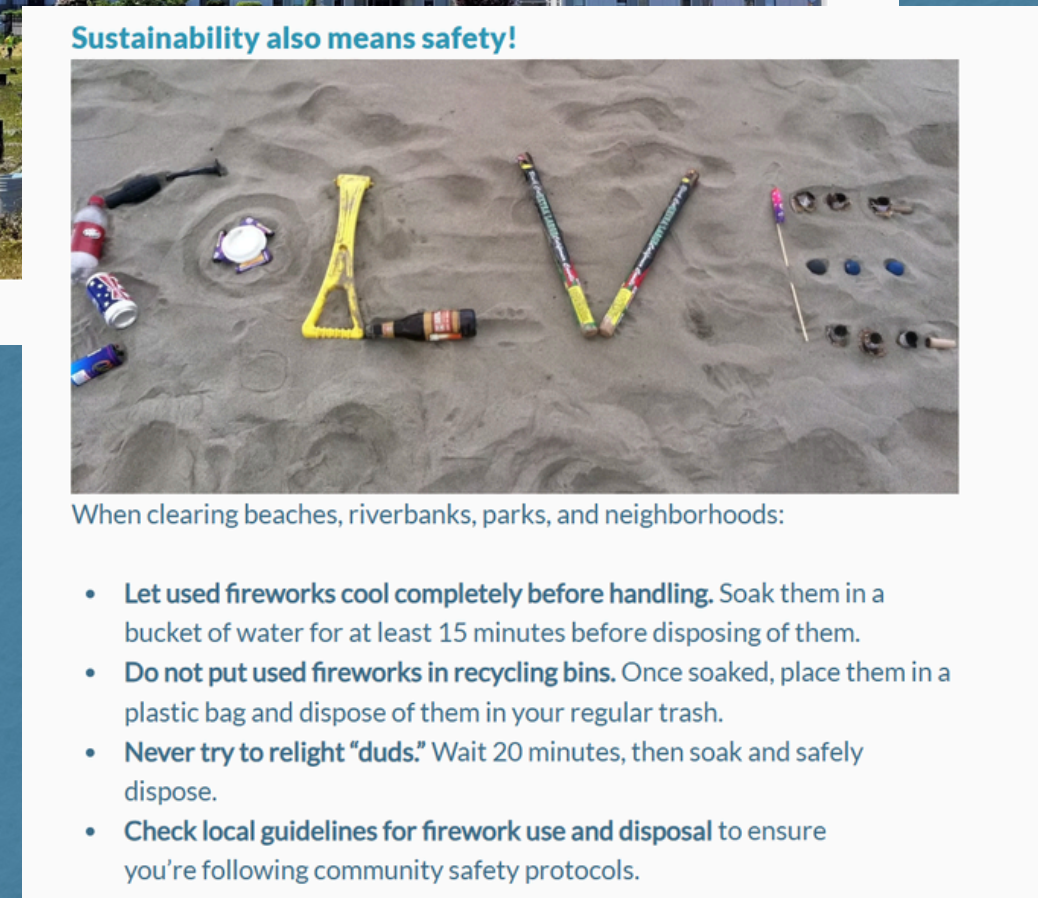
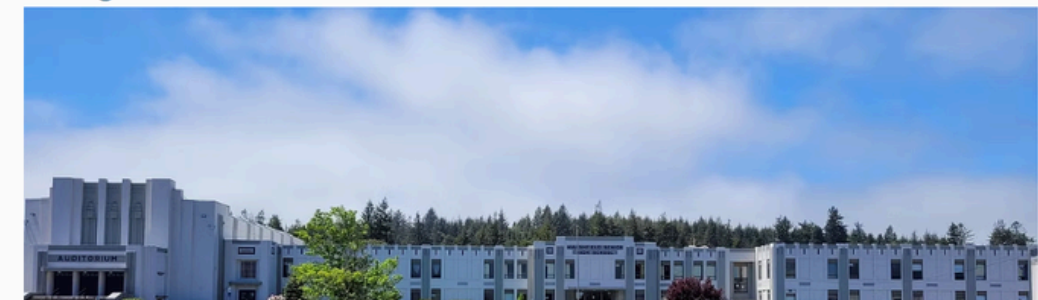
