

PR News

Building the bridge between PR and the bottom line.

November 12, 2007 | Issue 44 | Volume 63

ALL-STARS ISSUE

PR is a people business. Every organization is only as good as the employees behind it - the people who bring ideas to life. In that vein, the individuals featured in the following pages have "written the book," so to speak, in their respective fields, outdoing the competition in all of their recent initiatives. *PR News* is pleased to honor the winners of the PR People Awards, and the Hall of Fame inductees, both at the National Press Club during a November 8 awards luncheon, and in the pages of this special issue. And, not to be outdone, the creative personalities who made our "15 to Watch" list are profiled here. Just flip over the magazine for a view of PR from the trenches.



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PR PEOPLE WINNERS & HONORABLE MENTIONS

ACCOUNT EXECUTIVE OF THE YEAR WINNER: **Shaun Leavy, MWW Group**

John Abrashkin, Ricochet Public Relations
Lisette Capati, Spectrum Science Communications
Jason Carlton, Vanguard Media Group
Scott Vallee, Airfoil Public Relations

AGENCY EXECUTIVE OF THE YEAR WINNER: **Terri Jones, Access PR**

John Frazier, Quinn & Co
Melissa Lackey, Standing Partnership
Jennifer Prosek, Cubitt Jacobs & Prosek Communications

BRAND MARKETER OF THE YEAR WINNER: **Emily Buchanan, Manning Selvage & Lee**

COMMUNITY RELATIONS PROFESSIONAL OF THE YEAR WINNER: **Teri Radosevich, Avnet**

Jennifer Benito, Sacramento -Yolo Mosquito and Vector Control District
Ed Nicholson, Tyson Foods, Inc.

CRISIS COMMUNICATOR OF THE YEAR

WINNER: **Gene Grabowski, Levick Strategic Communications**

Gil Bashe, Makovsky + Company
Veronica Zanellato Kido, Gutenberg Communications
Carreen Winters, MWW Group

EDUCATOR/TRAINER WINNER: **Andy Gilman, Commcore**

Rebecca Feaster, Feaster Associates

MEDIA RELATIONS PROFESSIONAL OF THE YEAR

WINNER: **Richard Licata, Showtime**

Bill Jamieson, PCGCampbell Marketing Communications

Michael Schieferl, Weber Shandwick
Sarah Znerold, SZPR, Inc.

PR PROFESSIONAL OF THE YEAR: ACADEMIC INSTITUTION WINNER: **Maeve Kiley, Loyola University Chicago**

John Broderick, Old Dominion University
Scott E. Eldredge, Lock Haven University of Pennsylvania
Sue Jablonski, Ohio State University Medical Center

PR PROFESSIONAL OF THE YEAR: CORPORATE WINNERS (TIE): **Terry Anderson, Cisco; Pam Erickson, E*TRADE FINANCIAL**

Eric Abner, Tennis Channel
Jock Breitwieser, Callidus Software
Erin Foster, Kodak

PR PROFESSIONAL OF THE YEAR: NONPROFIT/ASSOCIATION

WINNER: **Merni Fitzgerald, Fairfax County Office of Public Affairs**
Valsin A. Marmillion, America's WETLAND
Deborah Marshall, Good Samaritan Hospital
Beth Schieber, Ohio Tobacco Prevention Foundation
Chad Yelton, Cincinnati Zoo and Botanical Garden

PR TEAM LEADER WINNER: **Nancy Lewis, SAE Int'l**

Penelope Bruce, Cisco
Geoff Burt, Latham & Watkins LLP
Steve McAbee, Wunderkind Public Relations
LuJean Smith, Siemens Medical Solutions

PUBLIC AFFAIRS EXECUTIVE OF THE YEAR

WINNER: **Jose Hermocillo, APCO Worldwide**

Ken Capps, DFW International Airport

Blair Christie, Cisco
Brandon Edwards, Davies Public Affairs
Richard Ramlall, RCN

SPOKESPERSON OF THE YEAR

WINNER: **John Drengenberg, Underwriters Laboratories**

Adam Cummings, Charlotte County Commissioner

15 TO WATCH PR Stars Under 30

Rebecca Andersen, 28, Corporate Communications Manager, Opnext Inc.
Pamela Bonney, 29, Senior Manager, PR, Hewlett Packard

Amos Bradford Snead, 27, Press Secretary, Office of House Representative Whip Congressman Roy Blunt

Kelly Caraher, 27, PR Counselor, CDW Corp and CDW Gov't Inc

John Carter, 28, Senior Account Manager, SHIFT Communications

Emily Coghlan, 28, Manager, APCO Worldwide
Tegwyn Collins, 29, Vice President, Porter Novelli

Tina Couch, 30, PR Manager, Microsoft
Ellen Davis, 28, Senior Director, Strategic Communications, National Retail Federation

Lisa Del Colle, 29, Manager PR, Food Network
Jessica Merz, 30, Corporate Communications Manager, DHL

Amanda Naiman, 28, Manager, Media Relations, Siemens Medical Solutions

Jaime Sarachit, 30, Senior Manager, Communications, The Recording Academy

Scott Sutton, 24, Communications Specialist, Progress Energy Inc.

Eric Thain, 29, Account Director, Weber Shandwick

HALL OF FAME

Richard Laermer, RLM

Kenneth Makovsky, Makovsky + Company

John Rosica, Rosica Public Relations

Ellen Toplin, Toplin & Associates, Inc.

CHAPTER 1: PRNews' Hall of Fame

Every year, *PR News* honors a select few communications executives whose leadership has helped define the industry, and these four are no exception: From one inductee who could have been a professional tap dancer to another who is a former social worker, to the reality TV star, to the man who helped put Famous Amos on the map, these four professionals take PR to a whole new level. Without further ado, we give you the 2007 Hall of Fame inductees.

Richard Laermer, CEO

RLM Public Relations



The World According To Richard

Richard Laermer just wants to have fun.

It may sound like a trite twist on a Cyndi Lauper song, but within the first minute of speaking with him, you'll realize that it's precisely why he is so successful in PR.

"[As director of public affairs for Columbia's business school], I had a boss who was the biggest pain in the ass. But even then, she was always having a good time," Laermer says. "I decided then that no matter what I do in this business, I'm going to have fun. I don't care what else happens."

perspectives worthy of a "hall of fame" title, some of which have admittedly ruffled a few feathers. Like his take on press releases, for example.

Mean People Suck. So Do Press Releases.

Not only was he going to have fun, but he was going to play by his own rules. That's why, when he founded RLM PR in 1991, he decided that no client of his would have a bad attitude and get away with it – a decision that would lead to some very rewarding and lucrative professional partnerships.

"Whenever a client is mean, I just show them the door," he says. But don't interpret his intolerance of callousness as oversensitivity; rather, consider it a brilliant business strategy, and one that's served him well over time. After all, at 46 – still an adolescent relative to many of his peers – he has offered the industry innumerable fresh

"I hate press releases. People spend hours on a single comma, and they don't actually say anything," he says. So, what is his recommendation for an alternative?

"Send flowers. Talk to people. Call them, instant message them, reach out on Facebook. Send them something in the mail, which still exists, by the way."

Send them something in the mail, which still exists, by the way."

The Best of Times, The Worst of Times

His sarcasm isn't unfounded. Laermer has built a career and a thriving business on building aggressive buzz via his aggressive attitude, and, just as there were the best of times, so too were there the worst.

As one of the first dot-com PR firms on the East Coast, he helped launch Internet campaigns for sites including E-Centives, BettyCrocker.com, Internet.com and Word.com. But that wave of success in the late '90s was quickly followed by its downfall in the early 2000s. The wake of the combustion prompted a cultural shift through which Laermer gracefully navigated by expanding RLM to encompass healthcare and issues management, and to offer project-based services. Then, as the digitalization of communications gained momentum, he joined forces with clients as diverse as HBO.com and Bluefly, shaping strategies that were universally adaptable – like Adtag and Adcopy, two services he launched for Comcast's Spotlight that enables the development of ad campaigns as local as a three-block radius, and on up to the regional and national level.

"Now that we've survived the dot-com period, we've learned," he says. "We have criteria. We know what it takes to have success without killing ourselves." So, what exactly does it

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"Whenever a client is mean, I just show them the door."

Kenneth Makovsky, President

Makovsky + Company

Acting Out

Ken Makovsky's path to PR was a circuitous one. An actor-turned-tap dancer-turned-writer-turned-law student, his ultimate career choice was many years – and many experiences – in the making.



"When I was a little boy, I wanted to be an actor," he says. "When I was four years old, my mother put all four of her sons into acting school, singing lessons and tap-dancing lessons. Out of all of us, I was the one who completely fell in love with it."

With acting as his starting point, Makovsky rapidly matured into a rising star. By age 10, he was employed as a tap-dancing teacher. At 13, he had the male romantic lead in an operetta. How, then, did his theatrical arc become so disjointed as to end in public relations? Well, as he sees it, there's nothing disjointed about it.

Mother Knows Best

"My mother taught me the value that has been very important in my career in PR," Makovsky says. "She believed in exposing her children to many different things, so we were given lessons in everything from sports to ice skating. That was influential because it made me look for a career that would enable me to have access to many different areas."

But Makovsky's dabbling was far from a Jack-of-all-trades-master-of-none susceptibility. After finding his talent for writing in college at Washington University in St. Louis, Missouri, and his passion for client advocacy in law school, he landed in a meeting with Al Fleishman (of Fleishman-Hillard fame) and never looked back.

"PR seemed to combine all of these facets of my life – my interests in writing, information, intellectual challenges, a diverse exposure and client advocacy," Makovsky says. "I have always been a believer in following your passion – and your instincts."

So he did.

"I have always been a believer in following your passion – and your instinct."

Trial By Fire

Makovsky's first PR job was at Ruder Finn, where he got his feet wet with a campaign that largely defined a generation.

"One of the cardinal campaigns that I was involved in was addressing the Aerosol industry's need to meet safety and environmental standards that resulted in a market revival after the ban on fluorocarbons," he says. "I was a senior account executive at the time, at a rather tender age, and I ended up taking the helm [because of a client conflict with the SVP]."

Handling such a monumental case proved to be more than enough training, and, in 1979, he left to found Makovsky + Company.

▶ PAGE 6

John Rosica, President

Rosica Strategic Public Relations

Star Maker Extraordinaire

Prior to starting his own firm in 1980, John Rosica spent 20 years in the entertainment industry building new musical artists ("We developed stars - literally," he says) for such companies as ABC Records and RCA Records. Clients in his roster included Neil Sedaka, the Monkees and the Partridge Family. But, despite the celebrity musicians he helped launch to stardom, they wouldn't be the most ubiquitous thing he made "famous."

Making Amos Famous

In 1976, Rosica left his post as vice president of promotion, merchandising and advertising for RCA Records to join Wally Amos in his then-burgeoning cookie-making venture. Rosica developed the marketing plan that made Famous Amos a household name.

"Wally never had money to advertise," he says when explaining why the meteoric growth of Famous Amos was so remarkable. "The fame of Amos was totally in the lap of public relations." When Famous Amos was sold to Keebler in 1998, the mouth-watering brand was valued at \$200 million.

Taking Up a Cause

With Amos, Rosica pioneered the concept of cause marketing by creating a tie-in with the Literacy Volunteers of America, which told the story of Famous Amos cookies at grassroots media events and a spokesperson tour. "We helped grow them about 1,000% while we branded Famous Amos at the same time," he says.

Since then, Rosica has paired other causes for clients, such as African Pride hair products, a division of Revlon, with The Birthing Project USA, the only national African American maternal and child health program in this country. According to Rosica, the program has saved hundreds of babies' lives.

Starting Up

What made Rosica take the leap and found his own firm? Easy: It was time.

"I had never worked for an agency or did corporate PR directly. I got to be 44 years old and said 'I want to be my own guy—enough of the corporate life.' It was hard, but it was worth it."



Pet Peeve

"The communications schools are not doing justice to students," complains Rosica. "They're not taking care of English and grammar. We can't find a whole person who can write

and pitch. The colleges teach skills but we don't want them to—we want them to learn."

But he doesn't blame the Internet for these eroding skills, especially because according to him, it's all about reading and can be used as an effective research tool.

