

# All-Stars A Publication of PR News issue

[prnewsonline.com/prpeople2010](http://prnewsonline.com/prpeople2010)

Featuring the Top PR People & 15-to-Watch

**A**t PR News, we chronicle the most innovative and effective communications strategies and campaigns. In 2010, despite a challenging economic environment, the great work just kept on coming. But we never lose sight of what drives this incredible body of work: the people. Behind every press release, word-of-mouth campaign and corporate blog are creative thinkers and bold leaders. We honor these top communicators every year via PR News' PR People Awards and our Hall of Fame inductions. Also included in this special issue is a nod to the up-and-comers—PR News' 15-to-Watch. (To gain more insight into what makes these luminaries tick, we asked some finalists to address a question concerning their work in PR—their responses are included here). All of these All-Stars were honored at a Nov. 30 awards luncheon at the National Press Club in Washington, D.C. (For extended profiles of all the winners and honorable mentions, visit [prnewsonline.com/prpeople2010](http://prnewsonline.com/prpeople2010).)

## Account Director/Supervisor of the Year

### Maria Reitan

Senior Principal, Director of Practice Group Development and Chair of Lifestyle Marketing, Carmichael Lynch Spong



Over the past seven years at Carmichael Lynch Spong, Maria Reitan has led accounts for some of the U.S.' most well-known and beloved brands, including American Standard, Calphalon, Gerber, Hasbro Games' Scrabble and Rubik's Cube, and Select Comfort. In 2009, even with the economic downturn, Reitan grew her client accounts by 17%. Successfully blending public relations, advertising and digital activities, Reitan led the repositioning of Hasbro's legacy game, Scrabble, in time for its 60th anniversary. The campaign climaxed with a celebrity tournament in Beverly Hills tied to the St. Jude Children's

Research Hospital called "Scrabble Under the Stars," hosted by talk show host and passionate Scrabble player Jimmy Kimmel. —Scott Van Camp

**Key PR lesson learned in 2010:** "Integration—PR professionals need to be proficient in social, digital and advertising in order to drive business forward and continue to deliver value to clients."

### ★ HONORABLE MENTIONS:

#### Eric Pehle, EVP, Weber Shandwick Minneapolis

Pehle and his team reversed the trend of declining U.S. Army recruits despite an unpopular war and challenging media environment—and was able to double the PR budget from the program's origin in 2005.

#### Jennifer Risi, EVP, Weber Shandwick New York

Risi's campaign for Siemens Corp. resulted in a 33% increase in new business orders in 2009. When not focused on B2B, Risi toured with Lady Gaga and Cyndi Lauper for the M.A.C. Cosmetics' VIVA GLAM campaign.

## Huma Gruaz

CEO & President, Alpaytac

As founder of the five-year-old Alpaytac, Huma Gruaz has proven her ability to engineer multi-faceted, integrated and strategic campaigns for clients time and time again. In spearheading the campaign for Bellator, a mixed martial arts promotion company, Gruaz leveraged social media platforms and turned the fighting league into a viral phenomenon in just one year. Both *USA Today* and *Sports Illustrated* lauded Bellator's word-of-mouth success,

which was coupled with strong media coverage in both sports and general interest outlets that resulted in nearly 1,500 media placements and more than 600 million media impressions. Gruaz also led PR efforts for the fifth World Water Forum—a global initiative designed to push the worldwide water crisis onto the international agenda. Media outreach for the event secured nearly 3,000 Water Forum news mentions globally. —SVC

**Part of the job she most enjoys:** "I enjoy mentoring young PR and marketing professionals who have a passion for the industry and a hunger for learning."

### ★ HONORABLE MENTION:

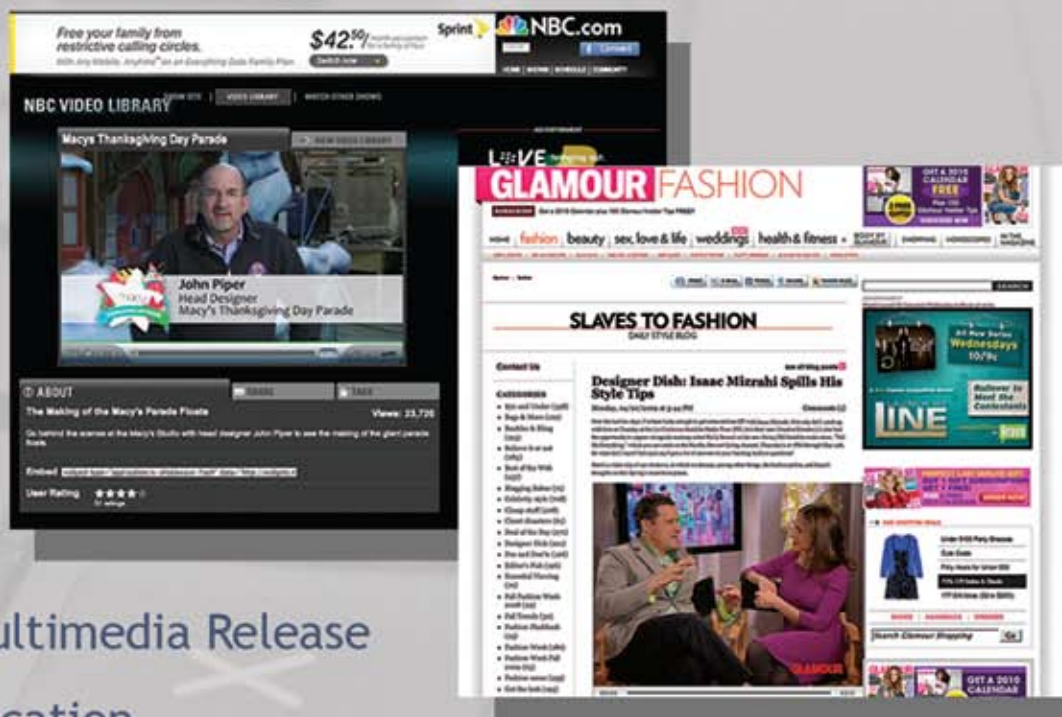
#### Lisa Sepulveda, President, Weber Shandwick New York

In 2009 Sepulveda led the team that launched the Samsung 3D LED TV campaign, resulting in 2.5 billion media impressions. Leading the Weight Watchers account, she successfully rolled out Jennifer Hudson as the new face of brand, which significantly increased enrollment.



## Brand Marketer of the Year

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# PRIN

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**Editor,** Scott Van Camp, 212.621.4693, svancamp@accessintel.com  
**Managing Editor,** Greer Jonas 212.621.4876  
**Editorial Director,** Steve Goldstein, 212.621.4890, sgoldstein@accessintel.com  
**Special Issue Editor,** Jessica Clegg, 212-621-4626, jclegg@accessintel.com  
**Contributing Writers,** Cathy Olson, Bill Miltenberg, Melissa Tinklepaugh  
**Events & Special Projects Manager,** Regina D'Alesio, 212-621-4940, rdalesio@accessintel.com  
**Director of Circulation Marketing,** Carol Brault 301-354-1763, cbrault@accessintel.com  
**Director, Marketing Communications,** Amy Jefferies, ajefferies@accessintel.com  
**Art Director,** Cindy Martinez  
**SVP/Group Publisher,** Diane Schwartz 212.621.4964, dschwartz@accessintel.com  
**Division President,** Heather Farley  
**President & CEO,** Don Pazour  
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**Additional Copies & Article Reprints - Contact Dani Rose at 800-290-5460 x.139; prnews@theygroup.com**

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 4 Choke Cherry Road, Rockville, MD 20850

**Client Services:**

Phone: 888.707.5814 • Fax: 301.309.3847  
 e-mail: clientservices@accessintel.com

**New York Editorial Office:**

110 William St., 11th Floor, New York, NY 10038  
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## Investor Relations Professionals of the Year

### Claire Koeneman President, Financial Relations Board and MWW Group

Claire Koeneman's ability to analyze macro-economic trends months and even years in advance has helped both clients and her charges prepare for bull and bear markets alike. Despite limited transaction activity in the capital markets, Koeneman worked on several high-profile IPOs, including American Water, whose \$1.25 billion capital raise made it the second largest IPO of 2008. In the last 18 months, she's directed more than \$12 billion in mergers and acquisitions activity. —*Jessica Clegg*

**The part of work she enjoys most:** *"Be it a financial transaction or breaking down one of the hundreds of new regulatory changes coming out of D.C., it still gets me jacked up to help clients convey complex financial information in a direct, comprehensive way."*



### Howard Ungerleider VP of IR, Dow Chemical

Howard Ungerleider facilitates relationships with investors based on the belief that they should be able to check for alignment between company policy and its officials' competence, execution and ability. In response, he's set up new access

points and a new policy of openness with the press. One example: an open conference call with Dow Chemical's C-suite execs about Q2 results that was picked up on The Street and other financial blogs. Ungerleider has also cultivated an environment of sustainable success, with Dow being named in Dow Jones' Sustainability Index for the 10th year running. —*JC*

★ **HONORABLE MENTIONS:**

**Crocker Coulson, President, CCG Investor Relations**

Under Coulson's watch, CCG successfully guided over 20 clients from mainland China to list on major U.S. stock markets.