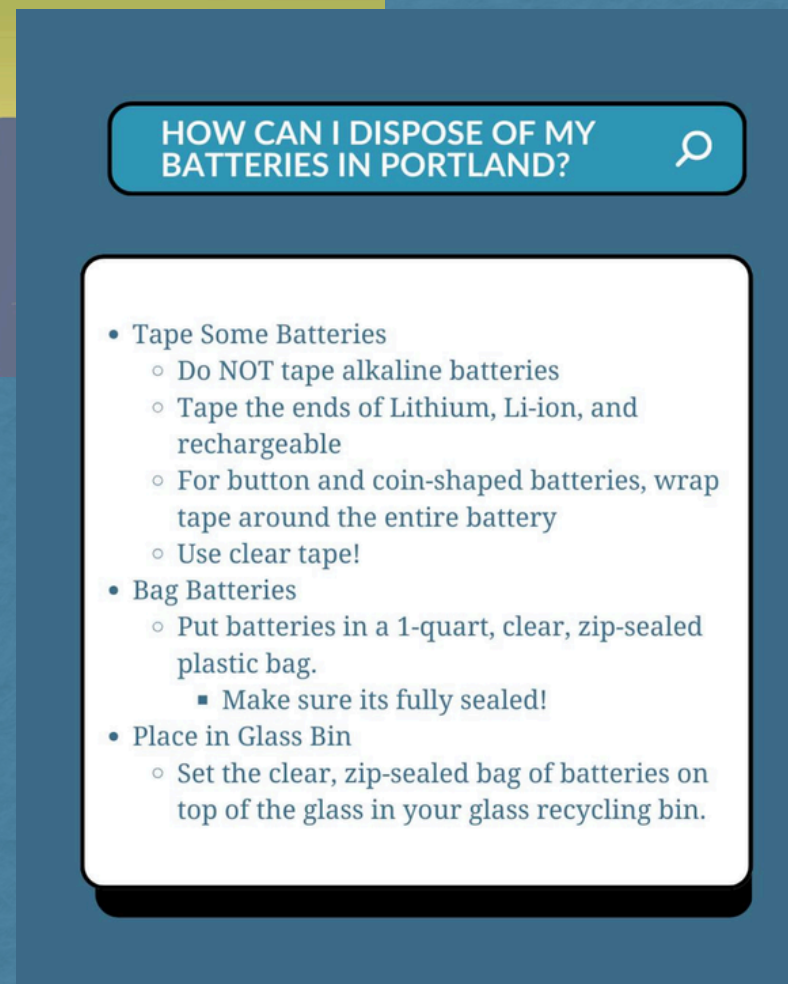
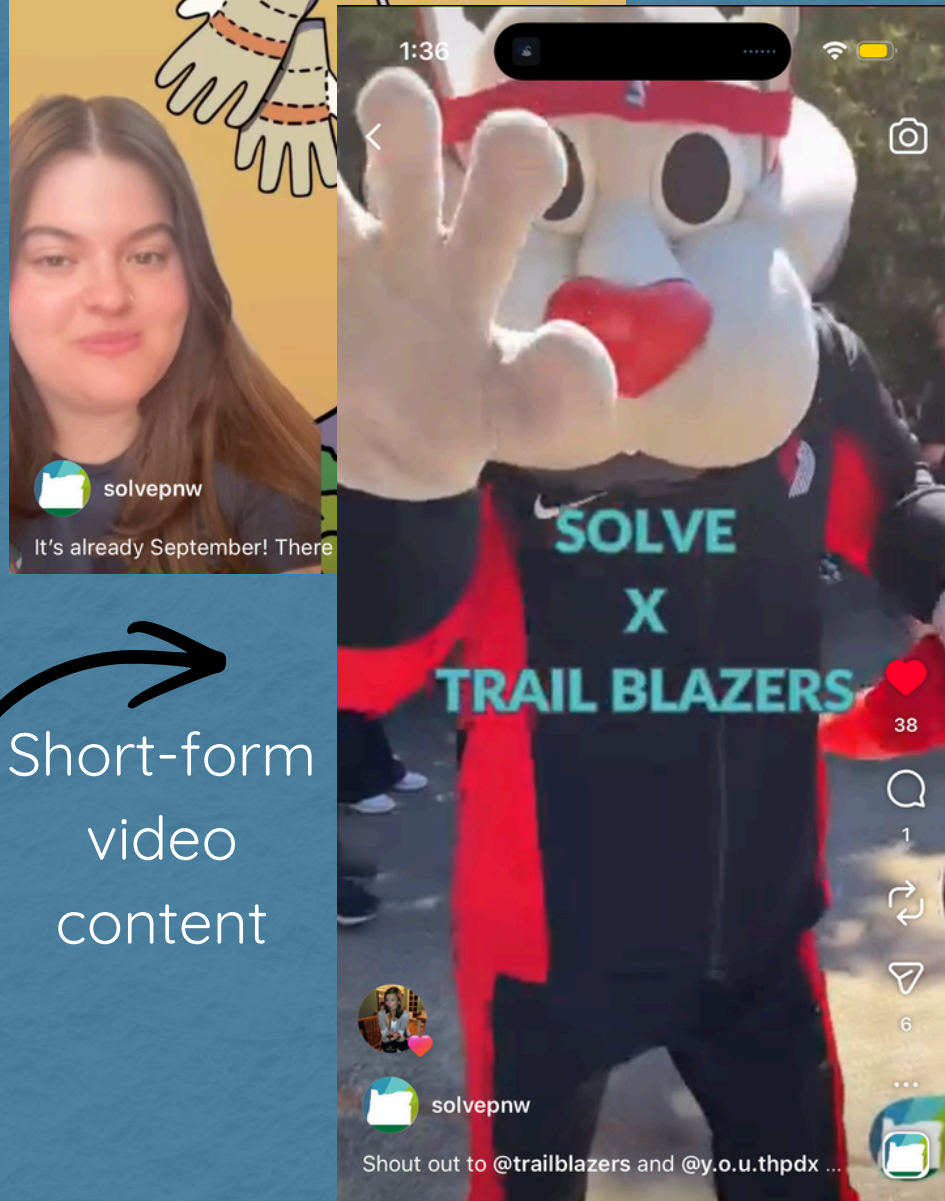