Secret of My Success

Rosica points to his perfectionist streak as the true secret behind his success. "I'm a control freak," he admits. "I want things to be my way. I was never that way when I was growing up. My parents were very strict but when I became an adult, I wanted everything to go my way. And it fits perfectly in this business."*

*Footnotes: 201-843-5600, john@rosica.com

Ellen Toplin, President

Toplin & Associates



A Mighty Heart

Having worked as a social worker for the Department of Rehabilitation at Children's Hospital in Philadelphia before later switching to marketing for IntaCorp, a division of CIGNA that was serving insurance companies and major self-insured corporations, Toplin still feels like a do-gooder at heart. This is especially the case when she is dealing with her clients, many of whom have been with her for two decades or more.

"I come from a giving, caring heart and that is the way I live my life," she says. "My rules have always been that everything that goes around comes around. It's not about what's right for me—it's about what's right for the other person's life."

Goodbye Social Work, Hello PR

So how did Toplin, who holds a bachelor's degree in social work from Temple University and a master's in rehabilitation from Antioch College, migrate from social work to PR?

"Life is challenging as a social worker," she admits. "You have limited impact because the systems and challenges are so broad. There's such a multitude of problems you face. You're not only frustrated by that but you're also underpaid and you don't have a lot of impact at the end."

On Her Own

After working for CIGNA, Toplin took a leap and founded her own agency 25 years ago. The reason, she jokes, was "happenstance or an alignment of the stars." But they stem from something deeper: As a working mother, she wanted to alter her family and work dynamics. "In corporate life, I did a lot of overnight travel," she says. "I wanted to find a way to use my skills to support my family and not leave my daughter for days at a pop."

"It's not about what's right for me—it's about what's right for the other person's life."

Signing Up

Unsurprisingly, the campaigns that have meant the most for Toplin have been those infused with social conscience. The best example of this was her work with the Pennsylvania Department of Health, which dealt with increasing organ and tissue donor awareness in the state. Incorporating marketing, advertising, a Web site, strategic relationships and community relations on a very limited budget, the program inspired nearly one-quarter million Pennsylvania residents to sign up as organ donors. It also reaped laurels, including PRSA's Philadelphia Chapter's Best of Show Award in 2005 and six first-place Peppercots in 2005 and 2006.

Being Of Service

Toplin and her team have also provided pro-bono work to nearly 50 regional nonprofits, including the Philadelphia chapters of The ALS Association and Big Brothers Big Sisters Association. She is particularly proud of the initiatives that have helped homeless women with children go back to school and become homeowners themselves.

"What better purpose can there be than that?" she asks with rhetorical flourish.

It Takes a Village of...Divorce Lawyers

Toplin's work with the American Bar Association Section of Family Law's 12,000 divorce lawyers promoting a 12-week high school program that teaches long-term relationship skills, netted prestigious nationwide coverage, from a *Time* cover story to a mention in Senator Hillary Clinton's book *It Takes A Village*. "It was pretty cool to get a call from the First Lady's secretary," she exclaims.

Words To Live By

"It's our job to make the world a better place."—Tikun Olam*

*Footnotes: 215-793-4666, ellen@toplin.com

CHAPTER 1: PRNews Hall of Fame

LAERMER, CONTINUED FROM PAGE 4

take, besides innovation and adaptability?

"If you craft a perfect message and stay consistent with that, you can do anything. People are so darn inconsistent, and that's where they fail," Laermer says. "We are now living in a media-saturated world where every five-year-old knows who's bull-shitting them. You can't just make 'statements;' you have to talk like a real person."

Which, clearly, Laermer does. If you ever doubt it, log onto his Bad Pitch Blog (badpitch.blogspot.com), where he lambastes terrible PR pitches with the vitriol befitting of those meanies he avoids doing business with; the difference is that, after the stern review, he explains how they could be improved. It's basically a free communications consultation from a guy who wrote the book – literally. His best-selling book "Full Frontal PR" is matched only by his 2004 cult-hit reality TV series on The Learning Channel, "Taking Care of Business."

"I was the first person to be on TV as a PR person," Laermer says. "I even beat Lizzie Grubman." But celebrity or no celebrity, the success of Richard Laermer is because of Richard Laermer, and his refreshing way of speaking the truth.

"[After starting RLM] people would say, 'Your name is on the door,'" he says. "And I would say, 'No, my attitude is on the door.'"

Out Of Office Reply

All work and no play? That wouldn't be much fun. That's why Laermer stays balanced by keeping up with his "magazine fetish," traveling and redefining the meaning of frequent flier.

"I have a new hobby. It's called planned layovers," he says. "I have made it my mission to stop off in one of the layover points and do something random there. People want me to start a club. It's like a part-time job."*

*Footnotes: Richard@RLMpr.com

MAKOVSKY, CONTINUED FROM PAGE 4

A Place To Call His Own

From that point on, Makovsky's curriculum vitae could consume an encyclopedia worth of real estate, but his achievements in the last year alone make him worthy for any Hall of Fame: He launched his own blog, "My Three Cents" (blog.makovsky.com), added an Online Fluency practice to his firm; grew the agency by 33% (to date); and earned \$7.5 million in fees in 2006.

More important, though, is the advice he can offer other PR professionals based on his own storied career.

"You have to find and maintain the right talent, which is what enables growth," he says. To this end, he hosts the Mak Awards – an internal competition in which distinguished professionals judge the best campaigns of the year – and Mak University, a program for mid-level and younger pros dedicated to best practices education.

"It's also essential to have an entrepreneurial culture where you are proactively going out to get business," he says. "And, always have a dedication to client service, to keeping your clients instead of churning them out."

Oddly enough, the philosophy behind these lessons can be traced back to his college days at the University of Washington, when he was the president of his fraternity.

"That had a deep influence," Makovsky says. "When I got into office, I discovered that [the fraternity] was on the brink of bankruptcy. Suddenly, I had a turnaround job to do when I was 19 years old. I came up with an approach of going to people at parties who hadn't paid their dues and asking them to leave. That's when I discovered I loved management."*

*Footnotes: KMakovsky@makovsky.com

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SHOWTIME CONGRATULATES
OUR FRIEND AND COLLEAGUE

RICHARD LICATA

ON BEING NAMED A FINALIST FOR THE
PLATINUM PR AWARDS
MEDIA RELATIONS PROFESSIONAL OF THE YEAR



THE REASON WHY EVERYONE IS TALKING ABOUT US



ACCOUNT EXECUTIVE OF THE YEAR

Shaun Leavy, Senior Account Executive

MWW Group



If you've got a celebrity-related question, Shaun Leavy is your guy. At MWW Group, he is affectionately referred to as the in-house celebrity guru for his ability to foster strong relationships with A-listers-turned-spokespeople.

But even more impressive than his Midas touch with celebs is his upward trajectory within the industry, having started with MWW as an intern just three years ago after graduating from Monmouth University with a degree in Communications.

"I was completely new to PR," Leavy says. "Being so inexperienced, I was fearless. PR is not a profession where you can doubt yourself."

Hot Diggity Dog

Three years (and one "crash course on the joys of cold-calling the media") later, Leavy is now responsible for media relations surrounding, among other initiatives, the Jimmy Dean Happy Breakfast Tour.

"My idea was to create a diner-on-wheels," he says. "It evolved into the first-ever mobile marketing tour for the

"I've earned my black belt in Muay Thai and Tae Kwon Do. I'm kind of a fitness nut."

brand." The tour, which involves a kitchen-on-wheels and a partnership with America's Second Harvest.

Leavy also capitalized on his knack for media relations and mobile marketing to generate excitement for Sara Lee's Ball Park brand. He led an eight-city tour during the summer of 2006 in which consumers were challenged to create hot dog toppings in the spirit of their city's culinary traditions. A final showdown between the eight winners took place at Minneapolis' Mall of America, where Food Network Chef Tyler Florence acted as the judge.

Out-of-Office Reply

Leavy has clearly demonstrated his creativity and communications cunning when shaping initiatives for his clients, but he is a force to be reckoned with outside the office, too.

"I've earned my black belt in Muay Thai and Tae Kwon Do and have trained in other martial arts including Brazilian Jiu Jitsu and Kali Eskrima," he says. "I guess you could say

HONORABLE MENTIONS

JOHN ABRASHKIN, PR, RICOCHET PUBLIC RELATIONS—When working on an account for Microgy, John Abrashkin bypassed the idea of sending a press release to the media at large, instead finding writers specifically interested in the field of their technology and aggressively targeting them for coverage, with great success.

LISSETTE CAPATI, ACCOUNT SUPERVISOR, SPECTRUM SCIENCE COMMUNICATIONS—The traditional outlets for pharmaceutical ads can be overcrowded, but Lissette Capati worked around this by using a word-of-mouth campaign for the contraceptive NuvaRing, thus cutting through the clutter to deliver the client's message to its target audience.

JASON CARLTON, SENIOR ACCOUNT EXECUTIVE, VANGUARD MEDIA GROUP—When his firm created a magazine for one client, Jason Carlton proactively drafted and edited articles, managed photo shoots and acted as a go-between for the art staff and client, which resulted in a final product that far exceeded expectations.

SCOTT VALLEE, ACCOUNT EXEC, AIRFOIL PUBLIC RELATIONS—Scott Vallee's creativity transcends client work: When he moved to Airfoil's new California office, he helped spearhead unconventional team-building exercises, including games of putt-putt golf and go-kart rides, to improve morale and foster teamwork.

that I'm kind of a health and fitness nut.*

*Footnotes: sleavy@mww.com

AGENCY EXECUTIVE OF THE YEAR

Terri Jones, Senior Vice President

Access PR



Big Fish in a Not-So-Little Pond

As SVP of the growing Roanoke, Virginia-based Access PR, Jones' experience specializing in healthcare and pharmaceutical PR have made her a foremost

representative in the field. Whether dealing with 200 doctors dissatisfied with the healthcare system proposed by the region's largest provider, Carilion, or helping to bail out Roanoke College after carbon monoxide poisoning killed one student and sickened dozens in a dorm, Jones, a mother of four, is an ace at executing solutions to problems that at first glance may seem impenetrable.

INTERESTING FACTOIDS:

- ✓ Former PRSA chapter president
- ✓ Co-chair on the Roanoke Arts Commission
- ✓ Plays piano for community concerts
- ✓ Trains for charity 10K and half-marathon runs

Man On The Moon

Jones, who has been in PR since 1974, was a bit green when she landed her first job as internal communications manager with Collins Radio (now Rockwell International), the company that did the avionics for the Apollo program. But it led her to meeting a bonafide American hero: "My first assignment was to come up with a speaker for the annual management meeting, and being a little naive, I tracked down Neil Armstrong on his farm in Ohio to ask him if he'd come to [the site of the meeting]. He thought a minute and said, 'I guess those engineers got me to the moon; the least I can do is to come to Iowa.'"

Just Say No

One of the most compelling campaigns Jones worked on was for Purdue Pharma, which was suffering a tarnished image due to the abuse of a prescription painkiller it manufactures—OxyContin. Jones spearheaded a program that sought to educate Virginia and Tennessee media—and the public—on how prescription drug abuse can affect legitimate patients.

"The company decided at the time that they would hire local firms to help them address this issue," recalls Jones. "I had worked on that account both when I was with a

HONORABLE MENTIONS

JOHN FRAZIER, EVP, QUINN & CO.—While sex may be a taboo subject, John Frazier proved that it still sells. Hired to attract tourists to Starwood Hotels & Resorts in the Caribbean, Frazier used a combo of science and local folklore to create the "Procreation Vacation" initiative, offering couples a package that simultaneously provided a romantic weekend and aided fertility.

MELISSA LACKEY, SVP/COO, STANDING PARTNER-SHIP—When a Praxair Distribution factory suffered a major accident, the company's good reputation was under fire. Taking the initiative to reverse negative coverage, Melissa Lackey spoke to the media, local leaders and citizens, thus preserving the company's image at large while helping to prevent bitterness from the citizens in the facility's area.

JEN PROSEK, MANAGING PARTNER, CUBITT JACOBS & PROSEK COMMUNICATIONS—When one financial services group started a campaign to teach the importance of financial literacy to college students, Jen Prosek led the way with a technique guaranteed to catch their attention: bringing in famous athletes to vouch for its importance. The plan was so successful that it was expanded into a small business.

previous agency and also here with Access."

Lessons Learned

"We try to be of value to [media] so when we do have a crisis situation, they understand we're trying to play fair."