**Rob Flaherty, Senior Partner and President, Ketchum**

Flaherty has been a vocal advocate and leader for transparency in investor relations; his statements from the World Economic Forum were picked up by hundreds of newsfeeds and blogs.

# Hall of Fame

## Diane Gage Lofgren

### **SVP, Brand Strategy, Communications and Public Relations, Kaiser Permanente**

Through academic, professional, industry and community successes, Diane Gage Lofgren embodies a rare combination of inspired strategist and engaged leader. At Kaiser Permanente, Gage Lofgren revitalized the organization's PR and communications program. Since joining the organization, her team has achieved a 620% increase in positive media; an 86% increase in the number of issues managed, coupled with a 20% decrease in negative stories reported; and a score of 83% for employee line of sight (employee understanding of how their jobs map to business objectives). In addition, Gage Lofgren has created numerous internship opportunities in the public relations departments she's led. This year she established a corporate-wide mentorship and business resource group named KP WELL (Women Embracing Life and Leadership) to develop women as leaders across all disciplines. With her own staff, Gage Lofgren systematically makes rounds with team members to engage employees and recognize successes, including a monthly staff-level "Dish with Diane" meeting. —SVC



## Lou Rena Hammond

### **Chairman/Founder, Lou Hammond & Associates**



Lou Rena Hammond has transformed a three-employee, three-client company into an award-winning, independent marketing communications agency with 40 employees and more than 40 prestigious travel, home decor, retail and lifestyle clients. Over the past 25 years, she has led Lou Hammond & Associates in its service to clients through public relations, public affairs, international promotions, product introductions and crisis communications. Known for its experience and success in the premium market, the agency has a worldwide focus with clients in North America, Europe, the Middle East and Asia. Hammond developed her specialty in marketing to sophisticated, upscale consumers during her 15-year tenure at Pan American World Airways, where she served as director of promotion, publicity and public affairs, and acted as the carrier's lobbyist for the state and city of New York. A recognized expert on the marketing of style and living, Hammond is the author of several books, including *Success in Public Relations*. —SVC

## Jay M. Jaffe

### **President & CEO, Jaffe PR**

Jay Jaffe is a visionary and a leader with a keen ability to identify industry trends before they even begin. His company, Jaffe PR, specializes in public relations and public reputation management for law firms—a niche that Jaffe began developing more than 30 years ago. Since then the agency has grown to over 30 employees, serving dozens of law firms nationwide, and supporting their media relations, branding, crisis and litigation PR and digital PR needs. One tactic that Jaffe PR has used to better define the public reputation of its clients is Web 2.0. "While it is a complicated transition, particularly for law firms, the future will be more successful for those who are early adopters," says Jaffe. In that vein, Jaffe has also championed the agency as a completely virtual workplace. "Geography is no longer a hindrance," he says. —SVC





**Whether advocating for education reform, raising the bar in employee relations or expertly guiding client reputation, our 2010 PR Hall of Fame inductees exhibit all the needed traits: leadership excellence; a willingness to take risks; and a keen vision for the future. PR News salutes them.**

## Andy Polansky

*President, Weber Shandwick*



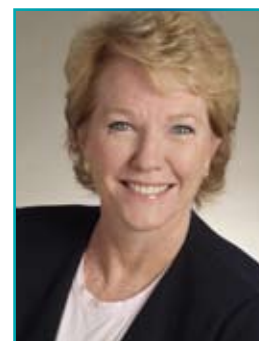
In rising from the ranks of local journalist to the leader of one of the most influential PR agencies in the world, Andy Polansky has consistently exhibited personal traits that have served him well: exemplary character, quiet leadership, focus on the team and a principled nature that engenders trust and loyalty of colleagues and clients around the world. While overseeing the agency's global operations—over 2,000 employees in 118 offices in 73 countries—Polansky still makes himself available to all levels of employees. This personable style—combined with business acumen—has made him one of the most respected executives in PR. Polansky has championed numerous initiatives at Weber Shandwick, including the Client Relationship Leader program, featured by the Harvard Business School as an MBA case study; digital leadership, which has resulted in dramatic revenue growth across the board; and environmental leadership in the form of Green Certification at Weber's London and North American outposts. Perhaps most impressive: Under Polansky's leadership, Weber Shandwick

has endured the adverse economic conditions, experiencing steady growth among its top 40 clients worldwide. —SVC

## D'Arcy Rudnay

*SVP, Corporate Communications, Comcast Corporation*

D'Arcy Rudnay is one of the top female executives at Comcast, where she is the company's primary spokesperson and is responsible for Comcast's reputation management. Rudnay leads strategic communications planning and facilitates unified and consistent messaging, internally and externally. She plays a significant role in all Comcast deals, working closely with CEO Brian Roberts, Comcast senior management and financial and investor relations teams to ensure key messages are accurately and effectively communicated to customers, investors, media, the general public and over 100,000 employees. Rudnay makes sure Comcast is prominent in the news by generating major feature stories in national newspapers and business magazines. In addition to being a leader in the communications industry, she has been active on several nonprofit boards and has received numerous professional awards, including *CableFAX's* "Most Powerful Women in Cable." —JC



## Scott Widmeyer

*Chairman and CEO, Widmeyer Communications*



Scott Widmeyer knows that meaningful social change doesn't happen overnight. Rather than chasing the issues of the moment, Widmeyer has built his business working with clients who want to invest in the future by focusing on issues that must be championed over time, such as healthcare reform, economic security, racial equity and environmental protection. A powerful example of the merits of Widmeyer's approach is his work over a 25-year period on education reform. His experience creating the initial platform for education reform while working with the iconic Al Shanker at the American Federation of Teachers led Widmeyer to found his own firm to help address the challenge. Since that time, on behalf of education reform advocates, Widmeyer Communications has put critical issues on the table, informed the debate and helped achieve important education results. He has since expanded the agency beyond its education base into vibrant practice areas including healthcare, environment, energy and climate. —SVC

**Crisis Manager of the Year**

**Eliot Hoff**

Senior Vice President, APCO Worldwide



Eliot Hoff has a talent for staying cool in crisis, and for transforming one-off projects into significant client relationships. When one of the world's largest food manufacturers required a crisis communications campaign to head off H1N1 virus fears, Hoff led a team of APCO consultants in the development and execution of a multi-faceted global effort to restore the client's reputation. After Hoff led the initial crisis response program with The Overseas Shipholding Group (OSG), the engagement and scope of work with OSG quickly grew until they became a significant client for APCO. —Jessica Clegg

**How to avoid a crisis plan blind spot:** "Make sure that all stakeholders and audiences are considered in the planning.

There are the obvious stakeholders—possibly employees, customers and investors—but there are also members of Congress, local officials, regulators and competitors to consider."

★ **HONORABLE MENTIONS:**

**Jason Maloni**

SVP, Levick Strategic Communications (DC)

When Heartland Payment Systems suffered a data breach, Maloni helped turn a crisis into an advocacy opportunity for better encryption standards.

**Thomas J. Rozycki, Jr.,**

SVP, CJP Communications

Rozycki summoned his vast crisis experience to establish a solid communication framework around a Somali pirate hijacking.

**Michelle Russo, SVP, Corporate Affairs & Communications, Discovery Communications**

Russo showed consummate leadership guiding Discovery through a terrible hostage in the summer of 2010 with careful, direct messages.

