



**CenturyCollege**

## ***News Release***

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### **Good Writers with Tech Skills Still In Demand, Speaker Tells Century VCT Students**

Individuals who can write well under deadline, use multiple technologies and arrive at work on time every day are still in demand, Kris Patrow, an account supervisor for the Tunheim Partners public relations firm told [Century](#) students on April 10.

“There is a need for good people with integrity to get into the news business,” said Patrow, a former television reporter and anchor for KARE 11 and KSTP. “It is a fast-paced, exciting career. However, it is also suffering right now. News operations are not as profitable as they used to be and people are working twice as hard for less money.”

The round-the-clock news cycle has put tremendous pressure on journalists to produce more stories in a shorter period of time. She showed the [Century Visual Communication Technologies](#) students an award-winning, four-minute television story she prepared in 2000 that now would probably be cut to two minutes or less, she said. “Reporters do not have the time to go beyond the first and second layers of sources when they have to put out five stories between 2 and 10:30 p.m.”

Patrow said “citizen journalists” who work as independent contractors and submit their videos, photos and stories to news operations are on the rise. “More and more stations are using material submitted by viewers,” she said. “Some have said that all media are becoming each other. The newspapers, radio and TV stations all have websites.”

A Woodbury resident, Patrow said she graduated from Lawrence University with a major in English and learned her technical skills on the job. “Today you better know how to shoot, edit, write and work on a computer before you get hired,” she said.

Still, Patrow said there is a shortage of good communicators in the business world. “If you have a good combination of visual and verbal skills, plus are able to multi-task, you are highly employable,” Patrow said. “It is also important to be outgoing and confident about yourself. Plus, you have to be able to work as a team or you will be lost.”



Photo: Kris Patrow at Century College