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Chairman

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Commissioner



TEXAS LOTTERY COMMISSION

Gary Grief, *Executive Director*

Philip D. Sanderson, *Charitable Bingo Operations Director*

March 9, 2012

Ms. Dawn Nettles
The Lotto Report
PO Box 495033
Garland, TX 75049-5033

Dear Ms. Nettles:

This letter is in response to your Public Information Request received March 1, 2012.

You requested:

"I would like to receive a copy of Kelly Cripe's employment application, resume and any letters of reference she may have submitted."

On March 9, 2012 you agreed to narrow the scope of your request to exclude personal information including social security number, driver's license number, home street address, home phone number and email address. Enclosed are documents responsive to your request.

If you have any questions regarding your request, please contact me at (512) 344-5420.

Sincerely,

A handwritten signature in cursive script that reads "Katelind Powers".

Katelind Powers
Open Records Coordinator
openrecords@lottery.state.tx.us
512.344.5420
512.344.5189 FAX
Enclosure



THE STATE OF TEXAS APPLICATION FOR EMPLOYMENT

For State Agency Use Only

Date received	_____
Time received	_____
Received by	_____

Job Applicant No. _____

PRINT IN BLACK INK OR TYPE. These instructions must be followed exactly. Fill out application form completely. If questions are not applicable, enter "NA." **Do not leave questions blank.** Be sure to sign when completed. The State of Texas is an Equal Opportunity Employer and does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or the provision of services. You may make copies of this application and enter different position titles, but **each copy must be signed.** **Resumes will not be accepted in lieu of applications,** unless specifically stated in the job vacancy notice. This application becomes public record and is subject to disclosure.

With few exceptions, you have the right to request and be informed about information that the State of Texas collects about you. You are entitled to receive and review the information upon request. You also have the right to ask the state agency to correct any information that is determined to be incorrect. (Reference: Government Code, Sections 552.021, 552.023 and 559.004.)

NAME	<u>Cripe</u>	<u>Kelly</u>	<u>L</u>	<u>(713)</u>
	(Last)	(First)	(Middle)	(Daytime Phone)
MAILING ADDRESS	<u>P.O. Box 2505</u>	<u>Bellaire</u>	<u>TX 77042</u>	<u>USA (713)</u>
	(Street)	(City)	(State) (Zip)	(Country) (Work Phone, Optional)
E-MAIL ADDRESS	_____			

List any other names used if different from name on this application. n/a

List exact title of position or type of work and location for which you wish to apply: <u>Media Relations Director</u>	Job Posting Number <u>100111</u>	Closing Date <u>until filled</u>
List the state agency with which you wish to apply: <u>Texas Lottery Commision</u>	Do you have any relatives working for this agency? If so, list names and relationships: <u>no</u>	

Full-Time Part-Time Summer Temp/Project Date available for work? 11/1/11 Are you at least 17 years of age? Yes No

Are you willing to work hours other than 8-5? Yes No What days are you unable to work? none

Are you willing to travel? Yes No If yes, what percent of time? _____

Current Driver's License # (if required for position) TX Commercial Driver's License Yes No
(State) (Number)

Geographic preference. (Be specific to city/area. If no preference, write "statewide.") Austin, Dallas or Houston

Have you ever been convicted of a felony or subjected to deferred adjudication on a felony charge? Yes No If your answer is "Yes," explain in concise detail on a separate page, giving dates and nature of the offense, name and location of the court, and disposition of the case(s). A conviction may not disqualify you, but a false statement will. Note: Some state agencies may require additional information related to convictions of misdemeanors.

EDUCATION (NOTE: Applicants may be required to provide proof of diploma, degree, transcripts, licenses, certifications, and registrations.)

High School Graduate or GED? Yes No If yes, name and location of high school or GED institute: Langham Creek High School, Houston

Type of School	Name and Location of School	Dates Attended				Date Graduated	Expected Graduation Date	Sem/Clock Hours Completed	Type of Diploma or Degree	Major/Minor Fields of Study
		From		To						
		Mo.	Yr.	Mo.	Yr.					
Undergraduate Colleges or Universities	University of Texas	8	94	5	00	2000		BS	Comm Studies	
Graduate Schools										
Technical or Vocational Schools										

RECEIVED
NOV 28 AM 9:17
TEXAS LOTTERY COMMISSION

AN EQUAL OPPORTUNITY EMPLOYER

If a license, certificate, or other authorization is required or related to the position for which you are applying, complete the following:

LICENSE/CERTIFICATION (P.E., R.N., Attorney, C.P.A., etc.)	Date issued	Date expires	Issued by/Location of issuing authority (State or other authority) (City & State)	License No.