**Eric Edge**

Global Chief Communications Officer, Euro RSCG Worldwide

★ **HONORABLE MENTIONS:**

**Ulviya Hasanzade,**

Corporate Communications and CSR Head, Azercell Telecom

By establishing key contacts with the Azerbaijani government, Ministry of Education and UNICEF, in 2009 Hasanzade led effective initiatives for renewable energy as well as three major projects on children's issues that have strengthened the child care system in Azerbaijan.

**Marie Yarroll, Senior Manager, Public Relations, Best Western**

Yarroll developed a partnership with World Vision that relied on Best Western's member hotels and corporate staff for charitable donations. The result was the monthly sponsorship of 500 needy children, more than \$400,000 raised and priceless PR value for the hotel chain.

Eric Edge's cutting-edge CSR campaigns have brought together today's world leaders and given a voice to tomorrow's. In early 2010, Edge led efforts for the first-ever One Young World Summit, which drew nearly 1,000 young people to London to address major issues alongside Kofi Annan and Desmond Tutu. Edge was also instrumental in communications efforts for the TckTckTck climate change campaign, which included the release of a music video download that served as a digital petition. Edge's team delivered more than 2,000 campaign placements globally—an estimated media value of \$30 million. —SVC

**Key PR lesson in 2010:** "The old rules of PR don't apply. Don't underestimate the power of social media to make or break a brand."



**CSR Leader of the Year**

**Digital Communications Leader of the Year**

**Mary O'Connell**

Global Director Digital and PR, The Clorox Company



Mary O'Connell's integrated communications strategy spans all Clorox products—from Clorox Liquid Bleach to Brita Water Filters to the Hidden Valley Ranch brand. Her tenure there has led to a number of digital firsts, including the company's first Facebook and Twitter pages, the first comprehensive search marketing initiative and a makeover of the Clorox Web properties. In the last 12 months, O'Connell has grown the company's Facebook page from 31,000 fans to 118,000, a 500% increase. Her efforts to provide great digital content for mothers—including programs like Say "Boo!" to the Flu—led mom bloggers to name Clorox a "most respected brand." O'Connell's Connect Kids to Care charity campaign with the Children's Health Fund resulted in thousands of donations and increased engagement with the brand. —SVC

increased engagement with the brand. —SVC

**Ideal amount of time per day spent on social media:** "Three hours."

★ **HONORABLE MENTIONS:**

**Chris Perry, President, Digital Communications, Weber Shandwick, New York**

Under Perry's leadership, WS' digital practice expanded its business 30% in 2009, adding such clients as HP, PepsiCo, MySpace and Samsung.

**Holly Potter, VP of Public Relations, Kaiser Permanente**

Potter's leadership in the digital space has resulted in vibrant social media communities and KP campaigns with robust digital components, including blogger outreach, video and Twitter.

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Event Marketer/Communicator of the Year

Jann Yogman

Director of Event Coordination, North 6th Agency



You could call Jann Yogman the life of the party—New Year’s parties, that is. Looking to pair technology and nightlife in a one-of-a-kind experience, in 2009 Yogman created and executed “New Year’s Nation,” parties that span 10 cities and four time zones across the U.S. The events are connected to each other by live broadcasts, and are also streamed live on the Internet. New Year’s Nation attracted 10,000 participants at the live venues, and reached more than 100,000 total viewers. To properly ring in the New Year, Yogman partnered with Colgate (and its disposable toothbrush, Wisp) on the Midnight Kiss, in which New Year’s Nation couples set a Guinness World Record for most couples kissing simultaneously. —SVC

Greatest mentor: “Michael J. Fox. I had the opportunity to work for Lottery Hill Entertainment, Michael’s New York-based production and development company for many years. His life philosophy and eternal sense of optimism are truly inspiring.”

★ HONORABLE MENTIONS:

Samson Leung, PR Manager, Volkswagen Hong Kong Ltd.

Leveraging strong PR know-how and solid media networks, Leung has been successful launching CSR efforts around building the Volkswagen brand in Hong Kong.

Rene Mack, President, Travel & Lifestyle Marketing Practices, Weber Shandwick New York

Mack’s communications work on the 2009 launch of the world’s largest cruise ship, Royal Caribbean’s Oasis of the Seas, led the ship’s name to be the most Googled phrase in the world on its arrival day.

Marketing/Marcom Leader of the Year

Cheryl K. Goodman

Director, Qualcomm MEMS Technologies



It’s not easy to garner attention, let alone maintain momentum, in the mobile space. But Cheryl Goodman oversaw the campaign that gained global recognition for Qualcomm’s mirasol mobile display technology—despite the fact that it wasn’t yet available at retail. Goodman was savvy enough to see that her role as chief communicator for this product was being influenced by the media. She demonstrated mirasol’s functionality in an e-reader environment, and many members of the media wanted to know how the technology could benefit their own organization. This strategy resulted in Goodman shifting the campaign focus more on news organizations and publishers as a gateway to the e-reader market, resulting in heavy media coverage and speaking engagements. —CO

Greatest mentor: “Bree Walker, whom I worked with at KGTV News in San Diego. In addition to being a tenacious journalist, she suffered from ectrodactyly, a rare genetic condition. She inspired me to confront the obstacles in my life and pursue success in spite of them.”

★ HONORABLE MENTIONS:

Ambre Morley, Associate Director, Novo Nordisk

Morley engineered a “Race with Insulin” program that dramatically elevated Novo Nordisk’s insulin brands by sponsoring a Firestone Indy Lights race car driver.

Matt Rizzetta, President, North 6th Agency

Rizzetta founded North 6th independently, and in under a year was able to grow the company’s revenue to almost \$1 million.

Kelly Williamson, Senior Vice President, APCO Worldwide

Williamson inherited the financial management of a multi-million dollar account in 2008. Under her leadership, 2009 yielded the highest realization rate during the 14-year history of the account.

Tim Marklein

Executive VP, Measurement & Strategy, Weber Shandwick San Francisco

Measurement Expert/PR Analyst of the Year



When Tim Marklein noticed clients and agency colleagues drowning in data as they sought to measure communications programs, he decided to throw them a life raft: He created Weber Shandwick’s Measurement & Strategy practice. The practice has made measurement a core offering for Weber Shandwick clients, transforming

★ HONORABLE MENTIONS:

Steve Astle, VP, Corporate Communications, FICO

Astle has guided FICO through unprecedented success, with FICO ranked first in market share by the IDC for analytics.

Don Bartholomew, VP, Digital Research, Fleishman-Hillard

Bartholomew has raised the prestige of the digital research arm of Fleishman-Hillard through his public relations and social media blog, and frequent speeches on PR accountability.

rear view evaluation efforts into a more systematic weekly and monthly analytics routine that fuels informed communications decisions. By the end of 2009, Marklein and his team had doubled revenues, signed on major new clients, expanded staff by 50% and created four new services for measuring online and offline campaigns. Marklein has also stepped up as a vocal advocate for measurement best practices—internally and externally—through speeches, articles, client engagements and industry associations. —JC

After work you’ll most likely find Tim: “Consuming several forms of media at once on multiple screens.”





**Media Relations Professional of the Year**

**Peter Shankman**

*Founder/CEO, Help a Reporter Out*

The ultimate free media relations tool, Help a Reporter Out connects journalists with sources—including savvy PR pros—in a way that was unthinkable in the ink-stained age. It's the brainchild of Peter Shankman, for whom the designation Media Relations Pro of the Year unfairly consigns his work to the past 12 months. This PR People Award serves as belated recognition of his role in connecting the media with its valued sources. HARO was crowdsourcing before that term reached critical mass, and it's now as essential a tool as the Rolodex was in the pre-Internet era. —SG



**Social Media Leader**

**Christopher Barger**

*Director, Global Social Media, GM*



Christopher Barger understands that “community” isn't only online. While blogging and social networks are a large part of his role, he also invites influential bloggers and Gowalla users to GM-sponsored events like SXSW 2010, where they were offered on-site perks, including rides in Chevrolet models. Barger also leverages social channels in times of crisis. When faced with GM's Chapter 11 filing in 2009, he oversaw a beefed-up social media team that tweeted live from every interview and press conference. —JC

★ **HONORABLE MENTIONS:**

**Danielle Brigida, Digital Marketing Manager, National Wildlife Federation**

Brigida used empowering campaigns like “Tweet for Endangered Species” to keep the NWF in the public eye.

**Shauna Causey, PR Manager, Comcast**

Causey's grassroots social media advocacy inspired Comcast to launch an open-source New Media Exchange.

