



Karen Monroe: Persistence keeps her in for long haul

By Will Reisman
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As an experienced long-distance runner with 40 completed marathons to her credit, it's safe to say that Karen Monroe knows a good deal about persistence.

And with the same resolve that she displays on the running course, Monroe brings to her professional life, where she operates Karen Monroe Public Relations, an independent consulting company.

"I think running a marathon and operating my company have a lot in common," said Monroe, whose office is located in The City's West Portal district. "You need the ability to commit and focus, and realize that there might be some bad days, but you have to bounce back from them."

A Southern California native, Monroe graduated from Califor-

nia State Long Beach with a degree in journalism, and spent her first couple of years after college working as a beat reporter for such papers as The Long Beach Telegram and the Grunion Gazette.

In 1992 Monroe moved to San Francisco, switching to the sales side of the media, working in the advertising department at the East Bay Business Journal, before finally settling on a position at a public relations firm, the Pacific Group,

in 1999.

After the company relocated to the East Bay in 2002, Monroe seized upon the opportunity to open her own production company, and in late 2002, Karen Monroe Public Relations was born.

"I think public relations is a culmination of all my experiences," Monroe

said. "I've worked on tight deadlines as a journalist, and my time spent in sales and advertising also taught me about selling a great

product, which is something you have to do a lot in PR."

The company started slowly, but thanks to strong client referrals praising Monroe's talented work, Karen Monroe Public Relations steadily began to grow.

Now, Monroe represents an eclectic group of clients, ranging from artists to real estate mavens to eco-friendly entrepreneurs.

"I take clients I believe in and I think I can help," Monroe said. "And the most effective clients for me are the ones that are involved and really want to be a part of my service."

As her company continues to build steam, Monroe has seemed to have found her media niche after years of exploring the different sides of the field.

"I'm in this for the long haul," she said. "I have to be at this point, because it's got my name attached to it."

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