

Christina Schave Joins Caterpillar Trade Press Relations Team



Source: www.TurfMagazine.com

On behalf of the Caterpillar Trade Press Relations team, we are pleased to announce the appointment of Christina Schave as a trade press media representative. She will be replacing Amber Thomas who has been promoted to a position within Caterpillar in the newly formed Industrial and Waste Division.

Schave most recently worked as an account public relations lead at Two Rivers Marketing in Des Moines, Iowa, supporting global construction equipment manufacturers Doosan Infracore Construction Equipment and Bobcat Company since April of 2010. Prior to that she was managing editor for Total Landscape Care for Randall-Reilly Publishing in Tuscaloosa, Ala., from July 2006 through April 2010. She worked for The Tuscaloosa News from 2004 to 2006.

Schave has a Master of Arts in journalism with a specialization in new media (University of Alabama), and a Bachelors of Science in journalism with a specialization in editing (University of Florida).

In addition to her broad job and educational experience, she currently is a board member of the Construction Writers Association and also serves as their public relations committee chair; chair of the Central Iowa chapter of PRSA Professional Development Committee; and board member of the Turf and Ornamental Communicators Association. She has also served as adjunct professor for the University of Alabama's Reese-Phiifer College of C&IS; authored a chapter on "Media Bias and the Military" published in the graduate-level textbook "Media Bias: Finding It, Fixing It;" and served as assistant director and instructor for the University of Alabama's annual Multicultural Journalism Workshop for high school students 2005-2009.

Her position with Caterpillar is effective September 10.