

Betsy Ward



Throughout her career in the communications industry, Betsy has guided clients in such diverse industries as utilities, media, gaming, tourism, real estate, advertising and health care through the labyrinth of public scrutiny, gaining coverage that reinforced positive brand images and had a positive effect on their position in the stock market.

In her role as the brand steward of the Las Vegas-Clark County Library District, she oversees the internal and external communications for 26 library locations, including marketing, digital and social media, and public relations. Prior to joining the District, she spent 18 years at marketing communications firm R&R Partners, building upon the wildfire success of the agency's legendary "What happens here, stays here" campaign for Las Vegas. In a front-page profile of R&R Partners' CEO Billy Vassiliadis, The New York Times called the campaign "a stroke of marketing genius."

Before joining R&R, Betsy served as senior account executive for Freeman Public Relations, where she managed national publicity for Meredith Publications properties Better Homes and Gardens, Traditional Home and Country Home. She also helped to launch the Leukemia Society of America's historic Jacqueline Kennedy Onassis photo exhibition by Kennedy family photographer Jacques Lowe, which was featured on Dateline NBC and traveled to museums throughout the country. Previously, Betsy spent more than a decade in the magazine industry, working for Conde Nast and The New York Times Magazine Group, juggling writing duties with branded entertainment development and special events.

She earned her Bachelor of Arts degree in journalism with a minor in public relations from the University of Dayton, Ohio; and earned her Master of Arts degree in journalism from New York University. While at NYU, she received the Ziesler Fellowship and was the first Masters candidate to participate in The New York Times/NYU graduate partnership program.