*Footnotes: terri@visitaccesspr.com



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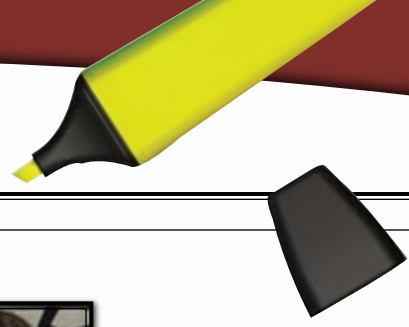
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BRAND MARKETER OF THE YEAR

Emily Buchanan, SVP

Manning Selvage & Lee

Emily Buchanan is fluent in many of life's finest things, among them food and comedic relief. As a former senior exec at MWW Group, she has recently moved over to Manning Selvage & Lee after a career marked by stellar branding campaigns for her previous employer's clients, including McDonald's, Gardenburger and Amazon.com.

Food for Thought

When navigating through the blogosphere, one of the last things you might expect to come across is a meaningful conversation surrounding Gardenburger (for the carnivores among us, those are vegetarian-friendly versions of the great American classic. Isn't it ironic, then, that Buchanan also worked on campaigns for McDonald's?). But Buchanan created just that, framing an online discussion around

the manufacturer's ethics and products. In doing so, her team tripled the brand's presence in the online space by building solid relationships with influential bloggers.

Comedic Relief

Elevating brands into the stratosphere of notoriety has become increasingly challenging in today's cluttered, attention-deficit marketplace, but Buchanan's creativity cup runneth over. An example of her innovative spirit:

Comix, an upscale comedy theater, was about to open in Manhattan's uber-trendy Meatpacking District, and the PR team behind it needed a hook to get jaded nightclub connoisseurs interested. Buchanan spearheaded the initiative with a "Laughter Is the Best Medicine" theme, supplementing it with the following tactics:



- A red-carpet event to play up Comix's upscale image;
- A team of "naughty" nurses

who passed out little cups of jelly beans to mimic pills and contribute to the "medicinal" theme;

- Stretchers that escorted guests down the red carpet, offering ample photo ops; and,
- A bevy of comics who arrived in a bona fide ambulance.

The strategy successfully put the new brand on the radar, and Buchanan has since maintained that momentum of creativity while transitioning into her next career chapter: moving to Manning Selvage & Lee as an SVP.*

*Footnotes: Emily.Buchanan@mslpr.com

COMMUNITY RELATIONS PROFESSIONAL OF THE YEAR

Teri Radosevich, Vice President of Community Relations and Public Affairs

Avnet

It's a High-Tech World

Being the vice president of community relations and public affairs for the Phoenix, Arizona-based office of Avnet, one of the world's largest distributors of high-tech devices and equipment from manufacturers, may seem to be an odd combination for Teri Radosevich. But don't be fooled: Self-professed technophile Radosevich has toiled in the utility/technology industry for the bulk of her career. She even majored in energy management while pursuing a

degree in business from Eastern Illinois University.

On the PR Path

So how did Radosevich end up in PR? While working for the Central Illinois Public Service Company, she wanted to get transferred for personal reasons. "I kept applying for jobs in the headquarters office," recalls Radosevich. "I had good communications and writing skills. I was an excellent spokesperson. What they really needed was a good writer in their public relations department and they made me practice on camera. They could tell I was trainable so I transferred within the same company working for that same utility company in the field of public affairs."

Onward and Upward

The Midwest native ended up in Arizona thanks to a fortuitous phone call. "A headhunter was looking for somebody who had a technical degree but also had good PR skills," she relates. "[Salt River Project in Arizona] was looking for someone who could understand complicated technical utility industry issues but could speak to the public and to the press and the different constituents in a way they could understand." Later Radosevich migrated to Avnet where she's been for seven years.

Reach Out

Noticing that local community college students were being underserved in the areas of technology and science,



Radosevich created the Avnet Tech Games, a competition that provides them with real world experience in technol-

ogy and decision making while giving them the opportunity to receive scholarships. In her opinion, it's been her most satisfying campaign. "It's never been done before!" she excitedly exclaims. "We invented it; we made it up as we went. It's a total win-win for us because it touches all of our buttons. We're about education, we're about technology, we're about partnering with customers and suppliers and we're about teaching these students the skills they need to survive in the high-tech industry."

Lessons Learned

- "Be flexible."
- "Open your mind to nontraditional methods."
- Really learn to be even more visual than you ever thought to be."

Words to Live By

Radosevich's favorite quote: "Out of clutter, find simplicity. From discord, find harmony. In the middle of difficulty lies opportunity."—Albert Einstein

Out of Office Reply

"Yoga and the all of the things that go with yoga—not just the physical practice but the study as well. I like the flow classes the most. I belong to a Yoga book club and we're reading the Yoga Sutra and all the traditional Eastern philosophy."*

*Footnotes: Teri.Radosevich@Avnet.com

HONORABLE MENTIONS

JENNIFER BENITO, PUBLIC INFORMATION OFFICER, YOLO MOSQUITO AND VECTOR CONTROL DISTRICT—Creating an integrated campaign to help educate audiences about diseases transmitted by mosquitoes, Jennifer Benito spread the word to stop the spread of viruses. Her strategies: revamping her department's Web site to provide information and organizing "Mosquito and West Nile Virus Prevention Day," adding an additional touch point for reaching the public.

ED NICHOLSON, DIRECTOR OF COMMUNITY/PR, TYSON FOODS—For Tyson's "Powering the Fight Against Hunger" food drive, Ed Nicholson appealed to the community by bringing in big names to support the cause—among them, Senator Blanche Lincoln and various sports teams. The added dimension cast a wider net in reaching diverse audiences.

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CRISIS MANAGER OF THE YEAR

Gene Grabowski, Senior Vice President Levick Strategic Communications



He may currently be SVP of Levick Strategic Communications, but the Washington, D.C.-based Grabowski once had a different beat on the Beltway: the White House. From 1987 to 1988, Grabowski was White House correspondent for the

Washington Times, where he covered the Bush and Dukakis presidential campaigns. The experience was less than auspicious. After an overly anxious editor rewrote Grabowski's account of Dukakis' mental state in a lurid light, the budding journalist had an ethical quandary. "I demanded my name get taken off the story," he says. "I was embarrassed. In what I thought was journalistic integrity, I resigned."

Graceful Turnaround

Soon Grabowski landed a job as manager of press information for C-SPAN, where, according to him, he "took a huge pay cut." But it was all worth it in the end because it led him to a career path he has found far more rewarding: public relations and communications.

Animal Farm

Of all his recent campaigns, Grabowski considers his work for the pet food industry in the wake of the recent recalls to be his most fulfilling. It was also the one that displayed his deftness as a crisis manager. Responding to criticism that the industry was slow to remove product from store shelves, Grabowski created a blue-ribbon commission comprised of representatives from the National Pet Food Commission and other federal officials. He also created a Web site to answer consumer and media questions about the crisis.

Supersize This

Prior to Grabowski's work at Levick, he worked as VP of communications and marketing for the Grocery Manufacturers of America, where he acted as a spokesman for the food industry in Morgan Spurlock's 2005 documentary "Super Size Me." The film blamed obesity largely on fast food corporations. "My biggest challenge was getting across the idea that individuals and families need to be responsible," Grabowski says of his role in the film.

Checkmate

When Grabowski is not troubleshooting an issue or putting

HONORABLE MENTIONS

GIL BASHE, EVP, MAKOVSKY+COMPANY—When faced with a major drug wholesaler involved in a drug counterfeiting lawsuit, Gil Bashe focused on the fact that the suit was based on the actions of a single former employee, thus ensuring the "real story" was the one told by the media.

VERONICA KIDO, MARKETING DIRECTOR, GUTENBERG COMMUNICATIONS—When CEO Brian Keane left the company amid hints of a sexual harassment scandal, Veronica Kido simultaneously made the new CEO's transition smooth and kept the company's good name intact. By forming "The Office of the President" out of senior execs and keeping their work transparent, she assured both the media and employees of the company's high standards for moral behavior.

CARREEN WINTERS, EVP, MWW GROUP—When the Christopher Reeve Foundation lost its chairwoman Dana Reeve to lung cancer, they also lost their spokesperson. To further complicate the tragic situation, her death occurred in the midst of the foundation's re-branding. Carreen Winters kept things running by training her team with simulation exercises to keep them in top shape for dealing with the crisis.

out yet another fire with his team, whom he describes as integral to his success, the grandfather of three most enjoys playing chess. "I'm even teaching the rudiments of the game to my seven-year-old grandson," he says.*

*Footnotes: 202-973-1351, ggrabowski@levick.com

EDUCATOR/TRAINER OF THE YEAR

Andy Gilman, President CommCore Consulting Group

There's Something About Andy

Andy Gilman has a way with words – so much so, in fact, that people the world over enlist him to teach them the wisdom of his ways. How does he do it? Having the training of a lawyer is a start. Couple that with a background in reporting, and he is not someone you would want on your opposing counsel, be it in the courtroom or during friendly debate of rhetoric. But, lucky for the PR industry, he only used law and journalism as a springboard, departing from both practices decades ago to join the ranks as a communication strategist and crisis counselor.

"In essence, I've always been a teacher. In training, that's what we do," Gilman says. "For me, it is the best combination of my different talents."

HONORABLE MENTION

REBECCA FEASTER, PRESIDENT, FEASTER & ASSOCIATES—For Old Dominion University, Rebecca Feaster created a course that specifically taught students how to deal with both the media and senior officials in major businesses, vital skills that are often minimized by being thrown in with basic public speaking classes.

With that, he founded CommCore Consulting in 1985, and developed media training regiment fit for the stars.

Who's Your Baby?

"PR is often pejoratively referred to as spin, and what lawyers do is called advocacy," Gilman says. "I don't see it as any different. The job of a PR person is to take the facts and put them in the most positive light."

If you need a glass-is-half-full perspective, then Gilman's your guy. After all, he helped coach Johnson & Johnson Chairman James Burke through the infamous Tylenol crisis, and he prepared senior Martin Marietta executives for Congressional hearings following the Challenger explosion. Plus, he provided advice to the University of Virginia Media Center after the baby-switching incident in 1998. Anyone who can assuage a crisis involving misidentified babies and irate parents is a pro in our book.

Times Are A-Changing

True, the last 20 years of his career are noteworthy enough, but Gilman would qualify for this award on the merits of his most recent work alone. He conducted media training for executives in Singapore and India, and in November he's off to Barcelona to conduct a crisis simulation.



"This year, I have really been watching global communications at play," he says. "With the Internet and blogs, while there are still some

country-specific differences, media training [overseas] is becoming more and more similar. With the ubiquity of the Internet and Blackberries, there is almost no such thing as local news anymore."

Nor is there any such thing as a moment of peace and quiet – not that Gilman is looking for one. Get his voicemail at work, and he'll direct you to his cell phone or, for the most desperate pleas for help, to his home number. And this is all while partaking in his favorite free-time activities: biking, spending time with his family and dedicating his energy to the Food Allergy & Anaphylaxis Network.

If He's Said It Before ...

In teaching PR professionals to anticipate the emotional rollercoaster of media relations, both in navigating through an interview and subsequently reading the chosen quotes in print, Gilman often repeats these words to live by: "If you want it perfect, it's called advertising."*

*Footnotes: agilman@commcoreconsulting.com

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MEDIA RELATIONS PROFESSIONAL OF THE YEAR

Richard Licata, EVP, Corporate Communications Showtime



The entertainment industry is notoriously cut-throat, and network television is no exception. For Showtime EVP of CorpComms Richard Licata, challenges exist beyond the traditional silver-screen afflictions of ego and critical reviews; bringing his network out of HBO's shadow was a more pressing concern. But Licata has done just that after a blitzkrieg of media relations campaigns that capitalized on consistent key messages.

"After you've got the goods, you can create customized publicity materials that not only inform the press about the show, but send out subliminal messages about the quality of those shows," he explains. "Ultimately, it not only brands a network like Showtime; it reinvents it."

The Early Bird Catches the Coverage

As the 2005 Emmy award season approached, Showtime's communications team needed a clever way to build buzz

around its original programming. To bypass the usual onslaught of notices to the press, Licata used "early-bird mailings," sending 132,000 DVDs to the members of the Academy of TV Arts and Sciences. It was the first time a network sent Academy members eligible programming five months before the Emmy balloting period, and it subsequently garnered the desired media attention.

High On Media Relations

Media kits are a staple of media relations outreach, but they often fall flat because of their monotony and lack of inspiration. Thus, Licata took an unusual approach when circulating kits in 2006 for various Showtime programs. He customized the content to each show, bringing to life its characters and themes. For example, kits for "Weeds" contained brownies inside a flowerpot to play on the show's taboo marijuana theme; the "Liza with a Z" kits were imbedded with the tune from Liza Minelli's classic song.

