

Knapp to work on updating, improving college's image in new job

LIESL MUGGLI
Managing Editor

The college's new marketing and community relations director is ready to sell his ideas.

Geoffrey Knapp has held a variety of jobs in his field before his arrival at Clackamas. While attending Utica College of Syracuse University, he knew that he wanted to pursue public relations. A couple of journalism classes were required for the PR degree.

"Once I got a taste of it [journalism], I just absolutely loved it," he said.

Knapp went on to obtain a dual degree and worked at an AM/FM radio station in Lake Placid, New York. His journalism career then took him to Saranac Lake where he was sports editor of the Daily Enterprise. Knapp also did weekend coverage of news and sports for WPTZ-TV in Plattsburgh, New York.

Knapp then worked as the assistant director of public relations for the Olympic Regional Developmental Authority for the 1980 Winter Olympics in Lake Placid.

"I was the director of marketing and public relations for Gore

mountain ski area, still working for the Olympic Authorities."

Following that, he worked with CB Sports, the director of the NFL pro line. Knapp sold special Gore-Tex winter wear to all of the NFL teams. After CB abandoned the retail division, Starter took its license.

Knapp also worked as director of PR and marketing for the New York Islanders American Hockey League affiliate in Troy, New York. When that affiliate switched to the New Jersey Devils, he had the opportunity to change the name of the team. "I came up with the name for the New Jersey team, called the Albany River Rats. It was a huge success, with apparel wear sold in Canada with the new logo," said Knapp. The new logo was a rat attired in hockey uniform.

About eight years ago, Knapp started at Albertina Kerr Centers, which is a social serv for people with developmental disabilities and abused and neglected children.

Four years later, he accepted a position as community relations manager for AT&T Broadband in Oregon and Southwest Washing-

ton. Starting at Clackamas this fall with a staff of seven in several different departments, Knapp oversees publications, community relations and some of the Web content.

Knapp wants to make the campus more inviting to the general public. "The rationale behind that is because we are funded by the state to a large extent and supported by the county. We want to make the campus as accessible and useful for as many people as possible," said Knapp.

Knapp already has plans to increase publicity of the college next year.

"Part of the goal is to utilize some of the mediums that we have at our disposal, like the educational cable channel," said Knapp. Knapp wants to make the channel more useful by putting a schedule of activities on the channel for the community so they can be aware of and attend the plays, sporting events and other happenings on campus. Even pre-recorded messages from the college president could be in the channel's future, along with coverage of events.

There is much more. "We're going to be embarking on all the projects that are part of the Bond



PHOTO CONTRIBUTED BY TAMARA BARRY

Geoffrey Knapp, CCC director of marketing and community relations

act," said Knapp. An example would be an update about construction projects.

Another project of Knapp's is working with the Oregon State Department of Transportation.

"State signage on access routes to the Wilsonville, Harmony and main campuses are less than adequate, so I'm working with ODOT on what it's going to take

to get new signage," said Knapp. Knapp is enjoying his time at the college.

"It's a great opportunity. There's a very talented and dedicated staff here to work with. In comparison to some of my positions where you're stamping out a lot of fires and trying to do new image-building, the image here is great already," said Knapp.



The annual Holiday Craft Fair took place in the Skylight Dining Room in the Community Center on Monday and Tuesday.

Numerous craft items were on sale to students, staff and the general public during the two-day event. Items for sale included Christmas wreaths and swags, some clothing, numerous forms of candles, and other arts and craft goods.

Vendors rented tables from Student Activities, with the rental proceeds going to club activities on campus. A couple of clubs were among the vendors participating in the fair.

MICHAEL POLLOCK / Clackamas Print

Public Safety outfits unarmed guards in brown to avoid confusion

LUKE MAHAN
Staff Writer

To avoid potential confusion as to who has a gun and who doesn't, Public Safety has instituted the use of a brown uniform to be worn by the unarmed security officers.

The uniforms, which cost \$100-\$150 per set, were purchased using funds from the department's budget. The only substantial difference is the color, which beforehand was blue, the same as police uniforms. The unarmed security officers looked "too much like police," according to Chief of Public Safety Larry Dexheimer.

The two types of authority have several characteristics that make them different. For example, the unarmed security officers cannot carry guns, while the commis-

sioned police officers can. Also, the former are not able to make crime reports, nor can they make official arrests; they can only use citizen's arrest. (The armed officers, who are deputized by the Clackamas County Sheriff's Department, are permitted to cite people.)

However, if qualified, the unarmed officers can carry handcuffs and/or pepper spray. Of those on campus, all but one are qualified to carry these items. Noted Dexheimer, "The training is forthcoming" for the remaining officer so "all will be qualified."

Training will begin for two additional guards on Dec. 10. Public Safety would like to increase the staff even further, budget allowing. Another goal is to have a guard working the graveyard shift from midnight to 8 a.m. in order to

achieve full 24-hour protection. Increasing the staff, Dexheimer points out, is "always a goal."

Additional action is being taken to further contrast the three police officers from the five unarmed officers currently working on campus. The light bars atop the vehicles of the security officers will either be changed or totally removed so as to comply with state law. (The blue and red lights are not permitted on vehicles other than the proper authorities.)

There are also cadets, who are Criminal Justice students, who walk the dark after hours from 6-10 p.m. Dark jackets and the absence of badges are the distinguishing characteristics of these security officers-in-training.

Public Safety hopes the changes will clear up confusion between the two types of security on campus.



MICHAEL POLLOCK / Clackamas Print

Unarmed security officers recently hired by the college will be wearing brown uniforms, as opposed to the blue ones worn by sworn officers, including Chief of Public Safety Larry Dexheimer.