**Doug Wernert, Senior Account Executive, Weber Shandwick Detroit**

Doug Wernert maintains the popular ChevyVolt Twitter handle (@ChevyVolt), which counts more than 5,000 followers.



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**Bill Jenkins**

*Executive Director of Communications and Public Affairs  
on his nomination for*

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our University and students.*

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Public Affairs Professional of the Year

**Marguerite Tortorello**

*SVP, Public Affairs, Property Casualty Insurers Association of America*

Marguerite Tortorello leads advocacy initiatives and reputation management at PCI through traditional and social media, grassroots efforts and strategic positioning. Her recent efforts have been centered around the Dodd-Frank Act for financial services regulatory reform, about which PCI led a multifaceted campaign to ensure the home, auto and business insurance sectors would be affected as minimally as possible. Under her purview, the PR team advanced this agenda through messaging research; paid, earned, digital and social media; third-party policy research; sponsorship of key events; and engagement of C-suite executives. —CO



**Greatest mentor:** "While at the White House, Karl Rove provided sage communications counsel which I have strived to embed in all my work. Karl emphasized using facts and research in your strategy, being fiercely disciplined in your messaging and keeping the consumer at the center of your work."

★ HONORABLE MENTIONS:

**Ray Steen, Marketing Director, General Dynamics Information Technology**

Steen has developed brand recognition for MC4, the army's first product management office, through a new logo and clarified messaging, resulting in over 100 media placements.

**Huw Williams, President, Impact Public Affairs**

Williams helped the Canadian Automobile Dealers Association (CADA) keep advocacy initiatives at the forefront, developing a proactive media strategy that led to the broadest coverage in the association's history.

**Tim Haran**

*Manager of Social Media Content, USANA*

Since launching USANA Health Sciences' blog [www.whatsupusana.com](http://www.whatsupusana.com) in December 2008, Tim Haran has continually found ways to tie in new and dynamic content that captivates readers' interest rather than direct-selling them. In 2010, for the first time at USANA's annual four-day convention, attendees and non-attendees around the world received exclusive, behind-the-scenes content via the What's Up, USANA. Through 28 blog posts and a dozen videos, readers and viewers experienced the event like never before, helping make August the highest-traffic month ever. Haran and his colleagues conducted two social media training stages at the event, drawing nearly 4,000 people. —CO

★ HONORABLE MENTIONS:

**Todd Defren, Principal, Shift Communications**

Started as a pet project in 2004, Defren's PR-Squared now ranks among the Technorati "Top 10K."

**Kerry Noone, Senior Marketing Manager, Sodexo**

Sodexo's approachable Career blog, managed by Noone, has helped lead to the company being named one of *Working Mother's* Best Companies for Hourly Workers.

**Key PR lesson in 2010:** "Never before have consumers possessed so much control over brand messaging and management. What once was predominately one-way communication between a company and the customer (with the occasional private two-way conversation) is now decidedly public thanks to blogging and other social media."



PR Blogger of the Year

PR Professional of the Year – Agency

**Michael Kempner**

*President & CEO, MWW Group*



Those who've worked with Michael Kempner will not be surprised to know he's led MWW to year-over-year consecutive growth annually. He possesses a wide range of expertise comprising crisis management, investor relations, public affairs, business-to-business and corporate social responsibility, which he employs handily for accounts that include Nikon, Samsung and Deloitte. He expanded MWW's digital media practice so that nearly all of the group's campaigns now incorporate a digital element, and he's been bolstering the effort with his own postings on Facebook and Twitter. Kempner has continued his efforts leading the firm in environmental responsibility as part of the MWW Group Green initiative. —CO

★ HONORABLE MENTIONS:

**Sandra Fathi, President and Founder, Affect Strategies**

Fathi spearheaded a successful campaign for Regus that saw a 114% growth in revenue.

**Ed James, President, Cornerstone**

For the Levi Pioneer Sessions campaign championing musicians who captured the spirit of the brand, James scored an exclusive launch feature in *Billboard*.

**Starr Million Baker, President and Co-Founder, INK PR**

Baker recently scored big for client Bluetooth SIG by leaking news about its new technology to key influencers rather than following a traditional pitch path.

**Elizabeth Zaborowska, Founder and Principal, Bhava Communications**

Zaborowska launched Bhava in recession-plagued 2009, and has booked over \$2 million in revenue since its inception.



**PR Professional of the Year – Academic**

**Claire Holmes**

*Associate Vice Chancellor, University Communications, University of California, Berkeley*

Talk about crisis management. In the face of a \$40 million budget cut in May, Claire Holmes spearheaded a campaign aimed at continuing to promote the stature of UC Berkeley and communicate the potential damage the monetary loss could cause this revered institution. Working with a strapped budget that called for extreme creativity and flexibility, she oversaw the “Just Don’t Call Us Berkeley” campaign to show that academics were still top-notch. She managed budget-cut protests and attracted positive media attention, which included 1,200 stories focused on research breakthroughs. —CO



**Key PR lesson in 2010:** “Minute details make or break you. In the blogosphere and cyberspace, correcting misstatements with facts are critical to credibility.”

★ **HONORABLE MENTIONS:**

**Daniel Arguijo Jr., Chief Communications Officer, Houston Community College**

Arguijo has helped HCC achieve more than 15% growth in enrollment, a 34% increase in workforce training programs, all while developing a new strategic branding plan.

**Bill Jenkins, Executive Director of Public Affairs and Communications, Grand Canyon University**

To elevate awareness of the University’s reputation, Jenkins crafted an umbrella theme, “Canyon Cares,” which resulted in unprecedented enrollment in Fall 2010.

**PR Professional of the Year: Corporate**

**Chris Fuller**

*Director of PR & Emerging Media, Pizza Hut*

How do you top off a large, everything pizza with extra cheese? Chris Fuller succeeded in doing just that in 2010 with a menu of PR campaigns that sought to trumpet Pizza Hut’s new simplified pricing while wiping out the perception that the restaurant chain’s offerings were unaffordable. Among his recent successes are the \$10 Any Pizza Deal lunch and the company’s brand campaign, “Your Favorites. Your Pizza Hut”—both of which generated heavy coverage in traditional media as well as 5.1 million impressions on Facebook and nearly 200,000 U.S. brand fans added to the social network. A consummate out-of-the-box thinker, Fuller led the “wedding crasher” campaign, through which Pizza Hut fed the press camped out at Chelsea Clinton’s wedding, among other attention-grabbing events. —CO



**Greatest mentor:** “Fresh out of college, I had the privilege of serving the people of the Texas Panhandle as a press secretary for U.S. Rep. Mac Thornberry. Mac consistently exhibited the finest qualities of leadership: compassion, wisdom, decisiveness and humility. As a mentor, he encouraged his staff to serve selflessly, and in return we strived for excellence in our work.”

★ **HONORABLE MENTIONS:**

**Eileen Cassidy Rivera, Vice President Communications & Investor Relations, Vangent**

Last year Rivera kicked off the “Vangent State of Mind” campaign, which included a welcome video featuring Vangent’s CEO, a new Web site and a series of advertisements. The effort led to the company for the first time reaching over \$1 billion in new business.

**Kelly Doria, Director of Public Relations, Scottrade**

A strong hand in helping shape the firm’s vision, Doria has secured media coverage for Scottrade in an expanded range of outlets, redesigned much of the company’s Web site and established its Facebook and Twitter presence.

**Cheryl Goodman, Director of Marketing, Qualcomm MEMS Technologies**

It’s tough to get people to pause and pay attention in the mobile space, but Goodman positioned Qualcomm’s nascent display technology as a game changer in both the mobile and e-reader space—and generated media coverage, award wins and new partnerships before the product hit the market.

**Stuart Kirby, Head of Public Relations for Latin America & the Caribbean, Diageo PLC**

Kirby has excelled at building external programs and partnerships, including for the recent launch of The John Walker—a \$3,000 per bottle Johnnie Walker product launched during the recession.

**Dan Macuga, Vice President of Marketing & Public Relations, USANA Health Sciences**

By orchestrating strategic visits at key events, including the 2009 MTV Movie Awards, 2009 Emmys, 2010 Golden Globes and 2010 Sundance Film Festival, Macuga helped put USANA squarely in the media spotlight. He has also spearheaded the company’s social media efforts.