"The result was an Academy and media-acknowledged campaign, which ultimately garnered a record number of Emmy nominations for Showtime," Licata says. "Of course

HONORABLE MENTIONS

BILL JAMIESON, ACCOUNT DIRECTOR, PGC CAMPBELL-To reach newly licensed teens in a Ford driving safety campaign, Bill Jamieson connected with them through personalized e-mails containing local stats and stories about close-to-home incidents, in turn making the teens feel like the campaign had a direct impact on them.

MICHAEL SCHIFERL, SVP, DIRECTOR OF MEDIA RELATIONS, WEBER SHANDWICK-When the United States Mint released new presidential one-dollar coins, Michael Schiferl's team was brought in to raise awareness. He spearheaded the effort, sending coins to media sources in advance so the journalists could use the images online and in print to build hype around the official unveiling.

SARAH ZNEROLD, PRESIDENT, SZPR-To draw media attention to the new television show "Beat the Boss," Sarah Znerold put a playful spin on a stereotypical scare tactic, sending press kits to editors in the form of pink slips and implying that they "were fired" to generate interest in the show's premise.

the following year, everyone did it."

Imitation is the sincerest form of flattery, but nothing comes for free. Licata's commitment to conveying his brand's message credibly, creatively and consistency is what garners coverage, contrary to conflicting opinions.

"Things don't appear courtesy of the Publicity Fairy." *

*Footnotes: Richard.licata@showtime.net

PR PROFESSIONAL OF THE YEAR (ACADEMIC)

Maeve Kiley, Director of Communications Loyola University of Chicago



Blowing into the Windy City

Chicago is certainly a bastion of intellect and education, with such internationally known universities as Northwestern and University of Chicago dominating the

attention of applicants and media alike. That didn't bode well for Loyola University Chicago - at least, not until Maeve Kiley entered the picture.

In just two-and-a-half years, Kiley has reversed the institution's nominal media coverage, bringing it to the forefront with an average of 250 media hits a quarter.

However, operating on a nonprofit budget of less than \$40,000 - not to mention the limitations of a two-person staff and the challenges of overseeing all nine schools within Loyola - she has had to take innovative approaches to garner media interest. Consider the following strategies:

- To support the university's first-ever image ad campaign, she recruited the Loyola Street Team, a guerilla marketing group comprised of communications students, to hit the streets and pass out campaign tchotchkes.
- She orchestrated the launch of an experts-positioning effort by creating a faculty database that is now composed of nearly 200 pros from all over the university.
- She parlayed the contract dispute between the Chicago Bears and Lovie Smith into an opportunity to tout Loyola's Sport Management program.
- Finally, she streamlined the university's internal communications efforts by introducing a weekly e-newsletter and leading a digital signage project on campus.

Media Maven

Loyola's newly minted media recognition is largely due to

HONORABLE MENTIONS

JOHN BRODERICK, VP, INSTIT. ADVANCEMENT, OLD DOMINION UNIVERSITY-To spread recognition of the university as a research institution, John Broderick became the media himself and created *Quest*, a research magazine of and by Old Dominion University. By making sure the publication is top-quality and ensuring its name appears in the media, he has succeeded in drawing more attention to the college.

SCOTT ELDRIDGE, PR/WEB DIRECTOR, LOCK HAVEN UNIVERSITY-To help improve his university's presence online, Scott Eldredge turned an unused shower room on campus into a professional photo studio, ensuring that the media would be impressed by easily accessible head shots to accompany stories, thus improving media relations and the college's ability to advertise.

SUE JABLONSKI, CCO, ASSOCIATE VP, OHIO STATE UNIVERSITY MEDICAL CENTER-When OSU became a tobacco-free campus, Sue Jablonski created the "I Support Karen" campaign to support the initiative. It followed Karen, a staff member who was trying to quit smoking, to give the campaign a human voice with which everyone could identify.

Kiley's proactive, strategy media relations efforts. She has optimized coverage around major university announcements and subsequently helped achieve profiles of the academic institution in local and national media outlets. *

*Footnotes: mkiley2@luc.edu

She recruited a guerilla marketing group comprised of students to hit the streets.

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PR PROFESSIONAL OF THE YEAR (CORPORATE)

TIE

Pam Erickson, SVP, Corporate Communications

E*TRADE Financial



Glance at any media outlet on any given day, and you're almost guaranteed to find a picture of an anonymous Wall Street investor with an apocalyptic (dare we say suicidal?) look on his face. Imagine, then, the potentially crippling communications challenges that come along with addressing this credit collapse of 2007. That's just a day in the life of Pam Erickson, who oversees corporate communications for the global financial services firm, E*TRADE, making her a hands-down PR all-star, if for only surviving thus far.

"The lack of clarity in the marketplace continues to be problematic for the investing community, reinforcing an environment of skepticism. Our goal is to ensure that E*TRADE's voice is clear," Erickson says. "Our approach is fundamental PR - know your audience, understand what influences them and connect accordingly. Being in tune with the issues and the voices that shape public opinion allows us to effectively evolve our communication strategy and tactics as market shifts dictate."

The approach is a levelheaded one, especially when it would be easy to crumble under the pressure. But Erickson embraces the "war room mentality" to provide "timely and

relevant information to allay investor fear."

Pitch-Perfect

Erickson's career hasn't always been comparable to a battle zone, and her past work has enabled her to put creativity into perspective and, in turn, deliver the best results.

"While on the agency side, I was fortunate enough to work with wonderfully creative people who made the pitch process fun," she says. "We did everything from mocking up an entire *WSJ* issue to showcase the story we thought should be told (with the appropriate nuances for each section) to delivering a pitch presentation in a sports commentator-style to highlight our excitement and energy for the work (using 15 of said company's communications products within the actual presentation)."

She continues:

"Clearly this type of creativity is important to get noticed, but it is not necessarily what wins," she says. "I was taught early on that image is based on substance. There is no substitute - for your client, your cause, your company or yourself."

Spin Be Damned

Whether its keeping cool during a worldwide financial crisis or pitching a client sports reporter-style, at the end of the day Erickson is a communications and media junkie, and that's her guiding light.

"I find media fascinating - the good, bad and ugly," she says. "I hate to hear people discount the press. Media is a business, and like all businesses, it seeks to sell what its customers buy. The media is a reflection of societal wants and needs - sometimes light, often thought-provoking, at times misguided and, yes, a little scary."*

*Footnotes: Pam.Erickson@etrade.com

Terry Anderson, Senior Director, PR

Cisco Systems

Workers of the World Unite

A flash-in-the-pan buzzword or not, "integration" is a necessary element of communication strategy today. That couldn't be truer for a company like Cisco, which has global reach and must streamline communication efforts accordingly - a need that was effectively accomplished largely due to the efforts of Terry Anderson, who, since being tapped to lead the corporate PR team in 2005 by



CEO John Chambers, has integrated the Corporate PR and Technology PR departments. This happy marriage has contributed to additional achievements, making Anderson an executive worthy of emulation.

Censored Content

Anderson's ability to integrate technology and corporate PR boded well for the company last year when it was unexpectedly pulled into the controversy surrounding China's censorship of online content. Because Cisco technology can block entire URLs (like porn sites, for example), the company was brought into the conversation, and its

general counsel had to testify before Congress. Anderson leveraged the power of digital communications channels to publicize Cisco's position on censorship by blogging heavily on the subject, thus minimizing negative coverage.

Politics and Baseball

A Congressional testimony seems like more than enough work, but Anderson's time is divided among many massive initiatives. For example, within a four-month span, she had to lead efforts surrounding visits of both President Bush and Prime Minister Tony Blair. She positioned Cisco's focus on innovation as a central theme, in turn garnering widespread media attention (not to mention receiving a compliment from Bush, who said he was happy to visit "one of America's most innovative companies").

But Anderson adeptly shifted her focus from presidential visits to baseball when Cisco co-hosted a press conference with the Oakland As to announce the team's new stadium. Once again, she highlighted innovation by focusing the conversation on how the company's technology would be used in the next generation of stadiums. Since then, Cisco has been tapped by organizations around the world to help implement next-generation IP management technology into their stadium designs. Plus, ever the integrator,

HONORABLE MENTIONS

ERIC ABNER, EXECUTIVE DIRECTOR OF PR, TENNIS CHANNEL-

To help gain coverage of tennis events, and the Tennis Channel in particular, Eric Abner used a human touch. He spoke to athletes involved and personally delivered tapes of tournament footage to local media, giving a human face to his press releases, which are all too often a faceless aspect of the PR business.

JOCHEN BREITWIESER, MANAGER, PR, CALLIDUS SOFTWARE-

To gain awareness for Callidus Software, Jochen Breitwieser used PR teams in both the U.S. and Europe with each reporting to several editors, who in turn reported to Breitwieser. This allowed every team to operate in unity and to make all information disseminated consistent.

ERIN FOSTER, WORLDWIDE DIRECTOR, PR, KODAK-

To retain Kodak's reputation as a big player in the photography world, Erin Foster made sure the release of Kodak's new wireless digital cameras was equally large. To this end, she coordinated the product's simultaneous unveiling in 18 different countries while tailoring media tours for several continents.

she imbedded a 360-degree plan for getting coverage, providing concept drawings, a virtual baseball demo, and a press conference with Chambers and and the As' General Manager Billy Beane to garner more exposure.

Follow the Sun

Under Anderson's leadership, the team implemented a four-city, international "Follow the Sun" tour to unveil Cisco's TelePresence, a life-size, high-definition video collaboration solution. The events brought together executives, press, analysts, key partners and potential customers, and they created a high-impact experience that resulted in widespread media coverage, both in online and traditional outlets.*

*Footnotes: terrande@cisco.com



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PR PROFESSIONAL OF THE YEAR (NONPROFIT)

Merni Fitzgerald, Director
Fairfax County, Virginia, Office of Public Affairs



Family Business

As director of the Fairfax County Office of Public Affairs, a position she's held for seven years, Merni Fitzgerald has always gravitated toward jobs that combine her most ardent interests: politics and communications. Having done

a stint in the public affairs office at the Peace Corps years before becoming an elected official for the Falls Church City Council for eight years, Fitzgerald revels in working for the local government and interacting with the public.

20 Years in the Making

Fitzgerald feels that what makes her a skilled professional are remembering who she serves and applying the skills she's honed throughout her 20-plus year career. "Because I work for a local government, trying to keep the public informed and absolutely transparent is essential," she says. "A large part of my job is doing emergency communica-

tions: Information is power." This was brought to bear during the sniper attacks several years ago in the region.

Getting Prepared

Of all the campaigns that she has worked on, Fitzgerald expresses pride at playing a proactive role in making sure people in her community have contingency emergency plans ready in a post-9/11 world. "We're not always talking terrorism," she adds. "It could be an electricity outage. This isn't just an informational campaign; it's trying to change the way people prepare and plan."

Clearing the Digital Clutter

What the grandmother of two finds most problematic today is trying to break through the clutter. "In the 21st century, people want information like fast food," says Fitzgerald. "They want it hot and immediate. We do use venues like social media or blogging, but it's still a challenge that sometimes the information we feel is vitally important is being overlooked by the public."*

*Footnotes: mfitz@fairfaxcounty.gov

HONORABLE MENTIONS

VALSIN MARMILLION, PRESIDENT, MARMILLION + COMPANY—To combat "Rita Amnesia," Valsin Marmillion created "Riding the Trail to Recovery," a two-mile cattle drive to remind the country that the cattle lost in the storm crippled a Louisiana industry. He brought most of the Louisiana Congressional Delegation along on horseback, securing national coverage and reigniting remembrance of the natural disasters.

DEBORAH MARSHALL, DIRECTOR, PR, GOOD SAMARITAN HOSPITAL—With state opposition to its new cardiology program pushing back approval, Deborah Marshall had to keep the hospital's plans in the public's mind. She targeted every stakeholder group conceivable, local interest groups to senior citizen groups, keeping everyone interested.

BETH SCHIEBER, DIRECTOR, COMMUNICATIONS, OHIO TOBACCO PREVENTION FOUNDATION—Beth Schieber drew teens' attention to the Ohio Tobacco Prevention Foundation by releasing anonymous DEBUNKIFY ads for a month before revealing that her program was behind it. The ads debunked common misperceptions about tobacco use, and they have been directly tied to the anti-tobacco message.

