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Feature News Release

October 28, 2015

Former MSUM Professor to speak on media relations

Moorhead, Minn – A wise man once said, “We should not write so that it is possible for the reader to understand us, but that it is impossible for them not to understand us,” (Quintilian). Al Aamodt is the current assignment editor at Valley News Live, he’s been in the business nearly all his life. Throughout his years in the news industry has been a reporter, photographer, assignment editor, news director, talk show host, and an adjunct professor for Media Writing at Minnesota State University Moorhead (MSUM).

No matter what position he’s held, Aamodt’s number one priority has always been educating. Whether it’s in a classroom, or at the station with a new reporter, his lessons are always one and the same. “Be clear and easy to understand, use short descriptive sentences. Be accurate, no errors, and beware of spellcheck. Have a solid lead, be fair and free of bias,” and finally, “Be interesting, you’re telling a story so think, and be creative,” said Aamodt.

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The same applies to the Public Relations side, additionally Aamodt stresses having a “personal connection” with the media while, “representing the company or person you’re working for to the best of your abilities.”

Aamodt will be speaking to the Writing for Public Relations class at MSUM Monday, October 26 from 10 a.m. to 11:15 a.m. in room 254 of Flora Frick Hall.

MSUM is a four-year, public university located in Moorhead, Minnesota. The school has an enrollment of about 6,200 students and offers 77 majors, with 84 emphases and options.

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