**SOLVE**  
*Taking Care of Oregon*

## SKILLS GAINED

- Social media strategy
- Campaign planning
- Content creation and short-form video production
- Strategic communications analysis
- Salesforce

# DELIVERABLES



Instagram and Facebook posts and stories

Short-form video content

Blog posts

# THE DAILY EMERALD

Socials Producers



## ABOUT THE OFFICE

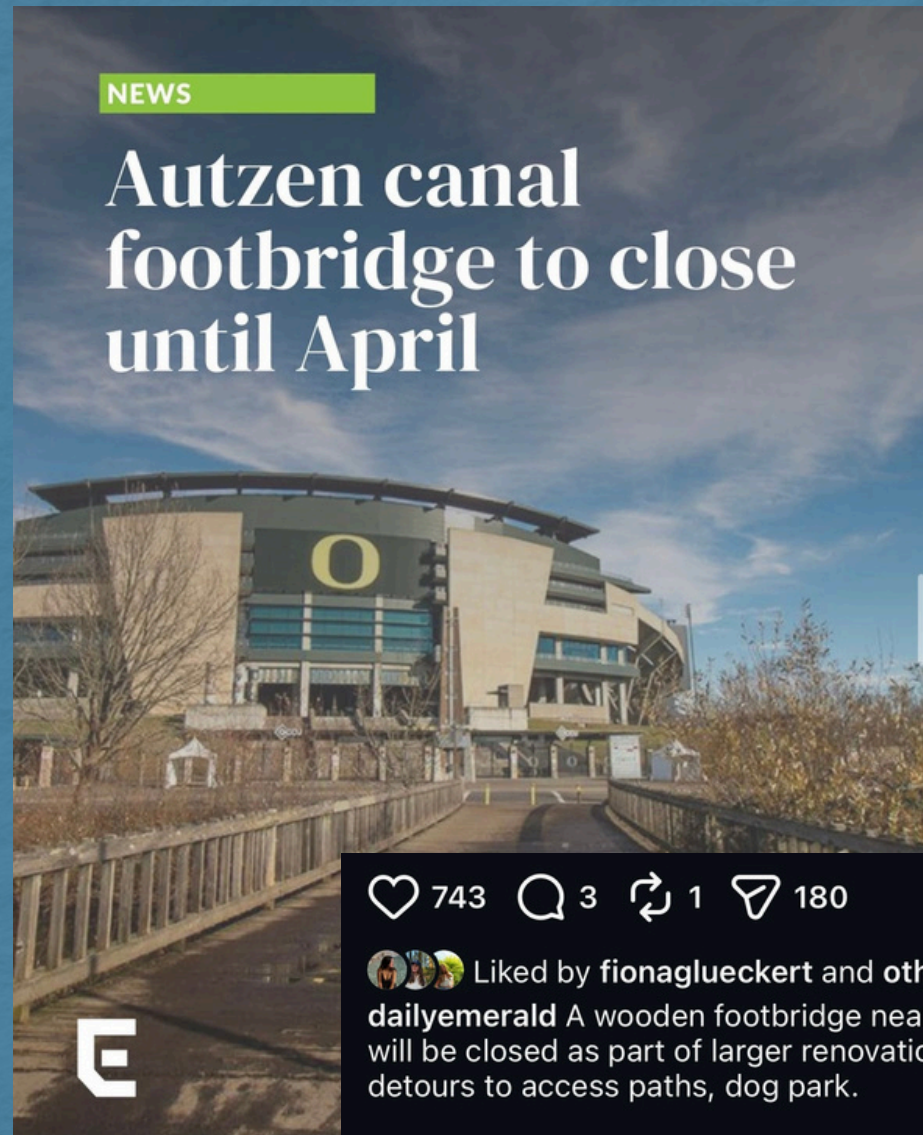
- Independent student newspaper
- Serves University of Oregon and Eugene community



