

Alumni Pride: Kraus oversees on-air promotion for CNN

by Sheng Lee - Friday, June 24, 2011

<http://www.uwosh.edu/today/13042/alumni-pride-kraus-oversees-on-air-promotion-for-cnn/>

For her success at the prominent news channel CNN, University of Wisconsin Oshkosh alumna Lori Kraus '02, of Cumming, Ga., will make some headlines of her own on campus this fall.

The journalism and radio-TV-film major will be one of three top UW Oshkosh graduates to receive an Outstanding Young Alumni Award at a reception and dinner Friday, Oct. 21, as part of UW Oshkosh's Homecoming 2011 activities.

After graduating from UW Oshkosh, Kraus worked for various radio stations until she joined the CNN/Turner Broadcasting team. She currently serves as CNN's senior promotion placement coordinator for on-air promotion. Her role is to strategically place promos for the CNN brand and all CNN programs on its television networks.

In addition, Kraus and the on-air promotion team cross-promote CNN's sister networks under the Turner Broadcasting umbrella, which includes TBS, TNT, TruTV and Cartoon Network. Kraus also is in charge of the Accent Health Network, which airs in various doctor's offices and medical facilities throughout the nation.

Mary Lou Navarro, promotion placement supervisor for CNN, said Kraus is her "right hand person."

"She is extremely dedicated to her job and consistently goes above and beyond by working long hours or weekends to make sure our promotion is effective," Navarro said.

Kraus plans ahead which CNN programs should be promoted two months in advance on the Accent Health Network feed, and she is on call for CNN every eight weeks in case of breaking news.

"If breaking news occurs and our programs are canceled for that time period, I am responsible for withdrawing promotion immediately and taking spots off the air," Kraus said.

She was on call during Hurricane Katrina in 2005 and received a Peabody Award for coverage of the hurricane and its aftermath. Kraus also won the DuPont award from Columbia University for coverage of the tsunami disasters in South Asia, a Peabody Award in 2008 for coverage of the Presidential primary campaigns and debates, and another Peabody Award in 2010 for coverage of the BP oil spill.

Mike Cowling, chair of UW Oshkosh's journalism department, had Kraus as a student 10 years ago and nominated her for the Outstanding Young Alumni Award.

"Lori has had a productive and impressive career in the nine years since she graduated from UW Oshkosh," Cowling said. "She deserves recognition as an Outstanding Young Alumni."

In her own words:

Activities/ hobbies:

I enjoy attending my daughter's varsity lacrosse games and soccer games and my younger daughter's ballet/tap classes. I also enjoy walking the hiking trails of Georgia and boating on Lake Lanier.

Achievements you are most proud of.

My children will always be my greatest achievement. My husband, Greg, and I have three children. Ashley is 17, Abigail is 5 and Alexander is 3 years of age.

What does your UW Oshkosh education mean to you?

I always knew I wanted to attend UW Oshkosh. The campus was close to home and the University continues to have a strong communications program, as well as outstanding, knowledgeable professors.

What advice would you give today's UW Oshkosh students?

Keep focused on your goals and your path. It doesn't always mean you'll follow that path, but any goal is attainable at some level. Work hard and network with others and maintain good solid relationships. Your colleague today may be your boss tomorrow. Also, for students who want to enter the broadcasting business, always keep up with technology. It's amazing how it has changed so much in the last 10 years.

Learn more:

- [Seven UWO alumni to receive top honors](#)
- [UW Oshkosh Homecoming 2011](#)