CHAD YELTON, DIRECTOR OF PR, SPECIAL EVENTS, CINCINNATI ZOO AND BOTANICAL GARDEN—To help his organization stand out, Chad Yelton drew attention to the breeding of their 48th Western lowland gorilla. By tapping into the conservation theme associated with the breeding, Yelton garnered media coverage for both the lowland gorillas and the zoo's overall commitment to conservation.

PR TEAM LEADER

Nancy Lewis, Director of Corporate Communications
SAE International



Prelude To PR

Like other seasoned PR pros, Lewis first cut her teeth in the wild and woolly world of journalism, first as a fashion reporter and later covering sports for which she won a competition award from the Associated Press. Currently

-serving as director of corporate communications at SAE International, a non-profit organization of 90,000 that counts among its ranks aerospace engineers and automotive engineers and is dedicated to advancing mobility engineering worldwide, Lewis finds her career trajectory to be typical of not only the vagaries of life but of her job as well.

A Modest Assessment

Lewis' ability to think strategically and see the big picture while motivating her team to reach its highest plateau has made her a natural-born leader throughout her career. Yet she is disarmingly self-effacing when asked about the attributes that make her an exemplary team leader. "Anybody

can lead a great team and I'm very fortunate in that I have a great team. I have superior management here," she says. "You have to have a fabulous team on or fabulous management; otherwise there's no way you'll ever succeed."

Child of the '60s

Having come of age in the 1960s, Lewis finds her attitudes toward her career to be ineradicably shaped by that era's pervading spirit of outreach and altruism. This may explain why she finds her team's work on SAE's educational programs—the K-12's "World In Motion" and the Collegiate Design Series— to be the most rewarding.

"Both of these programs engage something very near and dear to my heart and that's diversity," she says. "We work with children from underprivileged backgrounds to be able to bring math and science into the schools in an entertaining way because we lose a lot of these children early on."

Like a Rolling Stone

"PR is a very random art," says Lewis. Every time I pick up the telephone, I never know what's on the other end. I'm kind of a tumbleweed in that way; I just kind of roll with it."*

HONORABLE MENTIONS

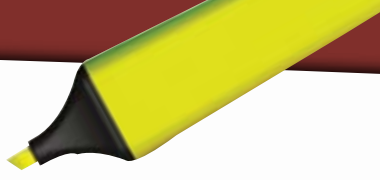
PENELOPE BRUCE, DIRECTOR, CISCO PUBLIC RELATIONS—Bruce's team manages global PR for Cisco, and she has made sure that the company gets the coverage it needs. When Cisco opened a new center in New Delhi, she helped make sure the global media had their eye on the event, garnering plenty of coverage for Cisco.

GEOFF BURT, DIRECTOR, GLOBAL PR, LATHAM & WATKINS—Burt streamlined his firm's internal communications, redesigning its site to have a company news section. The section updates several times daily with the latest company news and awards, giving hard workers additional recognition company wide and inspiring others to try and get featured.

STEVE MCABEE, PRESIDENT, WUNDERKIND PR—Uninterested in developing yet another TV campaign for a national Quick Service Restaurant, McAbee's team used popular video Web sites, to generate awareness of the new product in a manner different from the competition.

LUJEAN SMITH, SENIOR DIRECTOR, PR, SIEMENS MEDICAL SOLUTIONS—The average person knows little about imaging in disease detection, and the media was equally uncomfortable in running stories about Siemens' new imagine methods. Smith led a national poll to discover that Americans may not know about the science behind imaging, but are interested in knowing if they have diseases, prompting more organizations to spread the word.

*Footnotes: 724-772-4068, nancylewis@sae.org



PUBLIC AFFAIRS EXECUTIVE OF THE YEAR

Jose Hermocillo, VP and Managing Director

APCO Worldwide



From Politics to Public Affairs

As senior vice president and managing director of APCO Worldwide's Sacramento office, where he's been for over 10 years, Jose Hermocillo handles campaigns that are heavily steeped in coalition building, grassroots advocacy, ballot measures and legislative issues—the entire nuts and bolts of the political machinery. This makes sense considering that Hermocillo's first love is politics, having served an apprenticeship over 30 years ago on a policy committee in the California Senate Fellowship Program. But make no mistake about it—your garden-variety PR professional he is

not. "I don't think of myself as a public relations person per se," he insists. "What we do is really issue-based—and PR is more product or service-oriented."

Vetting For The Best

Getting a job at APCO is serious business, tantamount to gaining admission to a top-tier graduate school program. "We're very picky in the way we recruit people. We have a well-regimented screening process that does include a lengthy writing exam," says Hermocillo. "We quiz people on grammar and spelling as well as give people a file and ask them to write a press release, an Op-Ed and a fact sheet.

In doing that, you get a good sense of what someone can do in three or four hours."

Thank You for Smoking

Hermocillo, whose public affairs background also includes a seven-year stint at a political consulting and public affairs firm he co-founded called Townsend, Hermocillo, Raimundo and Usher, has displayed his expertise on a number of campaigns that include a local property owner-based effort to increase flood protection for Sacramento. Yet he is most proud of supervising the political communications and press activities for the "No on Proposition 86" campaign, which sought to defeat an initiative that would increase the tax on all tobacco products. Hired by tobacco giant RJ Reynolds, Hermocillo's output generated ink in major local publications, resulting in the measure being defeated in the November 2006 election.

Lessons Learned

- "Never lie, that's the top of the list."
- "You do need to be somewhat flexible in how you want to structure a fee with clients."
- "Have really good staff retention by keeping them happy and motivated."*

*Footnotes: jhermoci@apcoworldwide.com

HONORABLE MENTIONS

KEN CAPPS, VP, PUBLIC AFFAIRS, DFW AIRPORT—Working for the world's third-busiest airport, Ken Capps knows crises. To keep the coverage positive, he works with local and national media, even when nothing major is happening at the airport, so they will be prepared when a big event occurs.

BLAIR CHRISTIE, VP, CORPCOMM & IR, CISCO—Cisco was scrutinized when the Chinese government was discovered censoring its citizens' Web access. Under Christie's guidance, Cisco was not only kept out of the major media stories, but continuous blogs stayed on top of the false accusations.

BRANDON EDWARDS, PRESIDENT, COO, DAVIES PUBLIC AFFAIRS—Brandon Edwards has helped Davies Public Affairs become a leading public affairs firm for specialized industries, including healthcare. He uses grassroots strategies to help hospitals and physicians reach insurers to settle disputes without either side losing the other as a client.

RICHARD RAMLALL, SVP, RCN CORPORATION—Richard Ramlall's work for network provider RCN, including outreach to restore investor confidence and lobbying to secure protections in the Time Warner/Adelphia/Comcast merger, has helped promote fair competition in the broadcast field between small companies and bigger conglomerates.

SPOKESPERSON OF THE YEAR

John Drengenberg, Consumer Affairs Manager Underwriters Laboratories

A spokesperson's most important and challenging role is that of translator. They exist to translate an internal message to an external audience, a convoluted story to a succinct collection of facts, or technical jargon into laymen's terms. For John Drengenberg, the latter skill is one in which he is remarkably fluent.



An engineer by trade, he communicates highly technical information about, for example, the lack of instantaneous certification requirements for alternative fuel distribution, to confused reporters.

"As an engineer, I am able to understand what our technical people are saying and, more important, convey the information to a reporter in a way that viewers and readers will understand," Drengenberg says. "I often tell people that I am a techno-talk translator."

The Secret Sauce

Drengenberg epitomizes the key ingredient (and one that

is often lacking) in successful spokesman-ship: working in tandem with the media relations team to develop consistent, powerful messages.

"Creating media strategies is a team activity," he says. "We have media relations experts who help me develop messaging for dozens of topics every year and devise strategies to best communicate with media. We strive to be a consistent media resource, which includes trying to treat every media person as if they're with CNN or *The New York Times*. No media outlet is too small for us to partner with."

Lost In Translation

That equal-opportunity approach served Drengenberg well last year, when he had to explain UL's role in "suspending authorization to use the UL Mark on E85 fuel dispensers and the lack of instantaneous certification requirements for alternative fuel distribution." Say what?

"It was an issue fraught with confusion from reporters trying to get their arms around all the science, safety and multiple passionate opinions regarding E85 and rising fuel prices – all on tight deadlines," he says. "As an engineer, I was able to make sure they understood the science

HONORABLE MENTION

ADAM CUMMINGS, CHARLOTTE COUNTY COMMISSIONER—As strip mining in Charlotte County, FL, polluted local rivers, Adam Cummings was the voice of the county in their opposition to and research of the problem. In addition to keeping reporters and the public informed, Cummings never misses an opportunity to be the source of news, consistently writing Op-Ed pieces and being interviewed on camera.

and the complexity behind the development of safety standards, and I could then focus on explaining UL's role in the issue."

Lighting Matches In A Rainstorm

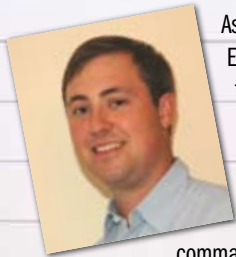
"The only thing that could be said about me, or any spokesperson, is that flexibility is a must. You never know how an interview might turn," Drengenberg says. "Just recently, I was burning a pillow live on camera in a steady rain while the reporter stayed inside. Flexibility is the key." Which might explain Drengenberg's choice of theme song:

"I have not really had a mantra, but as I've thought about my life as a spokesman with all of its unexpected questions, strange hours and incredible variety, I think that 'Hang On Sloopy' would sum it up best."*

*Footnotes: John.P.Drengenberg@us.ul.com

14.

Scott Sutton, 24



As a key player in Progress Energy's crisis communications' area, Sutton exhibits a maturity and poise beyond his years. Rallying colleagues behind several programs, Sutton easily commands respect from colleagues several decades his senior.

Defining Initiative

"It would be the implementation of a broad plan to improve management-employee relations after a failed union organizing drive. An attempt by an outside union to organize our workforce sent a strong message to senior management that something needed to change; it also revealed that employees had lost trust and respect of their management. I was approached and asked to develop a comprehensive plan to restore trust, respect and teamwork.

"One of the most successful tactics was the creation of a short, weekly video news segment. These videos allow senior managers to have face-to-face discussions with their 700 employees."

Yays and Nays

"In one day, I get to sit with executives as they make a multi-million-dollar decision and then go out into the field and chat with the mechanic turning the wrench. I also enjoy the strategic part of my job—taking a difficult subject and translating it into something easily understood by our key stakeholders.

There are a very few cons to the job, but if there is one, it's that the communications department tends to be the catch-all for projects and initiatives that don't fit nicely with other departments. This can lead to the communications staff overextending themselves and being distracted from their core mission of providing strategic support.

Age Is Only A Number

"I don't believe my age affects the way my managers treat me, as they are focused on performance. Mostly, they are surprised to hear that I am so young. In fact, after one meeting with senior executives where they asked my advice and later found out my



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age, one commented in mock disbelief: 'I have children older than you and I sure don't listen to them for advice...but I listen to you.'

A World Beyond

"I started an organization called Voices for the Voiceless, which seeks to connect PR execs with important stories that need to be told. Having grown up in Eastern Chad prior to the current crisis, I learned to love the people and culture of this area. This work has given me the chance to travel around the country to speak, as well as to be interviewed by many media outlets. I'm also working on a book and multimedia project, both aimed at engaging my neighbors in America to help stop the atrocities facing my neighbors in Africa."

15.

Eric Thain, 29

If you think China is an impenetrable market, you haven't met Eric Thain. A lawyer by trade, he now acts as an account director at Weber Shandwick's Beijing office, and to great effect. Possessing a mature skill set, he has been able to transcend cultural inconsistencies to launch initiatives for diverse global clients who are hungry for a piece of the Chinese market. Here, he considers a new form of word-of-mouth, what defines key influencers and how to be unbeatable in badminton.

Smells Like Teen Spirit

The Hugo Energise launch campaign

at the end 2005 was a consumer campaign for a fragrance brand that leveraged the Internet and gave the client an advantage over the crowded Chinese fragrance market. At that time, the Internet was already quickly becoming a primary influencer of purchasing behavior, and the impact of new media platforms such as BBS, MSN and blogs were redefining the term "word of mouth." Recognizing the close link between MSN and Hugo's consumers, we helped Hugo to take advantage of MSN's launch in China (November 2005) to interactively reach millions of male consumers for its launch of the Hugo Energise male fragrance.