## SKILLS GAINED

- Social media management
- Editorial judgment and headline writing
- High-volume content scheduling
- Cross-team newsroom collaboration

# DELIVERABLES



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Liked by fionaglueckert and others

**dailymerald** A wooden footbridge near Autzen Stadium will be closed as part of larger renovations, requiring detours to access paths, dog park.

The Autzen Canoe Canal Footbridge will be closed for refurbishment as part of the athletics practice facility upgrades.

Read more on our website.

@reilly.norgen  
@wgeschke

February 26

Sports coverage



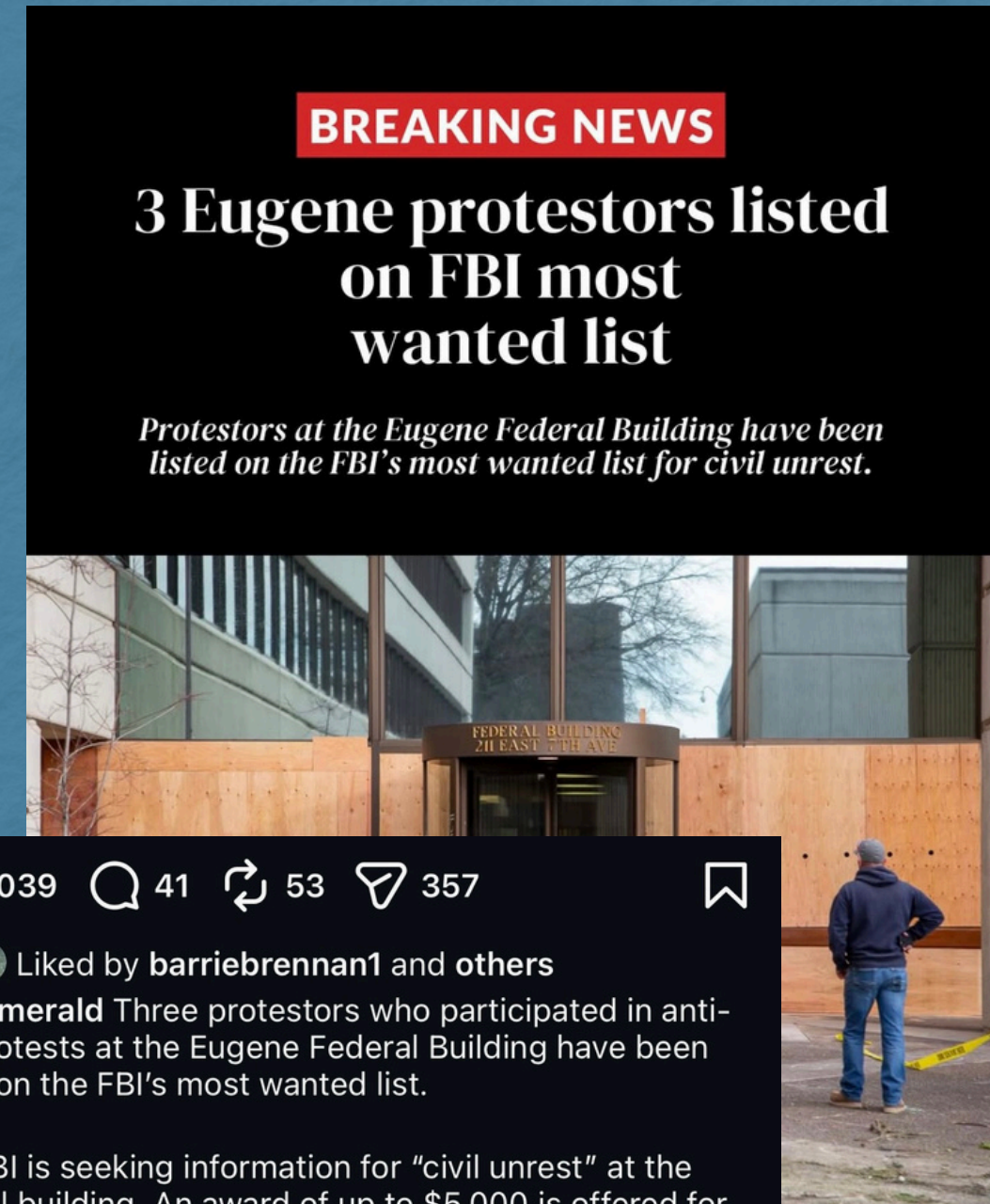
168 6

Liked by hope.elizaa and others

**dailymerald** The Oregon Ducks clinch the win in double overtime against Penn State for their fifth straight win of the season. Coverage sponsored by @theduckstore.

Visit the Daily Emerald website for more coverage on the game.

September 27, 2025



1,039 41 53 357

Liked by barriebrennan1 and others

**dailymerald** Three protestors who participated in anti-ICE protests at the Eugene Federal Building have been listed on the FBI's most wanted list.

The FBI is seeking information for "civil unrest" at the federal building. An award of up to \$5,000 is offered for "information leading to the arrest and conviction of the individuals involved in the vandalism and/or destruction of government property in Eugene, Oregon," according to reward details released by the agency.

Continue reading on our website.

February 19

Breaking news coverage

Social media graphics and copywriting



# RESEARCH COMMUNICATIONS

Student Communication Assistant

## ABOUT THE OFFICE

- Department of the UO's Office of the Vice President of Research and Innovation
- Highlight and promote the impact of research happening across UO



## SKILLS GAINED

- Science communication
- Website accessibility and usability analysis
- Mailchimp
- Adobe Suite

