



**Keith Edwards, '00**  
**VP, Legal Market Leader**  
**ALM Media**

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Right after finishing his University of Oklahoma degree, Keith Edwards headed to New York City and began his job search. That move worked out, and 20 years later, the public relations graduate is still living in the city and has built a career in business-to-business media. Recently, Edwards shared some thoughts about his time at OU, career so far and more.

**What is your favorite memory from your time in the journalism and mass communication program at OU?**

It's a common answer, but it's the truth: Hanging out with friends at Copeland Hall. We had a great time helping out on student publications, hanging flyers for different programs, debating campus issues. There was always an excitement around the program, and always some project to tackle. I like to think in many ways we revitalized some programs that would live on. Our OU chapter of PRSSA had not been active for a few years, and so one of my

behalf of our clients. I like the challenge that comes with a business client and an often hard-to-reach target.

**Describe your role at ALM Media.**

In 2016, I decided to take on a new challenge and joined ALM Media as VP, Legal Market Leader. I got the opportunity to work with some incredibly talented, innovative media professionals who are actively re-imagining what business media can deliver. We produce 20 global media brands delivering news and insights to legal professionals. I directly manage all marketing services efforts, including advertising, custom content and any corporate partnerships in the legal vertical. I get to work with a team of exceptional people every day.

**What do you consider to be the most significant moments of your career so far?**

Seeing people succeed is the most rewarding for me. That's why I've really

professors in 1998 asked me if I would be interested in helping to reactive the group. We went to the PRSSA national conference that year in Boston and represented OU. Also, many of my closest friends were involved in bringing back the OU Sooner Yearbook, which would publish for another 20 years. There were so many talented, creative people.

**Do you have a favorite faculty/staff member in the program?**

I had a few. Ken McMillen was our faculty advisor for PRSSA and an all-around terrific guy. He was a passionate teacher, and he taught us an awful lot about the profession, with an emphasis on ethics. I also have to mention Kathryn Jenson White, who was a friend and mentor to me even though I never took her class.

**How did your career path lead you to ALM Media, LLC?**

Two weeks after I graduated from OU, I moved in with a friend from college into a 200-square-foot apartment in New York's east village to start life in the big city. I hit the pavement that summer to find a job in media, and I finally got hired as a print advertising coordinator at The Business Journals, the largest publisher of local market weeklies across the U.S. It was such an exciting time to be working in publishing as digital advertising revolution was just beginning. That job started a 16-year run at The Business Journals, where I was eventually named Vice President, Advertising and ran the New York sales and marketing operations.

I have realized over the years that I really enjoy business-to-business media. I always envisioned myself working for a glitzy magazine title, but I have learned that the advertising programs targeting B2B are more interesting to me. We leverage research, data and targeting to find just the right business decision-maker on

enjoyed being part of the Board of Visitors for Gaylord College. I've had the pleasure of meeting students and helping with internships and other programs. I love seeing people succeed.

**How did your time at OU prepare you for your future career?**

I think I learned resourcefulness at OU, how to get things done no matter what the circumstances and despite not having all the immediate solutions. We would solve problems as a team. This has served me well in my career as the media industry has changed so dramatically over the years. Especially in this time of uncertainty, we all must try to keep moving forward as best we can.

**What advice would you give to current students aspiring to a career in mass communication?**

Hang in there! It's a time of tremendous upheaval in the business, but things will improve. Our society needs honest, unbiased reporting now more than ever. We need you!

**What do you do for fun outside of work?**

I hang out with a chosen family of friends in New York, many of whom are also from Oklahoma. I also travel quite a bit and enjoy an adventure.

**Are there any other organizations or projects you're involved with outside of your full-time job that you want to highlight?**

I volunteer with The Climate Reality Project to help educate the public on the need for action on climate change. My focus is mentoring other climate leaders at international trainings and personally presenting to schools, churches and business communities. I've even gotten the opportunity to bring a Gaylord College student to one of the trainings last year in Atlanta. It's been very rewarding.



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