System Overload

One of the biggest challenges in the Chinese market right now is the lack of talent there. The hardware is ready but the software is playing catch up. In that sense, we are constantly under pressure to deliver quality work with limited resources. The media

scene in China is also a very different one. Changes in media happen as quickly as the landscape in Beijing as the city and the whole nation gears up for the Olympics. This presents a lot of pressures for sponsors and more so for non-sponsors when the world will be watching.

The World Is Flat

Digital communications is here to stay. The Internet has made the world flat. The challenge is two-pronged; the first is the speed by which information travels. Secondly, the term "influencers" takes on a new meaning. We are dealing with a new breed of influencers - the occasional influencers.

Out of Office Reply

I am an avid photographer, diver, sports and culinary fan. Badminton is also one of my favorite sports and playing this game with friends on the Chinese national team makes it a whole lot more fun. I have been told that I make a killer spaghetti carbonara.



Eric Thain
Account Director

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PR News' Digital PR Guidebook is your blueprint for executing high-return digital communications initiatives and managing reputation online. Our editors culled information from all corners of cyberspace - and from the minds of its top visionaries - to offer you and your team the most comprehensive roadmap of digital communications best practices and strategies. This guidebook is filled with insider information from executing a digital pr program to maintaining one to improving upon existing digital initiatives.

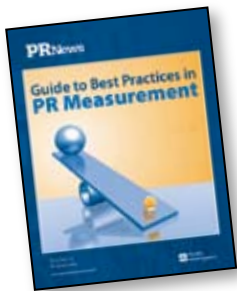
Chapters in the Digital PR Guidebook:

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- ▶ Community Relations
- ▶ Crisis Management
- ▶ Product Launch
- ▶ Marketing Communications/Branding
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In the book:

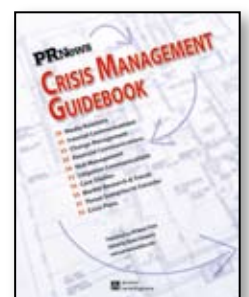
- ▶ CSR: The Nuts & Bolts
- ▶ Developments & Trends in CSR Communications
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PR Crisis Management Guidebook, the guide that you can't live without as a PR practitioner. This 200+page guidebook is designed for communications teams at corporations, nonprofits, government organizations and PR firms - worldwide. This guidebook is your CRISIS COUNSELOR that you can refer to 24/7. In this easy-to-read guidebook, you'll get the strategies, tactics and lessons learned to help you stave off a crisis or manage one.

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- ▶ Case Studies
- ▶ Market Research & Trends
- ▶ Threat Scenarios to Consider
- ▶ The Crisis Plan



13.

PRNews 15 to Watch

Amos Snead, 27



When Amos Snead was a child, his mother told him he would make a good lawyer because he was good at arguing. Now grown up and working as the press secretary for House Republican Whip Roy Blunt, Snead has taken his mom's advice to heart: "I have now found my dream job. I get to dress up and talk all day."

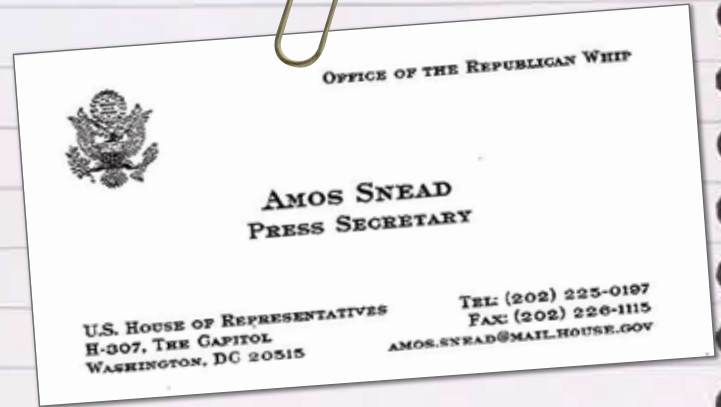
Gazing into the Future

"Our industry is moving towards real-time, citizen journalism and I believe we'll continue to see successful PR campaigns materializing from the bottom up. Advances in technology have enabled people to become media centers from their own computers and cell phones. Successful PR professionals will adapt to these changes and integrate new media outreach into their total communications strategies.

Using Social Media to Win Elections

"Following the 2006 elections, Congressman Roy Blunt was running to be the Minority Whip in the House of Representatives. In the past, elected leadership campaigns were conducted with limited mainstream-media outreach and one-on-one meetings. We continued this plan, but also incorporated conservative blog outreach. Congressman Blunt was the first Member during the race to hold a na-

"I was a political science major at the University of Montevallo located in Montevallo, Alabama. My first PR experience was promoting a Train concert on campus and after that I was hooked [on PR]."



tionwide conference call with interested bloggers and took his message directly to them. He ended up winning the position of Republican Whip and has continued his new media outreach. He re-designed his Web site to incorporate new media tools and has been quick to adopt new methods of communicating."

Rewards & Quibbles

Pro: "Every day is a new challenge and no one project, crisis or campaign is ever the same."

Con: "In our business, the news doesn't always happen between 9 a.m. - 5 p.m. so this sometimes makes it difficult to fully disconnect."

Gen Y Advantages

"I've been fortunate to work with managers who were willing to let me take chances with new media techniques they were unfamiliar with. Being a member of the Gen Y community enables me to utilize new forms of communication that are outside the traditional framework of Congressional outreach."

Newlywed Football Fans

"I enjoy spending time with my beautiful new bride, Whitney. We're dedicated Alabama Crimson Tide and Baltimore Ravens football fans."

Early Indoctrination

"I was a political science major at the University of Montevallo located in Montevallo, Alabama. My first PR experience was promoting a Train concert on campus and after that I was hooked."

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11.

Amanda Naiman, 28



Whether it's launching a new imaging technology system for Siemens Medical Solutions or promoting its first global initiative, Amanda Naiman is a 24/7 dynamo who runs on all cylinders.

Though the demands can get intense, Naiman wouldn't have it any other way.

All This And Larry King

"There have been two key initiatives that have helped to grow my skill set and open my eyes to new career goals. The first was a global product launch for the SOMATOM Definition CT system, a one-of-a-kind imaging technology that has changed diagnostic possibilities for clinicians. The launch involved detailed coordination with our Division's U.S. and global headquarters in Germany, and really taught me about the strategy behind product launches and the value of having a collaborative program among the product stakeholders, PR, marketing, and customer communications. The program included a round table event with industry luminaries and company executives that

was moderated by Larry King, and an aggressive media push that resulted in national attention that carried through the following year.

"My current role has really had the greatest impact on my career to date. I'm now managing my company's first truly global PR initiative, promoting the newly formed Siemens Medical Solutions Diagnostics, which resulted from Siemens' \$7 billion+ acquisitions of Diagnostics Products Corporation and Bayer Healthcare LLC Diagnostics Divisions. This has been an incredible learning experience."

Job Pros & Cons

"I'm lucky enough to have many "pros" related to both my actual job and my company overall. For the past year, I've headed up the global PR efforts for a brand new business unit, so the ability to develop broad strategy and work with colleagues all over the world has been extremely rewarding. I also like the fact that PR in general, often involves a good mix of traditional office time and travel assignments, ranging from trade shows to media tours, so you never have



to worry about feeling stuck to your desk.

"I think the general cons of PR are probably pretty common - the hours can be demanding and competition for coverage is fierce so persistence and a thick skin are necessary for success. However, I think that is also what draws certain people into this field."

Spanning The Globe

"I love to travel and I love live music—my ideal situation is when I can combine them. I am also passionate about experiencing new cities and cultures."

From Easel To Paper

"I wanted to be an artist when I was young and I think that I've held onto that creative spirit. As I grew up, I realized that I also loved writing and working with people so communications was a natural fit for me."

Jaime Sarachit, 30

12.

With more than seven years of agency and in-house communications experience, Jaime Sarachit has earned numerous industry honors for her wide-ranging work with recognizable brands such as the Grammy Awards, Nestle, Nokia, Red Bull and Barbie (yes, *that* Barbie). The latter generated high-profile attention as it dealt with engineering a tragic breakup between a beloved iconic couple.

Barbie, Ken and Bennifer Go Kaput

"The most defining campaign of my career was when I worked on the Barbie and Ken break-up at Ketchum PR for my Mattel client. In an effort to rebuild Barbie's relevance and increase flagging sales, we delivered an out-of-box idea when we suggested announcing the break-up of the world's perfect couple on the first day of Toy Fair, which happened to follow on the heels of Jennifer Lopez and Ben Affleck's breakup and a few days prior to Valentine's Day.

"Our strategy was to follow the trend of consumers' fascination with celebrity couples by humanizing Barbie and Ken as real people. To that end, we hired real-life celebrity publicist Ken Sunshine, who acted as Barbie and Ken's publicist, to deliver the news at a press conference. The result of this stunt was instant buzz from trade and lifestyle magazines to entertain-

ment and national morning, talk and variety shows.

I knew we had hit the jackpot when Dan Rather announced it rather seriously on the "CBS Nightly News," and when it inspired Jay Leno to create a skit on his show. I also knew we had delivered on our promise to build relevance when we received hundreds of concerned calls from consumers around the world."

Voice of Youth

"I find it to be a blessing because [my co-workers] look to me as the expert on what young consumers consider cool as well as what trends are happening within this demographic. So much of my generation is about connecting and gathering a lot of information and in an instant."

Social Media Aficionado

"I have profiles on Myspace and Facebook and am an avid iTunes user. I also read various entertainment and fashion sites/blogs to keep up on news and trends in the marketplace. In today's fast-paced world, it's important to stay connected."



Getting Into the Digital Groove

"Surprisingly, many companies are still apprehensive about the digital space because they feel vulnerable to negative publicity or opinions. What they need to understand is that technology is moving at a faster pace than anyone imaged, and it's happening with or without you. As long as you communicate honestly and with sincerity, the digital space can be a positive avenue to communicate your message."





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9. Lisa Del Colle, 29



Food TV is so hot right now, which by default would mean that Food Network PR Manager Lisa Del Colle is too. But it's a status she earns on her own, with innovative press strate-

gies that garner media attention in an increasingly crowded sector. Whether it's a "Meet and Eat" press event in the Food Network Kitchens or a hit launch for "Diners, Drive-Ins and Dives," her strategic insight is far beyond her years. Here, she elaborates on food, blogs and basketball.

A Tasty Delight

I just recently completed a campaign for season three of "The Next Food Network Star." With the advertising budgets getting smaller each year, we have become more creative on how to get coverage for our shows and talent. We worked to integrate media partners into the show (like *Bon Appetit* and *Star* magazines), so we would get more editorial coverage on the back-end. We created weekly elimination series' to get coverage online and on-air (radio) and we also

crafted specific, individual press plans for all 11 finalists to play off their strengths, backgrounds and local markets. The result: The series became the most-watched food show in cable history.

Pros & Cons

The biggest pro is that I get to be involved in many different types of PR. In addition to working with the Food and TV/Entertainment categories, our brand allows me to dabble in other PR areas like publishing, public affairs/charitable and events. The downside to my job is that we have so many shows to launch each year, I am constantly moving from one launch to the next. I never have as much time as I would like to continue to grow and expand my brand & talent because I have to start working on the next premiere.

The Gen Y Perspective

We in the PR department are brought into all kinds of areas (programming, marketing, creative services, production) to give our thoughts on how press-worthy an idea is and how we can work together to get

more exposure for a show or talent. They rely on our expertise and trust our opinion when it comes to the press world. For example, we have been working on informing our execs about the world of blogs and the expanded world of online.

In 10 Years ...

... the industry will keep expanding, especially with many companies combining marketing and PR even more as their money gets tighter. There will be brand new technology to play with, and those who want to succeed will need to keep adapting as opposed to clinging to the ways that things used to be.

Now & Then

When I was a kid, I wanted to be a physical therapist for the Duke Blue Devils men's basketball team until I took biology in high school, when I realized I didn't like science.



10. Jessica Merz, 30

Internal communications is wrought with challenges as it is, and those are only exacerbated when the company at hand has approximately 40,000 employees across the U.S. That is precisely what Jessica Merz manages for DHL, and, among other initiatives she drove, the "I'm On It" campaign has garnered national recognition (including a Platinum PR Award from *PR News*). Here, she discusses integration, the unpredictability of crises and the movie "Jaws."

She's On It

I am most proud of the "I'm On It" campaign developed for DHL employees. Prior to launching an advertising campaign focused on customer service, in a post-integration environment, we needed to educate employees about our new brand promise of delivering a superior customer experience. The campaign was incorporated into every communications tactic available including print newsletters, courier cards, Web casts, executive communi- qués, recognition programs, road shows, promotional items, and videos featuring our very own employee



heroes. Executing the campaign challenged me to think about new communications vehicles to address all of our audiences, identify internal branding opportunities, and establish close collaboration with other departments to incorporate "I'm On It" into their programs.