Special Training/Skills/Qualifications: List all job related training or skills you possess and machines or office equipment you can use, such as calculators, printing or graphics equipment, computer equipment, types of software and hardware. (Attach additional page, if necessary.)

Approximately how many words per minute do you type? _____

Sign Language (If required for this position) Yes No

Are you a certified interpreter? Yes No

Do you speak a language other than English? (If required for this position) Yes No
If yes, what language(s) do you speak? _____

How fluently? Fair Good Excellent

Do you write in a language other than English? (If required for this position) Yes No
If yes, which language(s) _____

Have you ever been employed by the State of Texas? Yes No

Are you currently employed by the State of Texas? Yes No

If you have been previously employed by the State of Texas, list the agency/agencies: _____

FORMER FOSTER YOUTH (Verification may be required.)

Were you a foster youth under the Texas Department of Family and Protective Services on the day before your 18th birthday? Yes No
If yes, are you currently 25 years of age or younger? Yes No

MILITARY SERVICE (A copy of a report of separation from the Armed Services may be required.)

Are you a veteran? Yes No If yes, list type of discharge _____

Dates of Service (From/To): _____

Are you a surviving spouse of a veteran who has not remarried? Yes No

Are you a surviving orphan of a veteran? Yes No

If yes, complete dates of service for veteran _____

PLEASE READ THE FOLLOWING STATEMENTS CAREFULLY AND INDICATE YOUR UNDERSTANDING AND ACCEPTANCE BY SIGNING IN THE SPACE PROVIDED

- I certify that all the information provided by me in connection with my application, whether on this document or not, is true and complete, and I understand that any misstatement, falsification, or omission of information may be grounds for refusal to hire or, if hired, termination.
- I understand that as a condition of employment, I will be required to provide legal proof of authorization to work in the U.S.
- I understand that the State of Texas requires all males who are 18 through 25 and required to register with the Selective Service, to present either proof of registration or exemption from registration upon hire.
- I understand that some state agencies will check with the Texas Department of Public Safety, the Federal Bureau of Investigation or other organizations, for any criminal history in accordance with applicable statutes.
- I authorize any of the persons or organizations referenced in this application to give you any and all information concerning my previous employment, education, or any other information they might have, personal or otherwise, with regard to any of the subjects covered by this application, and I release all such parties from all liability from any damages which may result from furnishing such information to you.

THIS APPLICATION MUST BE SIGNED SIGN HERE:

X *Kelly A. Cope*
Signature – Applicant

10/24/11
Date

EMPLOYMENT HISTORY

This information will be the official record of your employment history and must accurately reflect all significant duties performed. Summaries of experience should clearly describe your qualifications.

1. Include ALL employment. Begin with your current or last position and work back to your first. Employment history should include **each position** held, even those with the same employer.
2. **EMPLOYER ADDRESSES MUST BE COMPLETE MAILING ADDRESSES, INCLUDING ZIP CODE.**
3. Answer all questions and completely summarize your experience including technical and managerial responsibilities and any special training, skills and qualifications for each position you have held.

If you need additional space to adequately describe your employment history, you may use this employment history sheet or attach a typed employment history providing the same information in the same format as this application form.

Name _____ **Cripe** _____ **Kelly** _____ **L** _____
Last First Middle

Position Title: Consultant						Immediate Supervisor Name: self		Full-Time <input checked="" type="checkbox"/>
Employer: Kelly Cripe Communications						Title:		Part-Time <input type="checkbox"/>
Mailing Address: P.O. Box 2505						Supervisor's Telephone No.:		Summer <input type="checkbox"/>
City & State/ZIP: Bellaire, Texas 77402-2505						()		Temp/Project <input type="checkbox"/>
Employer's Telephone No.: ()								Give average # of hours worked per week if part-time:
Starting Date			Leaving Date			Current/	Technical	
Mo.	Day	Yr.	Mo.	Day	Yr.	Final Salary	Non-Managerial	<input type="checkbox"/>
11	1	09				\$	Supervisory/Managerial	<input checked="" type="checkbox"/>
						If supervisory, number of employees you supervised:		

Summary of experience including special training/skills/qualifications you have used in the performance of this job:

Featured Clients:

Houston City Council Member Jolanda Jones

- Designs and manages communication strategies and tactics
- Directed high-level planning and coordination of all media events including multiple press conferences
- Conducted numerous media interviews and served as on-camera spokesperson
- Drafted all written press materials including press releases, media statements, talking points, speeches, survey responses and letters to the editor

Support American Heroes

- Designed communications strategy and developed media materials including press releases, web copy and script for celebrity endorsement

