



COMMCore CONSULTING GROUP

PRNews

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**PR NEWS & COMMCore ANNOUNCE FINALISTS
FOR SPOKESPERSON OF THE YEAR AWARDS**

November 9, 2005, Washington, D.C. – PR News and CommCore Consulting Group today announced the finalist for a new, pioneering award – Spokesperson of the Year. For the first time, the most talented print, broadcast and crisis media spokespersons will be recognized for their outstanding media communication skills. The finalists are:

- Cameron Ballantyne, American Red Cross of the National Capital Area
- J.C. Benton, Ohio Department of Education
- Ken Capps, Dallas Fort Worth International Airport
- Will Cross, Novo Nordisk, Inc.
- Linda Dano, Support Partners, Eli Lilly & Company
- John Drengenberg, Underwriters Laboratories, Inc.
- Robert Elek, Verizon Communications
- Kristin Jacobs, Broward County, Florida
- Rosetta Jones, Visa USA
- Tom Hanley, Connecticut Children’s Medical Center
- Andrew Puzder, CKE Restaurants, Inc.
- Ed Stewart, Southwest Airlines
- Martin Taylor, Microsoft Corporation
- Stuart Weinstein, MD, American Academy of Orthopaedic Surgeons

The non-profit winners will be announced on November 30, 2005, at the National Press Club in Washington, DC. The for-profit winners will be announced on December 7, 2005, at Reuters in New York City.

“PR News received award applications from highly qualified media spokespersons from a broad range of organizations,” said Diane Schwartz, PR News vice president and publisher. “We are pleased with the high level of interest for this new award paying tribute to the year’s most accomplished spokespersons.”

“This award is important because it sets an industry standard for excellence in print, broadcast and crisis media communications,” said Andrew Gilman, CommCore president and chief executive officer. “After 20 years of preparing CEOs, government officials, and non-profit spokespersons, we know that it takes skill, confidence and experience to succeed in media interviews. Now, effective spokespersons will be recognized for their ability to effectively deliver their organization’s message via the news media.”

Finalists were selected by a blue-chip panel of judges in the communications field according to the following criteria:

- The key messages the organization/spokesperson was attempting to deliver.
- For print/Web category, a summary of key quotes that were picked up by the media.
- For the television/radio category, a summary of key quotes that were picked up and a description of how the spokesperson effectively used audio/visual to help deliver the message(s) - such as tone, gestures, body language, visual aids, etc.
- For the crisis submission, a description of how the spokesperson was able to quell concerns and answer tough questions.
- A description of the spokesperson’s overall results and how they benefit the organization he or she represents.
- The total number of years of experience the individual has serving as a spokesperson for any organization.

About PR News

Now in its 61st year, PR News is the most trusted, executive level, reader-supported publication that helps enhance the business impact of PR. Each week, PR News provides action-oriented feature stories, behind-the-scenes case studies and unparalleled access to communications-related market research, metrics and data. The PR News family of products includes the weekly newsletter, awards programs, webinars, guidebooks and a Web site, www.prnewsonline.com.

About CommCore Consulting Group

CommCore Consulting Group is a privately held specialty communications firm serving businesses, government agencies, and non-profit organizations around the world. For the past 20 years, the company has specialized in communications training, message development, communications strategy, and crisis planning and response services. CommCore is led by its president and CEO, Andrew D. Gilman – a lawyer, award-winning journalist, and co-author of the best-selling book *Get To The Point*. CommCore is headquartered in Washington, D.C., and has offices in New York City and Los Angeles. More information about the company is available at www.commcoreconsulting.com

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