Pros & Cons

Biggest pro of working for my job is that DHL allows me to be creative in implementing and executing communications programs. Our leadership team understands the value of internal communications and as a result, we can count on their participation and support. The con is a side effect of being in an industry that operates 24 hours a day, every day of the week around the world. At any moment a crisis can strike and that tends to happen on weekends, holidays or late nights.

The Gen Y Perspective

Management expects us to come up with new and creative tactics. They are looking for us to use innovative communications to help drive business results.

An Integrated Outlook

At DHL, we use video Webcasts, blogs and online contests through our corporate intranet. We are looking to implement new digital channels for 2008. The challenge is reaching an audience that does not have access to computers. Couriers spend most of the day delivering packages on the road and so we still need to maintain some "old school" communications tools in place to make sure we can reach them as well. Courier engagement is key to our company's success.

Now & Then

As a kid, I wanted to be a marine biologist. After watching "Jaws," I decided I needed to find a new profession.



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PRNews 15 TO WATCH
THE IMAGE OF A TRUE PROFESSIONAL

7.

Tina Couch, 30



Tina Couch's resumé contains a few companies you might have heard of: Match.com, Chemistry.com and, most recently after a move to Seattle, Microsoft. Now a PR manager for

the software behemoth, she uses her background at the most ubiquitous name in online dating to continuously promote digital communications. Here she discusses celebrity blogger Perez Hilton, Microsoft's Windows XP Tablet PC and, of course, MySpace.

Bringing Microsoft to the Masses

"In terms of my most rewarding/defining campaign, I'd have to say the launch of Windows XP Tablet PC Edition was wildly successful. My team secured almost 90% positive reviews on a version-one product, we had over a billion media hits from the launch event and we worked seamlessly with hundreds of top-tier OEM and ISV partners bringing it to the masses."

Pros & Cons

"The biggest 'pro' is seeing a company's brand awareness grow through successful PR strategies and tactics. The biggest 'con' is the lack of understanding around the PR industry and what goes into telling a truly great story for a company."

Talent Management, Gen Y Style

"Generation Y was born with computers, the Internet, cell phones, the iPod and MySpace, so at their core, this is what defines them. It's how they communicate, it's how they share their information and it's where they get their information. It will be critical for companies looking to attract and retain top talent within this generation to recognize flexibility in the workplace; because you can use your Smartphone or laptop for work, you no longer have to be in an office from nine to five."

Digitally Speaking

"Digital communication platforms are critical for the



Couch is currently awaiting her new Microsoft business cards; in the meantime, she can be reached at tina_warner@hotmail.com.

future of PR. As communicators, it will be important for us to think of creative ways to leverage mobile platforms and blogs to get our message out. We're no longer getting our news from the paper - we're getting it online, instantly."

Practicing What She Preaches

"I read blogs daily; one might say I'm addicted to PerezHilton.com. I also watch TV over the Internet, and, while I was a late adopter, I finally have a MySpace page. It's proven to be a great tool to meet new people and to reconnect with old friends."

Out of Office Reply

"My husband and I enjoy traveling, working out and playing with our three Chihuahuas, Barkley, Tyson and Sadie."

8.

Ellen Davis, 29

For Ellen Davis, working as a PR professional in the retail field encompasses so many fascinating challenges, which include consumer psychology, economic trends and yes, fashion, she can't imagine ever working in another industry. If there's anyone who has the bug, it's Davis.

A Cyber Campaign

"Two years ago, we identified and pitched a trend to reporters that we called 'Cyber Monday,'—the Monday after Thanksgiving when many retailers see shoppers coming online in droves. After a front-page Wall Street Journal story in November 2005, the story caught a tremendous amount of steam. Cyber Monday is now

seen by many retailers, reporters and shoppers as the official kickoff of the online holiday shopping season—the online equivalent of the day after Thanksgiving. This year, our Cyber Monday initiative will be even bigger, with a Shop@Lunch event at the ESPN Zone in Washington, D.C., and a tremendous PR push around our Web site, CyberMonday.com."

Joys and Headaches

"Working for an association instead of a large corporation or agency has given me a tremendous opportunity to make a mark at an early stage of my career. NRF places a high value on PR, which means that we are consulted when making even the smallest strategic decisions. Additionally, our executive

staff trusts our instincts, so if a reporter calls about a shoplifting incident that caused a death in Arizona or a gift card scam that is running rampant in Chicago, we can respond quickly without having to jump through too many hoops or an unending approval process.

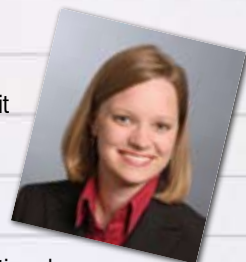
"I love being the conduit

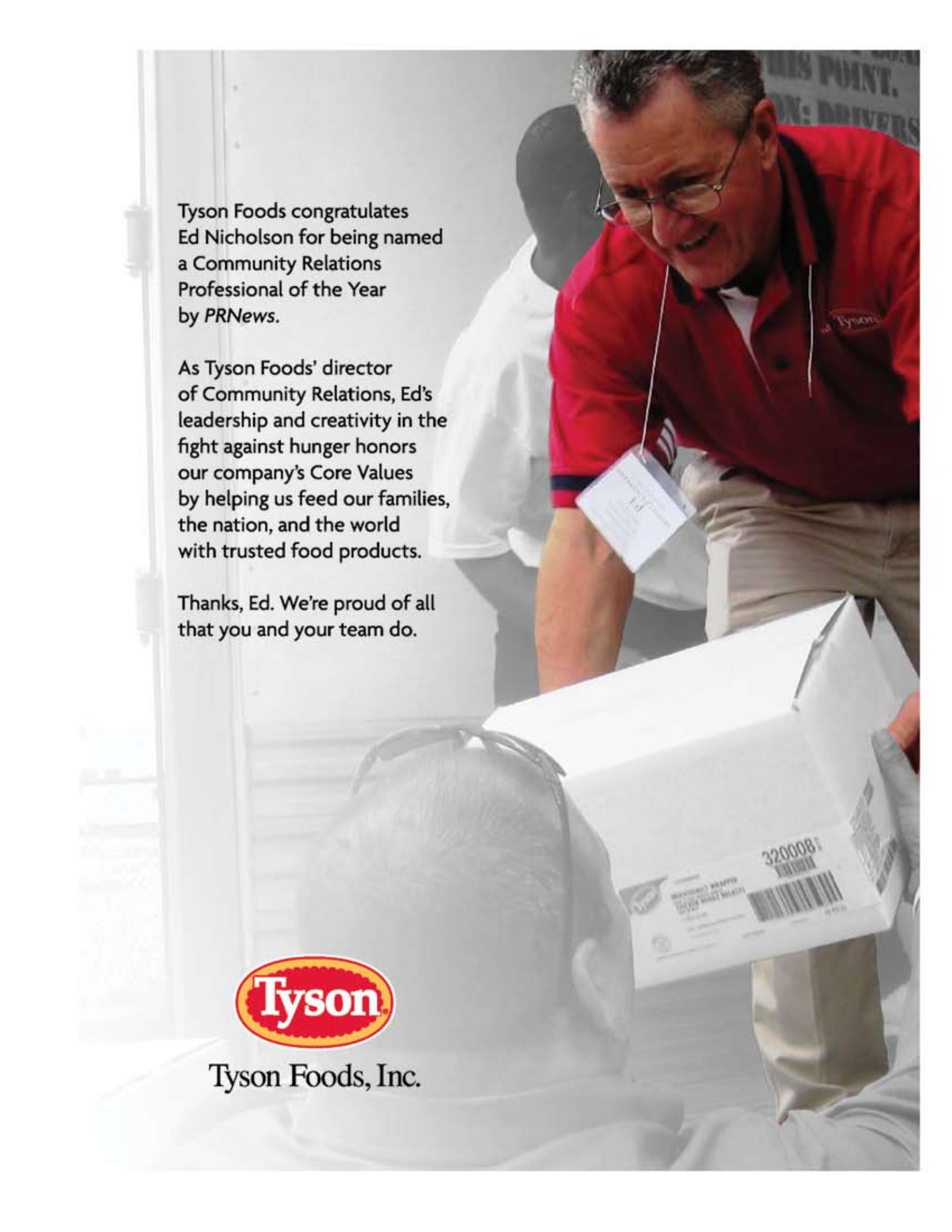
between reporters and retailers, providing the media with trends and insights and pointing retailers in the right direction when they feel they have a good story to tell. It is always so gratifying to identify a trend through research and shape it into a story, then see it in the newspaper."

"The only con is that reporters expect us to be available 24/7, especially during the holiday season. A small part of me is already looking forward to February."

Growing Up

"I was always dreaming up new and exciting careers for myself. I started reading at a very early age and remember wanting to write books when I was as young as eight. Since I have always loved writing, throughout most of high school and college, I thought I wanted to be a reporter. But I also wanted to own a daycare center, be a cosmetologist, a real estate agent, and a nurse...it just depended on the day."





Tyson Foods congratulates Ed Nicholson for being named a Community Relations Professional of the Year by *PRNews*.

As Tyson Foods' director of Community Relations, Ed's leadership and creativity in the fight against hunger honors our company's Core Values by helping us feed our families, the nation, and the world with trusted food products.

Thanks, Ed. We're proud of all that you and your team do.



Tyson Foods, Inc.



5.

Emily Coghlan, 28



Whether it's managing high-level accounts such as global silicone manufacturer Dow Corning Corporation or consulting with a major academic institution on integrative health care

the creation of the Green Committee, which identified numerous opportunities to revive and raise awareness of existing policies while simultaneously instilling new practices for reducing waste, increasing recycling efforts and saving energy."

approaches, Emily Coghlan leadership skills and inexhaustible energy make her a shining star in the PR firmament. As one colleague says of her, "Emily is so well organized and on top of things that sometimes I feel like we have to prepare to meet with her."

Going Green

"Earlier this year, I saw an opportunity to review and build upon APCO's existing environmental policies and practices. I recognized that our efforts in this area are likely to become more critical as an increasing number of our clients are going green and will therefore expect that we (as their consultants and communications partners) do the same. While we already had a number of environmentally friendly practices in place, many employees were unaware of them. My ideas were well received by senior management and led to

Not A Typical Gen Y'er

"Since I didn't grow up in an age of Facebook, My Space or even Instant Messenger, I do not have the same mentality and perspectives that Gen Y members stereotypically have. That said, I like to think that I bring a fresh perspective to the work I do, and I feel lucky to work for a company that pays attention to the ideas as opposed to the age of its employees."

The Digital Age

"Digital communication is essential for success in the PR industry because it makes information and news easily accessible. It is hard for me to even imagine a business world before e-mail or the Internet. Sites like Washingtonpost.com and CNN.com, rather than blogs, are my primary destinations for news. I also depend on the instantaneous news that the In-

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Public Affairs & Strategic Communications

ternet provides. Tools such as Google alerts allow me to be informed as soon as any of my clients are in the news so I can stay one step ahead of them in order to anticipate their needs. CNN alerts also keep me up to date on any national breaking news stories.

"I am pretty old fashioned when it comes to blogs and social media sites. Other than LinkedIn, which I recently joined since it provides a good way to network, I tend to stay away from the other popular social media sites, opting for more personalized e-mails to friends and colleagues instead."

Outside Work

"I take yoga classes and cycle on the many paths in the Washington area. This year, the lingering summer weather provided an especially long biking season."

6. Tegwyn Collins, 29

Strategic alignment problems? Global coordination challenges? In search of organic growth? No problem. Tegwyn Collins' six-year stint at Porter Novelli has been defined by tactics and strategies that streamline even the most complex initiatives, making her an invaluable resource to her agency and clients alike. Here, she contemplates disease awareness, stakeholder communications and how she almost became a professional ballerina.



"I attended the School of American Ballet and performed in the Nutcracker."

Spread the Love, Not the Germs

"One defining campaign for my career has been a global disease awareness initiative, targeting various stakeholder groups with a range of programmatic elements on a global, regional and local level. I played a leading role in the program's concept creation, development and sell-in, and overseeing its successful execution."

Pros & Cons

"The biggest pro is getting to practice PR across borders, and learning the nuances of the trade in different cultures and regulatory environments. The biggest con is work/life balance, particularly in this 24/7 culture."