**Donna C. Peterman, Chief Communications Officer, PNC Financial Services Group**

Peterman steered PNC’s communications during its acquisition of National City Corp. during the recession—no small feat. In 2009 the company delivered its highest media impact score among select peer banks, and employee engagement scores in 2009 improved by 14% compared with the prior year.

**Troy Rutman, Director of External Communications, Best Western International**

Rutman has overseen growth in media impressions for Best Western from 3.2 billion in 2008 to more than 5.3 billion, and broken new ground in partnerships with Harley-Davidson, NASCAR and American Automobile Association/Canadian Automobile Association.

PR Professional of the Year – Nonprofit



**Jennifer Coleman**  
Senior Vice President of  
Consumer Affairs, Baylor Health Care System

Jennifer Coleman has presided over an atmosphere of giving back at Baylor Health Care System, a not-for-profit faith-based health care provider based in Dallas. She's leveraged Baylor's corporate contributions and community service program to achieve new levels of donations and outreach. This has been a healthy year, with a \$20 million donation from the Sammons Dallas Foundation earmarked for a new cancer complex.

Coleman also managed communications for the new Diabetes Health and Wellness Institute in an underserved community in South Dallas. As a mark of her communications impact, Coleman was named one of the Top Women to Watch by the *Dallas Business Journal*. —JC

★ HONORABLE MENTIONS:

**Shawna Seldon, SVP, The Rosen Group**

Seldon's commitment to overseeing the American Wind Energy Association account has resulted in tremendous business growth—AWEA has effectively doubled its retainer amount.

**Patrice Smith, Director, Stakeholder Management, Kaiser Permanente**

In the midst of the national health care reform debate, Smith led communications efforts for *Health Care Will Not Reform Itself*, the most recent book by Kaiser Permanente CEO George Halvorson, securing coverage in outlets such as MSNBC, *The New York Times*, *The Washington Post* and over a dozen radio stations nationwide.

Joseph Cohen

Group Vice President, MWW Group

A creative force within the public relations industry, in just 11 years Joseph Cohen has emerged as one of the field's fastest rising stars and the originator of some of PR's most inventive and impactful campaigns. He stands at the forefront of a new generation of professionals that is successfully fusing traditional and social media to drive game-changing business results for clients. From helping Ball Park Franks leverage PR and social media as part of a campaign that saw the brand overtake Oscar Mayer to become the nation's No. 1 hot dog in 2009 to helping 1-800-FLOWERS.COM dominate the pivotal Mother's Day sales season with breakthrough PR and social media efforts for its "Spot a Mom" initiative (hailed by *Advertising Age*), Cohen's campaigns deliver tangible sales results.

Joe employs a leadership style focused on transparency and collaboration. As a member of MWW Group's "Green Committee," Cohen has helped implement policies that enabled the firm to become just the second PR agency in the country to achieve ISO 14001 certification. —CO

**Greatest mentors:** "Michael Kempner (MWW Group's president and CEO) and Jon Harris (global vice president of communications at Sara Lee Corporation). I was very young when I joined MWW Group and was extremely fortunate to have been assigned to serve as Michael's publicist during my first year. Having an opportunity to work with Michael one-on-one has had such a profoundly positive impact on me. And Jon is one of those rare talents who is incredibly creative but knows how to temper his creativity with strategic thought."

★ HONORABLE MENTIONS:

**Beth Pagano, Senior Vice President, Euro RSCG Worldwide**

Pagano would find it tough to keep count of her successes this year, including helping Sears revive its online marketplace.

**Marian Salzman, President, Euro RSCG Worldwide PR**

In 2009 Salzman delivered the keynote at the London-based Marketing Week Trend Show, just another expression of her marketing savvy.



PR Agency Team Leader

Intern of the Year



**Helen Havlak**  
Euro RSCG Worldwide

In the course of her internship with Euro RSCG Worldwide PR's Newsengine U, Helen Havlak distinguished herself above and beyond the normal requirements of her position. She demonstrated a broad range of skills while contributing to consumer (Sears/Kmart), B2B (Dun & Bradstreet) and social media accounts and campaigns. Havlak led the development of the team internship project for which the interns were tasked with creating a business plan for a speakers' bureau. During the presentation of the plan to several SVPs and the president of the agency, Havlak impressed with her professionalism and composure. —JC

**Key PR lesson in 2010:** "Content rules. No matter how well you market a product or initiative, no matter how many social media outlets and blogs you target, no one will pay attention unless you offer them a valuable piece of content that they find relevant, interesting or amusing."



**Speechwriters of the Year**

**Steve Soltis**

*Director, Leadership Communications, The Coca-Cola Company*

A caffeinated Coke may be necessary to fuel Steve Soltis' prolific speechwriting; he wrote more than 95 speeches in 2009 for Coca-Cola chairman Muhtar Kent, including key speeches for the World Economic Forum and Clinton Global Initiative. He also developed "Refreshing Remarks," a company-wide document issued quarterly to all employees providing key message points and speeches that they can use publicly and with customers. The document has been released in two quarters to date, and has had more than 35,000 readers (out of a 45,000 pool of recipients). Soltis is the architect for the Coke's Senior Executive Speakers Bureau—an initiative that proactively finds speaking engagements for the senior leadership at various companies and organizations. —JC



**Greatest mentor:** "My wife, Stacy. She's an incredibly effective communicator and multitasker who demands the highest standards from herself and those she cares about. I have learned volumes from her."



**Gary Sheffer**

*VP, Communications & Public Affairs, GE Corporate*

Gary Sheffer not only oversees external and internal communications and provides strategic communications advice for GE, he is behind some of the most effective words emanating from the GE Corporate platform. He assisted in the creation of GE CEO Jeff Immelt's December 2009 "Renewing American Leadership" speech, which was extremely successful in reaching out to cadets, GE employees and key influencers. Media coverage of this speech graced the cover of *Financial Times* and was reprinted in the *Washington Post* and earned a 2010 Platinum PR Award from *PR News*. Sheffer's 17-year background in journalism also comes in handy when contributing to the Huffington Post as a guest columnist. —JC

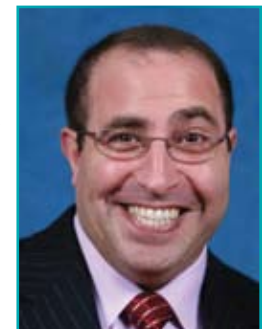
**David Siroty**

*VP of North American Communications, Coldwell Banker*

It's been a challenging year for many real estate professionals, but David Siroty has made lemonade from lemons with a campaign to reframe the discussion of the real estate market. His work highlighted Coldwell Banker's legacy of more than 100 years of service, its network of outstanding professionals and its innovations paving the way for real estate in the future. Under his direction, Coldwell Banker was featured in more than 3,500 media outlets in 2009, including 10 select interviews with CB president and CEO, Jim Gillespie. Siroty also oversaw creation of the role of "Consumer Real Estate Specialist," who would speak with consumer outlets and magazines to expand the "softer" side of the CB brand. —JC

**Trait that all good leaders have in common:** "Inclusion. I firmly believe a good leader is one who includes his/her team whenever possible. Everyone at all levels of the organization wants to feel a part of the group."

**Lemonade Maker**



Honoring the most  
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# 15 to Watch

We present the young guns of communications, our 15-to-Watch PR pros (agency and corporate/nonprofit). Whether writing a White House blog or leading a Facebook campaign for a *Fortune* 500 company, all of these age 30 or under pros are making a big impact in their organizations.

## AGENCY



**Amy Burke Friedman**  
Vice President, Profiles Inc.

Since joining Profiles in 2003 as a junior account executive, Amy Burke Friedman has risen to vice president of the company. In April 2009 she led the account team that introduced Kimpton Hotels' first restaurant in Maryland, resulting in a featured recipe in *Bon Appétit's* Sept. 2010 issue and coverage in four other publications. Friedman achieved media

coverage in 2010 for the National Aquarium's research on the effect of the Deepwater Horizon oil spill on marine ecosystems, including a news segment on National Public Radio. —Melissa Tinklepaugh

**Typical Day:** "I manage more than 10 client accounts and assist with several others while simultaneously wearing the many hats of a vice president: mentor, IT, HR, sounding board."

