

**Chapter 5 The Free Enterprise System
Career Chatroom Career Profile**

**Morgan Howard
Owner, Morgan Howard Productions**

Q What do you do at work?

A My company is a full service communications company. We specialize in video production, web-based communications, and multimedia. I've produced videos for a wide range of companies such as Home Depot® and ESPN®. The majority of my work is focused on Alaska Native Corporations and Native American businesses. Morgan Howard Productions prides itself in its ability to conceive and pull together ideas to producing, photography, and directing. Having grown up in Alaska and as a member of the Tlingit tribe, I understand the dynamics Native American culture and Native Corporations. I can communicate their needs through strategic campaigns, branding, social media, print, newsletters, web casting, and other forms of corporate communication. Alaska Native Corporations were established in 1971 to deal with the state's indigenous people. Native Corporations try to combine their Native values and culture with making a profit. The two realms don't always align, which is why communication is so vital.

Q What was your first job in marketing?

A I studied broadcast production in college, and my first job was shooting news stories at an NBC affiliate in Arizona. I had interned at the station during college and because it was small, I was able to learn everything. Some days, I'd be given three, four, maybe six news stories to go out and shoot. I loved the idea of being able to shoot, get the story, edit, and have it broadcast that night for people to watch. It was very satisfying.

Q What skills are most important to you?

A Probably the most important skill is to learn “how to learn” because things are moving so fast today. You must be able to adapt to change to work in this field. Since I graduated from college in 1991, the field of communication has changed so much. Many of the concepts are still there, but the tools and mediums have completely transformed.

Q What is your key to success?

A Perseverance is crucial because this is a very competitive field. But if you love it, like I do, it's just not always about getting paid. To this day, I will take on projects at no charge if it means learning or meeting new clients. Relationships are so important, too, and maintaining them does pay off.