Moving Beyond Media Relations

"I firmly believe that PR is about stakeholder communications, not just media relations. The digital communications platform provides another avenue to reach key stakeholders."

Out of Office Reply

"My hobbies include reading, dancing and trying new restaurants and wines. And, if sitting on the beach counts as a hobby, then that's one too."

Now & Then

"As a child, I wanted to be a ballerina. In fact, I attended the School of American Ballet and performed in the annual *Nutcracker* show at NYC's Lincoln Center, as well as a tribute performance to George Balanchine with Mikhail Baryshnikov."

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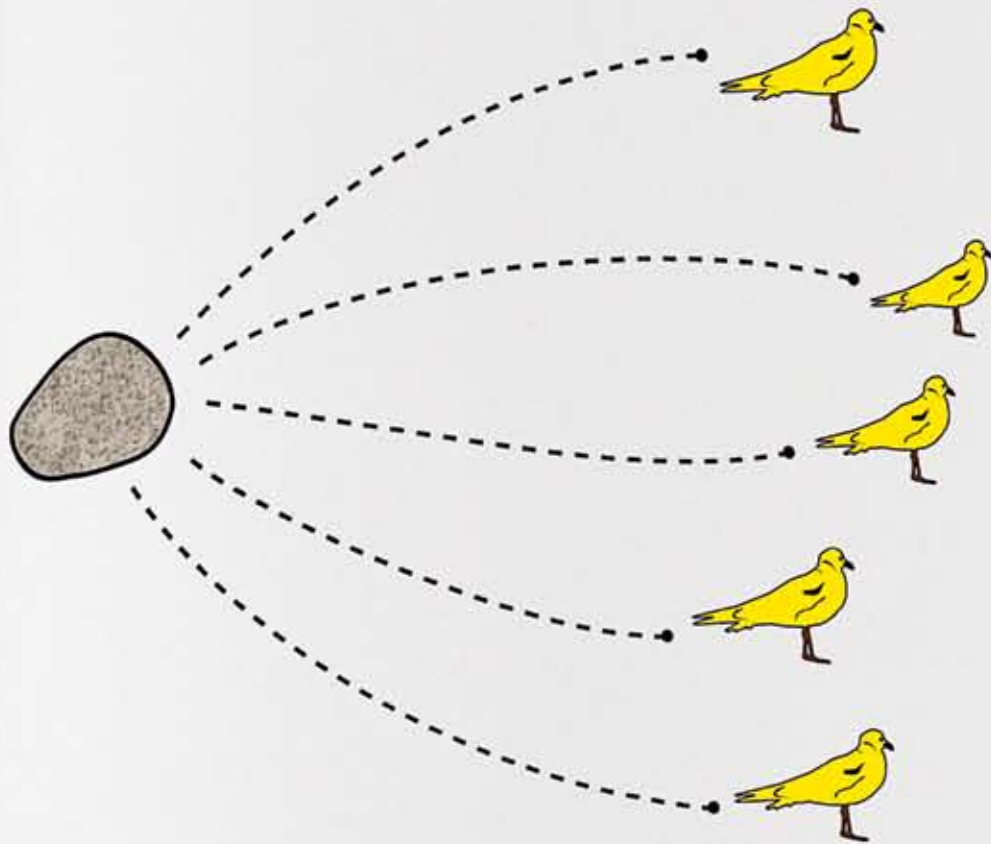


Fig. 1 - Method for leaving the competition completely speechless.

Two birds with one stone? These days, you're better off getting four or five. Yet few PR firms offer anything beyond mere fractions of what's needed to truly connect with consumers today. Or they're forced to cobble it together with "network partners." At CKPR, however, everything from brand planning to interactive is built in to how we work. So you're able to amplify your strategy and build a brand that changes the conversation. Keeping you right on target. For more information about CKPR, please visit ckpr.biz.

3.

Kelly Caraher, 27



When Caraher began her position three years ago at CDW Corporation, a leading provider of computer hardware, software and supplies, the company's Web newsroom was simply a repository for press releases. Seeking to drive traffic and increase hits to the Web site, Caraher ramped up the content with case studies and in-depth material, turning this once perfunctory online newsroom into one that generated \$462,267 in revenue the first half of 2007 alone. That number was determined by e-commerce analysis tools and data mining techniques that track visitor behavior and provide metrics for revenue. As a result of her efforts, she is the go-to expert on a number of PR issues among her company's senior executives.

Reaching Out

"In September I traveled to a small rural K-12 school in Spalding, Nebraska, with a group of colleagues to present the school with over \$50,000 in technology, which they won as part of our annual CDW-G and Discovery Education Win a Wireless Lab sweepstakes. In a day-long event held in the school's gym, we trained the students and teachers on how to use the new equipment and invited the local

The proliferation of digital communications has been nothing short of spectacular in recent years.



media to come out and observe the training sessions. In the end, the event was a big success and secured both television and print coverage locally, but most importantly, it helped put technology into the hands of the school's 90 students."

My Generation

"I think members of the Gen Y community bring an energetic and creative perspective to the workplace and are certainly accustomed to the technology tools that enable mobility, convergence and positive collaboration."

Digital Rules

"The proliferation of digital communications has been nothing short of spectacular in recent years. At CDW, we've recently launched a social networking site of our own, called ConduIT@CDW.com, which is a place for small business IT professionals to connect with peers, participate in technology-related polls and access thought leadership pieces on current industry trends."

Beyond The Sea

"Somewhere deep in the family home movie archives there is a video of me when I was about 10 years old explaining how I wanted to be a marine biologist when I grew up."

4.

John Carter, 28

John Carter has a track record that would make any statistician green with envy, as the calculation would be easy: Since joining SHIFT in August 2006, his account-win ratio is 4/4 - and he built the firm's East Coast consumer technology team. His new business development skills, coupled with his propensity for social media strategies, make him an immeasurable asset to his team. According to Account Services VP Bob Collins, "John brings culture, comedy, character and commitment, not only to his time, but to the entire agency."

Here Carter speaks for himself about receipt scanners to bar trivia.

From Newsrooms To Mommy Bloggers

"The most rewarding campaign to date has to be NeatReceipts, a company that has turned a receipt scanner geared toward road warriors into a cult favorite. These guys are fearless - they're interested in trying all sorts of new things, whether it's a social media newsroom or reaching out to mommy bloggers with a contest. They're eager to be the guinea pig for a number of new social media tactics, and they constantly push us to come up with new ways to speak to their audience."

Pros & Cons

"The best part of the job right now, hands down, is building and developing the team we've got in place. We've got a team that isn't afraid to tackle things that lie far outside their job descriptions, and our clients are reaping the benefits. The only 'con' is that PR isn't the kind of gig that lends itself to an easy checklist. There's never a day when I look at my to-do list before I leave and

everything's crossed off."

Gen-Y Perspective

"Being a member of Generation Y comes with the expectation that you don't spend too much time worrying about the way things were. At SHIFT we're encouraged, even expected, to come up with new pitch tactics, team initiatives and campaign ideas. The flip side, of course, is once you come up with that great idea, the onus is on you to make it happen."



Continued page 33 →

"I'm pretty fierce on the bar trivia circuit. PR pros need to know their pop culture."



Carter, continued from page 32 →

Balancing Act

"PR has a great opportunity to take advantage of some truly cool and innovative opportunities. It's incumbent on us to explore them, both as tools to reach customers directly and as a way to maintain relationships with traditional media. However, I think the most important thing is to balance these new tools against the needs and temperament of your clients. We have to start with client and customer goals, and work our way back to the tactics that fit. Despite all the great work being done in digital communications, too often PR professionals are still seen as gatekeepers or BS artists. It's important for us to realize that these new means of communications are not just channels for the same old pitch, but a shift in how we connect."

In 10 Years ...

"...I think we'll see PR take on a bigger role in the marketing mix than it has traditionally, and an increasing focus on helping companies speak to their customers more openly, and in new ways."

Out Of Office Reply

"I like to cook and entertain, and I'm constantly reading. I'm also known to be pretty fierce on the local bar trivia circuit - every good PR pro needs to know their pop culture."

Now & Then

"When I was in first grade, we went around the room and picked professions. The kid in front of me picked fireman, so I went with President."

Bonney, continued from page 34 →

amongst the digital communications platforms. With that in mind, personal identity management is going to become more important. As digital communications become more pervasive, people will want to delineate between work and their personal lives."

Speaking Of A Personal Life

"When I'm on vacation, I love making the most of my time by checking out new

places and enjoying the local sights, food and wine. In my spare time, I make sure I have time to get to yoga and play a bit of tennis, and I always have a few good books on the go."

Now & Then

"As a kid, I wanted to be a makeup artist and a hairdresser."

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1.

Rebecca Andersen, 28



When Rebecca Andersen joined Opnext in 2001, the laser technology company was on the cusp of major growth. Earlier this year, it went public, which not only globalized Opnext but has expanded and diversified

Anderson's communications responsibilities. Here, Andersen discusses NASDAQ, shipping and graduating to digital communications.

"In 10 years, I plan to be directing the corporate communications for one of the many companies driving the actual technological changes in the way we communicate."

Going Public

"On February 20th, Opnext closed its initial public offering on the NASDAQ Global Market. An IPO is one of the most significant events marking a company's progress. While the day-to-day goals and objectives of this company remain consistent, the company, its actions and those of its employees become more visible and available to the public. The increased level of exposure for the company has been both exciting and rewarding at the same time."

Gains and Pains

Pros: "Working hard to help a new company grow successfully has been an opportunity of a lifetime. I feel honored to be able to represent the company to the international industry and financial press. I feel as if, in some small part, I have helped Opnext position itself as a leader in its competitive industry."

Cons: "Simply put - shipping. One of my responsibilities is to also manage the logistics of our international tradeshow program. Opnext exhibits at

seven to eight tradeshows per year in the U.S., Europe and Asia. Packing and unpacking boxes, completing customs forms and making sure everything gets to where it needs to be can cause a headache I could easily live without."

Old Lang Syne...The 2.0 Version

"Recently, I was asked to manage communications for my 10-year high school reunion. The first thing I did was update our high school alumni Web site with the event details. Then I set up a class site on MySpace and Facebook and sent out a 'save the date' using Evite.com. After all of this was completed, it hit me that all of the communicating I had done was completely digital. No need for paper invitations with this reunion."



Pamela Bonney, 29

Pamela Bonney went from down under to the top of her game. A native of New Zealand, she arrived stateside after a stint across the pond, first in Hill & Knowlton's London office, and then with HP as corporate communications manager in the U.K. capital. Now, after just a year on U.S. soil at the HP headquarters in Palo Alto, she has more than a few "American" experiences under her belt, including leading the event planning and PR for a state visit to the HP labs by, among others, U.S. Secretary of State Condoleezza Rice. Here, she contemplates cultural differences, digital

communications platforms and makeup artistry.

One Language, Three Cultures

"The defining professional moments for me have come from working in different markets rather than from specific campaigns. I've learned to work with new cultures, seen how they do things and used that experience to inform the way I work. What I have found interesting is that, while cultures are different, a lot of the issues are similar, such as being competitive against the rest of the world and encouraging innovation and entrepreneurship in the local economy."

Pros & Cons

"The biggest pro in my current position is the proximity to HP's history and heritage. The biggest con is that this proximity can sometimes result in a 'the world begins here' view. Having spent time in regional roles, I have experienced being on the receiving end of that 'world begins here' view. It's a constant challenge to

balance the local interests with the overarching company interests and vice versa, as in every situation there is an opportunity cost."

The Gen Y Perspective

"Coming from a generation that hasn't worked without e-mail and the Web, I think we are more reliant on social media as a form of communication socially. That can have a downside: We subconsciously edit out other forms of communication - particularly those that other generations rely on. I would like to see our generation as inclusive."

Hello My Name Is ...

"In the future, I think there will be consolidation

As a kid, I wanted to be a makeup artist and a hairdresser.

Continued page 33 ->

Pamela Bonney
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PR News

Building the bridge between PR and the bottom line.

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15 to Watch

Ah, to be young. Well, maybe it's not always all it's cracked up to be, but these PR professionals, all of whom have yet to enter the territory of thirtysomethings, sure don't seem to mind. Their perspectives, drawn straight from the trenches of PR, are shaping the future of the industry - all while benefiting their clients/companies' bottomlines. Here, they discuss firsthand the challenges and opportunities associated with being a young communications executive. Listen up, because they just might be your boss one day - that is, if they aren't already.



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