## Mary Kathryn Covert

Assistant Vice President, Financial Dynamics International Limited

Straight out of college, Mary Kathryn Covert worked her way up from intern to a full-time position in the Coca-Cola Company's Issues Management division. Covert moved to Financial Dynamics' healthcare and life sciences team in the public affairs division in March 2009, where she quickly became an expert on the issues, clients and reporters during the debate over healthcare reform. After eight months, FD promoted Covert from associate to assistant VP—a title normally reserved for those aged 30 and over. —MT

**Typical Day:** "My work ranges from developing communications strategies intended to advance or prevent legislation on Capitol Hill, to providing counsel to clients facing regulatory action."



## William Byrne

Corporate Communications Manager, Euro RSCG Worldwide

William Byrne has gained both agency and client-side experience in consumer public relations via global assignments for top brands, including McDonald's, Coca-Cola, Kellogg's and Sony. As Euro RSCG Worldwide's corporate communications manager, Byrne oversees the internal and external needs of a 12-person senior management team. His efforts to create an environment that facilitates award-winning business ideas was recognized when the agency was named one of the "101 Best Places to Work For" in Chicago in 2010. Byrne also serves as the vice president of the young professional group of the Chicago Chapter of the 4A's, the advertising industry's top trade association. —MT



## Laura Clementi

Senior Associate, Carmichael Lynch Spong

After graduated with honors from the University of Minnesota, Laura Clementi joined Carmichael Lynch Spong as an intern. She received a promotion in less than two years and now serves some of the agency's largest clients, including Sherwin-Williams and Trane. According to



Carmichael Lynch Spong, there's no better example than Clementi of a SWAN: Smart, Work ethic, Ambitious and Nice—the qualities the company looks for in its employees. Clementi worked with agency partners to bring Sherwin-Williams' product and program announcements from the NeoCon trade show in Chicago to life on Facebook and other social media platforms such as Twitter. As a result, NeoCon messages reached 1,771 Sherwin-Williams Facebook fans. —MT

DEVRIES PUBLIC RELATIONS

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*Especially Jillian Kwolek  
and the PR News 15 to Watch*



“WE DO NOT NEED MAGIC TO CHANGE THE WORLD. WE CARRY ALL THE POWER WE NEED INSIDE OURSELVES ALREADY: WE HAVE THE POWER TO IMAGINE BETTER.” — J.K. ROWLING

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## Alana Fontaine

**Director of Public Affairs, Impact Public Affairs**

In Alana Fontaine's six years with Impact Public Affairs, she has risen from a junior PR representative to serve as a senior staff member and the firm's director of public affairs. Now, the boutique firm describes Fontaine as the solution to clients' PR problems. Fontaine played a supporting role in the "Race Against the Mayor" Campaign for the Amethyst Women's Addiction Centre in Ottawa. Her campaigns for Canadian Urban Transit helped lead to more than \$5 billion in federal funding, and her transit efforts were recognized as the "Best Government Relations" campaign of 2008 by the Canadian Society of Association Executives. —MT

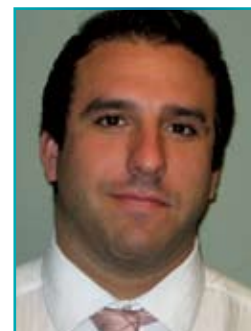
**Typical Day:** "The best part about working at Impact is the fact that no two days are ever the same. Every morning on the way to work, I think to myself, 'I wonder what exciting events are in store for me today?'"

## Robert Gara

**Senior Associate, APCO Worldwide**

Since joining APCO Worldwide in 2006, senior associate Robert Gara has helped develop the company's corporate positioning efforts for a number of clients such as 3TIER, a Seattle-based renewable energy company, and Dow Corning's solar energy business. Gara's work has raised 3TIER's profile and visibility within the alternative energy industry and generated significant media exposure in outlets such as the *Financial Times* and *The New York Times*.

He has become a trusted resource in the renewable energy field, especially in clean tech social media, by building relationships with online news reporters and bloggers who share similar interests with clients, and by creating the Web site [nwcleantech.com](http://nwcleantech.com) for companies, individuals and others interested in the Pacific Northwest's clean tech industry. —MT



## Angela Grossfeld

**Vice President, Porter Novelli, Washington, D.C.**

With a background in advertising—both paid and public service—Angela Grossfeld is media agnostic, believing communications solutions can come in a variety of forms, including earned media, paid media, partnerships, public service advertising and digital and social media.

On behalf of the Propane Education & Research Council, Grossfeld devised and directed a strategic program to reach the building industry, including a partnership with Hanley Wood, a leader in builder trade publishing. Visits to the [usepropane.com](http://usepropane.com) and [buildwithpropane.com](http://buildwithpropane.com) Web sites increased by nearly 80% year over year. Grossfeld was also the architect of the Centers for Medicare and Medicaid Services Open Enrollment paid media plan. Through her leadership, the client has been able to reach more seniors about their Medicare benefits with a

drastically reduced media budget. —MT

## Garland Harwood

**Account Director, Technology, Weber Shandwick**

When he pitches the media, Garland Harwood draws from his experience of working his way through college as a bill collector and from the influence of his grandmother, a Southern politician's wife who can work a room with the charm and class of royalty. Devoted to supporting the growth of his team members and colleagues, Harwood trains his team and other junior professionals in the firm to pitch with class. Harwood helped Amazon.com pull off a historic 2009 Cyber Monday media effort that some third-party sources say increased Amazon.com's traffic by 44% over the previous year. Outside of the office, Harwood campaigns for the American Cancer Society. After surviving sarcoma cancer of the neck in 2005, he launched Comedy for Cancer in Brooklyn in 2009, a fundraiser that enabled the American Cancer Society to generate awareness among 20-somethings. The event drew 174 attendees and raised thousands of dollars. —MT

**Typical Day:** "A lot of agency folks at the director level don't work directly with the media very often because they're consumed with managing their accounts. Account management does keep me pretty busy, but media relations is the spice of my day. I'd get pretty bored without it. And I think having that ongoing interaction is crucial for laying out the most effective strategy and keeping my campaigns fresh."







## Patrick Hornung

**Account Director, The Brunswick Group**

Patrick Hornung began his career at Starbucks—not serving no-foam lattes, but as a member of the international communications team, overseeing new market openings in Asia, Europe and Latin America. After joining The Brunswick Group's San Francisco office in 2008, Hornung began honing an interest in developing creative ways to apply social media tactics to improve clients' businesses and strategic communications issues. Hornung's digital ambitions have already led to some heavyweight campaign involvement—he was part of the communications team that helped Facebook announce the \$200 million investment from Digital Sky Technologies and advised the AT&T corporate social media team on a response to crises such as the iPad data breach. One of Hornung's stated goals is to leverage his past international experience and help companies use digital tools to engage global audiences on critical business issues. —*JC*



## Patrick Kerley

**Senior Digital Strategist, Levick Strategic Communications**

As a senior staffer on the late Alaska Sen. Ted Stevens' communications team, Patrick Kerley developed and implemented online strategies aimed at containing reputational damage and growing the senator's support base. As an employee of Levick for the last two years, Kerley's crisis communications work for companies such as Six Flags, Stericycle, CITGO, Ullico and Heartland Payment Systems has saved them million of dollars in reputation management. When a blogger discovered in spring 2009 the possibility of Six Flags' filing for bankruptcy, Kerley's digital media team at Levick assisted in formally announcing the filing and disseminating the message that the parks would stay open throughout the bankruptcy process. The team secured positive coverage and shaped coverage in the blogosphere from a critical tone to one lauding the company for its handling of the situation. As a result, the bankruptcy announcement had little impact on Six Flags' earnings in the summer of 2009. —*MT*

## Taline Kundakji

**Vice President, Marina Maher Communications**

Described as a high-performing, high-achieving and high-energy PR professional, this year Taline Kundakji was promoted to the role of vice president after joining Marina Maher Communications in September 2008. For the past two years, Kundakji led a Cover Girl campaign to encourage prestige-brand loving Hollywood makeup artists to endorse the brand in the media, resulting in almost 200 million media impressions—a 74% increase from the year before—and 100 placements in connection to red carpet events. Partnering with Procter & Gamble's cause platform, Children's Safe Drinking Water (CSDW), Kundakji and her team created the Cover Girl Clean Makeup for Clean Water campaign, a consumer engagement program to drive product awareness. This resulted in Cover Girl's donation to CSDW that provided 50-million liters of safe drinking water for children around the world, generated more than 2,000 consumer visits to the contest entry landing page in one month, garnered more than 200 high-profile placements and secured more than 300 million media impressions. Further, Kundakji and her team launched Ellen DeGeneres and Taylor Swift as new spokeswomen for the brand, leading to 677 million impressions for DeGeneres and 460 million impressions for Swift. —*MT*