# DELIVERABLES

## Early-Career Honors at IFS Drive Discovery Beyond the Lab

February 9, 2026



## New UO research examines the realities of unsheltered homelessness

December 12, 2025



Socials posts



 **Office of the Vice President for Research and Innovation**  
355 followers  
1w • 

The **University of Oregon's Center for Advanced Materials Characterization in Oregon (CAMCOR)** has installed a new scanning transmission electron microscope (S/TEM), expanding the university's capacity for atomic-scale research.

Built into bedrock to minimize vibration, the aberration-corrected, cold field emission S/TEM enables researchers to examine the smallest building blocks of matter with exceptional resolution (more than a thousand times smaller than what a light microscope can reveal)!

Available to UO faculty, students and external partners, this instrument strengthens Oregon's research infrastructure and supports cutting-edge discovery across disciplines.

Read more about the microscope here:  
<https://lnkd.in/dh44-3AB>



 uo\_research



**RESEARCH REVEALED 2026**  
A PHOTO AND MULTIMEDIA CONTEST FOR UNDERGRADUATES

 13   1  2 

Liked by [meiraaa.c](#) and others

**uo\_research** The 2026 Research Revealed photo and multimedia contest is now open for UO undergraduates involved in research! Whether it's a powerful image, creative visual, or multimedia piece, we want to see your work come to life.

Winning entries will be displayed at the Week of Research and Innovation, featured at the Undergraduate Research Symposium, and showcased on the OVPRI website and in the newsletter. Winners will also receive a cash prize!

Submissions are open now and will close on Friday, March 13. Head to the link in our bio to learn more and submit your work!

Articles



# WHAT'S NEXT?



## INDUSTRIES

- Political Communications
- Public Health Communications
- Nonprofit Communications
- Crisis Communications

## CITIES

- Washington, D.C.
- Chicago
- Seattle
- Portland

**THANK YOU!**



QUESTIONS?