Houston City Council Member Oliver Pennington

- Conducted media training and strategy for campaign

Newspaper Subscription Services

- Planned, developed and implemented all communications strategies including social media

*2.0 - sr/lead exp
- pres right*

Specific reason for leaving: pursue opportunity to make long-term commitment with an organization

Position Title: Associate						Immediate Supervisor Name: Ray Thompson		Full-Time <input type="checkbox"/>
Employer: WPNT & Associates						Title: Principal		Part-Time <input type="checkbox"/>
Mailing Address: 13910 Champion Forest, suite 107						Supervisor's Telephone No.:		Summer <input type="checkbox"/>
City & State/ZIP: Houston, TX 77069						(281) 444-3007		Temp/Project <input checked="" type="checkbox"/>
Employer's Telephone No.: (281) 444-3007								Give average # of hours worked per week if part-time:
Starting Date			Leaving Date			Current/	Technical	<input type="checkbox"/>
Mo.	Day	Yr.	Mo.	Day	Yr.	Final Salary	Non-managerial	<input checked="" type="checkbox"/>
		04				\$	Supervisory/Managerial	<input type="checkbox"/>
						If supervisory, number of employees you supervised:		

Summary of experience including special training/skills/qualifications you have used in the performance of this job:

- Providing communications counsel and media coaching for leading global corporations including energy firms, telecommunications companies and electric utilities
- Conduct drills, simulate press conferences and develop messaging to prepare clients to respond quickly and credibly to crisis situations

✓

Specific reason for leaving:

Position Title: Public Relations Manager Employer: Continental Airlines Mailing Address: 1600 Smith City & State/ZIP: Houston, Texas 77002 Employer's Telephone No.: (800) 367-5690						Immediate Supervisor Name: Julie King Title: Supervisor's Telephone No.: (800) 367-5690		Full-Time <input checked="" type="checkbox"/> Part-Time <input type="checkbox"/> Summer <input type="checkbox"/> Temp/Project <input type="checkbox"/> Give average # of hours worked per week if part-time:
Starting Date			Leaving Date			Current/ Final Salary	Technical <input type="checkbox"/> Non-managerial <input type="checkbox"/> Supervisory/Managerial <input checked="" type="checkbox"/>	If supervisory, number of employees you supervised:
Mo.	Day	Yr.	Mo.	Day	Yr.			
3		08	11		09	\$75200		

Summary of experience including special training/skills/qualifications you have used in the performance of this job:

- Interacted daily with national, state and local news contacts as corporate media spokesperson
- Wrote press releases, quarterly fact sheets, Web content, media statements and monitored media coverage
- Worked closely with and advised top-level executives to coordinate media activities
- Collaborated with marketing department to increase sales with special events and promotional activities:
 - o Highlighted airline's facilities and operations with media tours of catering kitchen, cargo facility and baggage processing resulting in positive media
 - o Secured media placements for new products and new destinations and coordinated media attendance for events including Continental's 75th Anniversary, biofuel test flight and CEO's presentation at national convention
- Supported government affairs with media relations for legislative and regulatory initiatives including government approval for anti-trust immunity
- Responded to media inquiries during multiple crises, including two plane crashes, litigation, furloughs, CEO resignation, regulatory investigations and congressional hearings

*1.7 - sr/level exp
- proj mgmt*

Specific reason for leaving: pursue other opportunities (airline merging with United in Chicago)

Position Title: Communications Director Employer: South Texas Project Nuclear Operating Company Mailing Address: PO Box 289 City & State/ZIP: Wadsworth, TX 77483 Employer's Telephone No.: (361) 972-3611						Immediate Supervisor Name: Cathy Gann Title: Supervisor's Telephone No.: (361) 972-3611		Full-Time <input checked="" type="checkbox"/> Part-Time <input type="checkbox"/> Summer <input type="checkbox"/> Temp/Project <input type="checkbox"/> Give average # of hours worked per week if part-time:
Starting Date			Leaving Date			Current/ Final Salary	Technical <input type="checkbox"/> Non-managerial <input type="checkbox"/> Supervisory/Managerial <input checked="" type="checkbox"/>	If supervisory, number of employees you supervised: 3
Mo.	Day	Yr.	Mo.	Day	Yr.			
		07			08	\$90000		

Summary of experience including special training/skills/qualifications you have used in the performance of this job:

- Directed communications team and counseled and advised senior executive team on all communications activities
- Prepared communications materials including press releases, Web and Intranet content, internal and external newsletters, fact sheets, advertisements and communication plans
- Acted as on-camera media spokesperson for international, business and local media
- Developed strategies and messaging for interaction with media, employees, elected officials, community organizations, environmental activists and regulatory agencies
- Oversaw special event coordination for community outreach, facility tours for media and other VIP's, employee events
- Identified sponsorship opportunities and maintained corporate giving budget

✓

Specific reason for leaving: accepted position in Houston

KELLY CRIPE

P.O. Box 2505
Bellaire, Texas 77402-2505

Accomplished communicator with experience working in fast-paced, deadline-driven environments.
Increased participation in and support for business goals, programs and events with targeted media strategies.
Navigated organizations through times of change and crisis.
Strong writer. Proven leader. Consistently enthusiastic and committed work ethic.