## Jillian Kwolek

**Vice President, Home & Lifestyle, DeVries Public Relations**

Despite having only been with DeVries for two years, Jillian Kwolek has been on the fast track, earning two promotions with the company. She has emerged as an agency leader in developing and executing results-driven influencer marketing programs for the Procter & Gamble Fabric Care team. Kwolek spearheaded the Downy Touch of Comfort program, which won internal reputation awards at P&G and successfully delivered business results for the brand in its first full year of execution. The program garnered more than 513 million media impressions in the last two years, including placements on TV's *The View* and *Entertainment Tonight*, as well as in *Redbook*, *Marie Claire* and *Us Weekly*. Kwolek even provided Downy with its first presence on YouTube by leading the production of a short film documentary about the program, which became the cornerstone of the Downy Web site. —*MT*



### Bradley Portnoy

**Senior Digital Strategist, Powell Tate/Weber Shandwick**

While still a student at Brown University, Bradley Portnoy was hired as an intern by the Obama presidential campaign digital team to build and drive traffic to the campaign's blog as one of six lead writers. Following the campaign, he worked on the Presidential Transition team creating the new WhiteHouse.gov site, and wrote much of the site's launch-day content. After graduation in 2009, Portnoy joined Powell Tate and launched the Pepsi Refresh Project, a \$20 million campaign through which Pepsi uses digital media to direct millions of dollars each month to fund "refreshing ideas that change the world." As a key creative force behind Washington, D.C.'s BrightestYoungThings.com, Portnoy founded and grew the gay-focused subsection into the site's second most-visited page. — MT

### Katie Reardon

**Senior Associate, Widmeyer Communications**

In her nearly three years with Widmeyer, Katie Reardon has plied her skills in broad range of disciplines, including straightforward media relations, aggressive social media management, branding and promoting competitions through unconventional channels. Reardon routinely manages five to seven active accounts, and demonstrates a keen understanding of client relationship management. In handling all work for the Knight Commission on Intercollegiate Athletics—including the June release of the commission's latest report on institutions' spending—Reardon garnered significant positive media coverage for the commission and the report. She also managed all marketing for the Progressive Insurance Automotive X Prize education contest, Dash+, aimed at high school students. Once the winners were announced, Reardon secured a blog post on the White House Web site that recognized the winning team. — MT



### Amy Robinson

**Account Manager, LEWIS PR**

Amy Robinson rose through the ranks of LEWIS PR U.S. in four years, from account coordinator to account executive and then senior account executive, to her current position. She served on pitch teams for new business and managed teams that grew existing business, earning the agency more than nine new clients and significant increases in revenue since Jan. 1, 2010. As manager of Quickoffice Inc.'s launch of Quickoffice for the iPad, Robinson and her team to secured 34 pieces of media coverage and 31 product reviews within a few days of the product's launch, reaching close to 72 million online readers. — MT

## CORPORATE/NONPROFIT

### Andrea Boyle

**National Media Relations Coordinator, University of Delaware**

Armed with a can-do attitude and constant professionalism, Andrea Boyle has expanded the scope of the University of Delaware's media relations during her two years of service. When a large chunk broke off of Greenland glacier and a UD professor broke the news, Boyle quickly secured AP's attention, resulting in coverage all over the world. She also scored a CNN extended interview with Wolf Blitzer for two alumni speaking on campus this past spring, and handled all the media coverage during the largest property purchase at the Newark campus in the history of the university. — Bill Miltenberg

**Typical Day:** "Envision a smiling woman bouncing on a trampoline while juggling and you have a picture of my average day. Daily tasks include interviewing professors, building relationships with reporters, shooting video, researching reporters, crafting targeted e-mail pitches, writing news stories for the university's Web site, monitoring media hits and tweeting. And, of course, there's almost no day that goes by without a call from a member of the media—and when it comes in, everything shifts."





**Cassie Bryan**

**Publicist,  
Turner Broadcasting System**

From event coverage to convention appearances to set visits to press junkets, Cassie Bryan handles all the demands that go along with being the face of Turner PR in Los Angeles. She excels at building relationships with press, actors, producers and talent representatives, and was instrumental in helping launch and publicize the first-ever TCM Classic Film Festival, a four-day affair with several parties and thousands of guests and VIPs. When TNT picked up NBC's canceled drama *Southland*, Bryan led fan Web chats and handled college panels, radio tours, public screenings and late-night talk show and Lakers game appearances that scored well with viewers and set the stage for this January's third season. —BM



**Brad Carmony**

**Director of Brand Public Relations,  
Homewoods Suites by Hilton**

In the hospitality industry, where many ideas have been recycled from a long history of corporate marketing tactics, Brad Carmony shines as an energetic and creative communicator. In less than three years, he has developed and launched several new innovative marketing programs and has been a driving force behind the company's embrace of new media. His role-playing behind the Facebook profile of Homewood's Mascot, Lewis the Duck, breathes personality into a massive corporation's image. He's also led Homewood in the creation of two consumer microsites and launched Hilton's newest brand, Home2 Suites, which has quickly become the fastest-growing brand in the history of Hilton Worldwide, generating more than a half a billion media impressions. —BM



**Kristy Guerra**  
*Communications Specialist*

We congratulate our colleague  
**Kristy Guerra** on being named to  
the 2010 PR NEWS "15 to Watch."

**BAUSCH + LOMB**  
Bringing Visionary Ideas To Eye Health



### Laura Dunn

**Communications Consultant,  
Kaiser Permanente**

In only two years with Kaiser Permanente, Laura Dunn's responsibilities have expanded from handling media relations to managing public relations in a much broader sense. She has helped spearhead Kaiser Permanente's PR measurement program, delivering high-quality reports to senior leadership, including the company's CEO and board of directors. When Kaiser Permanente achieved a 100 percent rating from the Human Rights Campaign on their Healthcare Equality Index, Dunn led the planning and execution of a national press conference, garnering more than 100 stories in national press. When Kaiser Permanente released two new ads promoting their leadership in leveraging health information technology, Dunn led the outreach strategy to and successfully engaged bloggers, traditional media and aggressive promotion via social media. —BM

**Typical Day:** "A day in my work life is dynamic and stimulating, as well as thrilling and satisfying. Whether it's a tweet, direct message or status update, I find myself managing social media demands between meetings and finishing to-do lists. At the end of each day, it's my results that make me love being a PR professional."

### Kristy Guerra

**Communications Specialist, Bausch + Lomb**

Kristy Guerra started as a college intern at Bausch + Lomb and now serves a critical role on its global corporate communications team. She is the content owner and manager for the company's global intranet site, creator and manager of B+L's corporate social media platforms, the pioneer of an internal employee recognition program and the logistics manager for global town hall meetings. She also garnered attention for the company's Pediatric Cataract Initiative on CBS' *The Early Show*, a testament to her ability to effectively market the global charity program. —BM



### Amanda Hebert

**Publicist, Corporate Communications, Scholastic Inc.**

Since joining Scholastic in 2008, Amanda Hebert's talent for coming up with innovative ideas and creating compelling stories has made her an asset to the corporate communications team. Her interest and expertise in the film industry, which includes a degree in cinema studies from New York University's Tisch School of the Arts and experience working for two major film studios, enable her to articulate well-rounded stories around each campaign she manages. Her keen social media sense has been an asset in developing the look and feel of "You Are What You Read," a social networking site that allows users to leave messages about their favorite books. —BM

**Typical Day:** "On any given day at Scholastic, I'm managing a Kids Press Corps of 57 kid reporters, helping to launch a new social networking site all about books (*You Are What You Read.com*), brainstorming social media strategies across divisions, writing for the corporate blog, getting the word out about the nation's creative teen artists and writers through the Scholastic Art & Writing Awards and keeping up with the latest trends in education. My work is fast-paced, diverse, unpredictable and challenging—just the way I like it."

### Jessica Laiti

**Corporate Responsibility Specialist, Cox Enterprises**

Jessica Laiti holds more board and committee appointments than many top-level executives. As the head of Cox Enterprises' partnership with Habitat for Humanity, Laiti coordinates every aspect of the company's yearly HH event from beginning to end, providing promotional materials, communications and logistics for the 350 employees involved. She is also the lead recruiter for the two-day Bike MS: Cox Atlanta Ride event, handling logistics ranging from volunteer directions and maps to design and production of team jerseys to executive updates. The ride raised more than \$120,000 in 2009. —BM

**Typical Day:** "At Cox Enterprises, we focus on promoting diversity, empowering individuals and preserving the environment. In my work life, I strive to connect employee passions with these company priorities. Volunteer projects, philanthropic programs and community events drive my day-to-day schedule. I spend my time connecting company resources across Atlanta in order to maximize our giving and impact in the community."





## Scott Larrivee

**Director of Corporate Communications, Anthem Blue Cross Blue Shield**

A budding leader with an ability to successfully juggle several priorities, Scott Larrivee maintains the extreme flexibility necessary to respond to breaking issues at Anthem Blue Cross Blue Shield. In the past year, Larrivee handled both internal and external aspects of a new presidential hiring for the Wisconsin market, positioned Anthem and its leadership with key media and other stakeholders as thoughtful players in the healthcare reform discussions and developed a broad range of highly effective internal communications programs at the Wisconsin plan that drove associate engagement and supported key fundraising and wellness initiatives. — BM

**Typical Day:** "A typical day runs the gamut from conducting proactive and reactive media relations, to preparing executive speeches and presentations, to carrying out community events and sponsorships. The common thread throughout these activities is that all are done with an eye toward improving health and advancing greater understanding of a very complex industry—healthcare."



## Justin Lyons

**Coordinator, Community Relations, National Basketball Association**

An accomplished handler of strategic partnerships and a tireless communicator, Justin Lyons' role in the NBA's Basketball without Borders program included launching major outreach projects in Senegal to provide basketball courts and malaria bed nets. Lyons also planned and managed the redesign of the NBA Cares Web site to increase functionality, navigation and communal interaction.

His ability to effectively communicate with current and prospective partners already distinguishes him as a high-caliber PR pro. — BM

## Melissa Perlman

**Manager, Public Relations, Office Depot**

No one embodies Office Depot's Taking Care of Business maxim more than Melissa Perlman. As part of Office Depot's corporate dedication to environmental sustainability, Perlman produced several campaigns that yielded exceptional results. In particular, her "Grow Greener" campaign secured Office Depot's role as an environmental leader within the office supply industry through extensive national and localized media pitching. — BM

**Typical Day:** "For me, taking care of business includes writing a speech for a senior executive on interview tips for the female business professional; working with Office Depot's supply chain diversity team on developing and launching a corporate coaching initiative for companies with struggling diversity programs; organizing a Ribbon Cutting Ceremony, press conference and media tour for Office Depot's new innovative distribution facility; and talking to USA Today, Forbes.com, South Florida Business Journal and Chain Store Age about environmental sustainability."

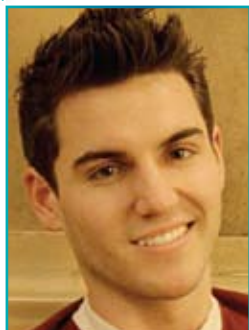


## Ashley Pettit

**Public Relations Specialist, Southwest Airlines Company**

Ashley Pettit specializes in going beyond the buzz to measure the impact of the Southwest Airlines communication team's efforts, giving concrete evidence on how the communication function contributes to the bottom line. She consistently works with team members to source-code each and every communication effort, from which she was able to link more than \$3 million in sales back to various communication activities. She also delivers a monthly "Communication Scorecard" for company leaders highlighting news coverage and social media buzz surrounding the company, demonstrating expertise in understanding exactly how communication activities are received. — BM

**Typical Day:** "At Southwest Airlines, every day brings a new challenge, a few surprises and lots of peanuts. My time is spent managing our media monitoring and measurement program. On any given day, you'll find me analyzing news coverage and social media buzz, linking communication activities to ticket sales on southwest.com and studying Web traffic on our employee intranet. In my spare time, I've been known to organize special projects and events, produce episodes of our weekly employee newscast and create positive buzz for Southwest Airlines."



## Nathaniel Reagan

**Social Media Associate, WCG Company**

A well-rounded practitioner and the embodiment of both modern and future communications practices, Nathaniel Reagan has quickly become a leading social media strategist in the healthcare industry. Over the past 12 months, he counseled senior client contacts along the path to their first social media engagements, including the launch of nine branded social media sites across four healthcare companies, all of which were firsts for the client.

He currently leads social media accounts for some of WCG's largest healthcare clients, including Pfizer and Genomic Health. In 2011, he will be responsible for the strategy in over \$3 million of plans slated for implementation. —BM

## Bethridge Toovell

**Director, Communications, Rodale**

Since joining *Prevention* in 2009, Bethridge Toovell and her team have already driven over 6 billion media impression through over 2,000 placements on national TV, print and online outlets. For the second season of CBS' *The Doctors*, Toovell co-produced 11 full-hour shows and 20 branded "Prevention Health Hearsay" segments as part of a multi-platform integrated partnership.

She oversaw the press announcement of *Prevention's* launch among a small and swift group of elite magazines to be the first on the iPad, as well as the press efforts surrounding First Lady Michelle Obama's placement on the cover of *Prevention*. —BM



## John D. Trybus

**Manager of Public Relations & Tour Advance, Office of the Founder - Global, The Jane Goodall Institute**

In a mere two-and-a-half years, John Trybus has ascended from being an intern at the National Geographic Society to being a true public relations leader. His current work at the Jane Goodall Institute involves preparation of over 300 days per year of touring. He methodically leverages Dr. Goodall's celebrity to bring her message, and the work of JGI, to new heights through his Where in the World is Dr. Jane? blog, JGI's rich 22,000-follower Twitter account and by traveling with her to over 30 cities to reach approximately 70,000 people. His perspective on the practice of public relations is one of compassion and hope to leave the world a better place through responsible communication. —BM

**Typical Day:** "Each and every day I have the privilege of joining compassionate colleagues in using the power of communication to make this world a better place for people, animals and the environment we all share."

## Megan Wright

**Communications Representative, Oncor Electric Delivery**

Handling everything from on-camera crisis communications to conceiving and implementing high-profile, massive budget projects for a utility provider to 7 million people, Megan Wright is a pioneer in taking Oncor into the social media age of modern-day public relations. Wright has handled media relations during every major power outage event since joining, working with C-level executives, hard-hat workmen in the field and often-enraged or confused customers. She is in charge of all employee communications for Oncor's 3,500 workers, and has pioneered the company's use of two-way social media communication during storm-induced power outages. —BM

**Typical Day:** "Every day starts with a check of the weather, because if storms come, I know I'm in for a long day of media calls, tweeting outage numbers and following storm restoration crews for live shots. That's in addition to writing communications for Oncor's 3,500 employees and the Texans we serve and managing ongoing PR projects. The day usually ends with networking at a professional event or meeting a reporter to catch up—all in an effort to keep my company in good relationships with the community and Dallas media."





## WE APPLAUD OUR COLLEAGUES FOR LAURELS WELL DESERVED, BUT NEVER RESTED ON.

*PR News* will induct Chairman and CEO of Widmeyer Communications, **Scott Widmeyer**, into its 2010 Hall of Fame.

This lifetime achievement award lauds our founder as a pioneer and innovator in public relations, and is reflective of his tireless desire to meet new challenges, and inspire those around him to be better.



*PR News* has also chosen Widmeyer Senior Associate Katie Reardon as one of 15 promising PR leaders age 30 and under. Congratulations, Katie!

“We had a local initiative.  
**APCO helped us  
make a global  
impact.”**



CHARLES A. HARVEY, VICE PRESIDENT  
DIVERSITY AND PUBLIC AFFAIRS  
**JOHNSON CONTROLS**

## IMAGINE what's next.

Johnson Controls wanted to inspire youth worldwide to gain green job skills, develop their leadership potential and improve their world. APCO helped grow the idea into a global initiative.

APCO's expertise helped Johnson Controls build local partnerships with a common purpose: energize environmental initiatives and promote job skills development for youth.

**The program was informed by:** strategic philanthropy, community relations and APCO's CR3G<sup>SM</sup> approach to corporate responsibility.

**The result reflects Johnson Controls' vision:** to create comfortable, safe and sustainable environments where people live and work.

**Next step:** building a more comfortable, safe and sustainable world.

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