Media Relations Experience

Kelly Cripe Communications

2009 – Present

Consultant

- Providing strategic counsel to build support for new business endeavors and managing reputational issues

Featured Clients:

Houston City Council Member Jolanda Jones

- Design and manage communication strategies and tactics
- Directed high-level planning and coordination of all media events including multiple press conferences
- Conducted numerous media interviews and served as on-camera spokesperson
- Drafted all written press materials including press releases, media statements, talking points, speeches, scripts and survey responses

Support American Heroes

- Designed communications strategy and developed media materials including press releases, web copy and script for celebrity endorsement

Houston City Council Member Oliver Pennington

- Provided media training and strategy for campaign

Newspaper Subscription Services

- Planned, developed and implemented communications strategies including social media

WPNT & Associates

Associate

2004 – Present

Working as Associate in various capacities (on-going)

- Providing communications counsel and media coaching for leading global corporations including energy firms, telecommunications companies and electric utilities
- Conduct drills, simulate press conferences and develop messaging to prepare clients to respond quickly and credibly to crisis situations

Continental Airlines

Public Relations Manager

2008 – 2009

- Interacted daily with national news media as corporate spokesperson
- Wrote press releases, quarterly fact sheets, Web content, media statements and monitored media coverage
- Worked closely with and advised top-level executives to coordinate media activities
- Collaborated with marketing department to increase sales with special events and promotional activities:
 - Highlighted airline's facilities and operations with media tours of catering kitchen, cargo facility and baggage processing resulting in positive media
 - Secured media placements for new products and new destinations and coordinated media attendance for events including Continental's 75th Anniversary, biofuel test flight and CEO's presentation at national convention
- Supported government affairs with media relations for legislative and regulatory initiatives including approval for anti-trust immunity
- Responded to media inquiries during multiple crises, including two plane crashes, litigation, furloughs, CEO resignation, regulatory investigations and congressional hearings

Shell Exploration and Production

Consultant- U.S. Onshore

2007 – 2008

- Acted as media spokesperson, identified sponsorship opportunities and coordinated community events
- Created key messages, strategies and communication materials including press releases, plans and timelines

South Texas Project Nuclear Operating Company

Communications Director

2006 – 2007

- Supervised communications team and advised senior executive team on all communications activities
- Prepared communications materials including press releases, Web and Intranet content, internal and external newsletters, fact sheets, advertisements and communication plans
- Acted as on-camera media spokesperson for international, business, state and local media
- Developed strategies and messaging for interaction with key stakeholders including media, employees, elected officials, community organizations, environmental activists and regulatory agencies
- Oversaw special event coordination for community outreach, facility tours for media and other VIP's, employee events
- Identified sponsorship opportunities and maintained corporate giving budget

Vollmer Public Relations

Account Executive

2005

- Led strategic media relations campaign resulting in unprecedented participation in a state financial assistance program
- Planned and implemented media relations, community relations, event planning, fundraising and marketing for clients including: Memorial Hermann Hospital System, Houston-Galveston Area Council, Texas Molecular, Depelchin's Children Center and Houston's First Baptist Church
- Awarded with *2006 PRSA Excalibur Award* for Grass Roots Program/Guerilla Marketing for special event

Education

The University of Texas-Austin, Texas	Bachelor of Science in Communication Studies	2000
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Awards & Honors

Best of Houston "Best Flack"- <i>Houston Press</i>	2011
Houston Hero of the Month- <i>Houston PetTalk Magazine</i>	2010
Silver Excalibur Award- Public Relations Society of America	2006
Mayor's Working Group for Animal Protection- Chair, Public Outreach Committee	2005

Community Involvement

Current:

Public Relations Society of America
Houston Young People for the Arts
Houston Downtown Alliance
Trees for Houston
Museum of Fine Arts, Houston

Past:

Depelchin Children's Center-Fundraised for graduation donations (2009)
FIX Houston- Advisory Board Member (2007)
Sunshine Kids- Gala Chair (2007)
Saving Animals Across Borders-Host Committee (2007)
BARC-Public Service Announcement on KTRK-TV (2007)
SNAP- Public Relations Volunteer (2005)