

NOVEMBER 2011

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FEATURING  
THE PR LEADERS  
OF 2011



# PRNews' **ALL-STARS** **ISSUE**

## ***INSIDE***

THE STATS ON THE  
PRIDE OF PR, INCLUDING:

- ★ *PR PEOPLE AWARD WINNERS*
- ★ *PR NEWS HALL OF FAME INDUCTEES*
- ★ *15-TO-WATCH*
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"We wanted to transform  
lives around the world.

**APCO aligned  
our programs  
with our passion."**



## REALIZE what's next.

Microsoft has a keen eye for innovative products — and global citizenship that touches people through technology.

APCO helped align the company's outreach efforts with its business objectives. Its new initiative — Microsoft Unlimited Potential — required everything from stakeholder mapping and engagement to positioning and business diplomacy.

**The common goal:** bring technology to the next billion underserved people by 2015.

**The uncommon result:** a new model for integrating business with corporate citizenship.

**Next step:** the next billion people.



PAMELA PASSMAN, CORPORATE VICE PRESIDENT  
GLOBAL CORPORATE AFFAIRS  
MICROSOFT



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## PR PEOPLE AWARDS

From the windy hills and valleys of San Francisco and the frozen tundra of Green Bay to the swamplands of New Jersey, PR TDs are being scored. Just as it takes tough, dedicated players to achieve gridiron success, people drive PR, too. That is why we honor top communicators via the PR People Awards, Hall of Fame inductions and Top Places to Work in PR. We also give a nod to the 15-to-Watch, those rookies that, well, really aren't. All of these All-Stars were honored at a Nov. 30 awards luncheon at the National Press Club in Washington, D.C. (For extended profiles of all the winners and honorable mentions, visit [prnewsonline.com/prpeople2011](http://prnewsonline.com/prpeople2011).)



## ACCOUNT DIRECTOR/SUPERVISOR OF THE YEAR



## Julie Harkavy Fisher

Executive VP, Weber Shandwick, New York

A few years ago, Julie Harkavy Fisher and her team launched Electrolux ICON in the U.S. by escorting the appliances from Europe on the Queen Mary II. She has since introduced a number of breakthrough campaigns, negotiating major partnerships with celebrity brand ambassadors Kelly Ripa and Jennifer Garner. In the last year alone, Harkavy Fisher has grown the Electrolux account by 32%. —Bill Miltenberg

**Hometown:** Grand Rapids, MI  
**College Attended:** Univ. of Michigan  
**Best Way to Unwind:** Spend time w/kids

**Favorite Sport:** Swimming  
**Starbucks or Dunkin'?** Dunkin'  
**Favorite Business City:** NYC

## Honorable Mentions:

**Kelly Cacioppo, SVP, Talent and Organizational Development, Marina Maher Communications:** Cacioppo spearheaded MMC's role in the Novo Nordisk campaign Race with Insulin, driving national and local media attention for the brand.

**Jaime Castaldo, Senior Account Supervisor, Hunter PR:** Castaldo helped tie Texas Stadium's demolition to the Kraft Macaroni & Cheese Cheddar Explosion launch.

**Pattie Sullivan, Senior VP, Euro RSCG Worldwide PR:** Working with Bayer Material Science, Pattie Sullivan helped position Bayer as the third-most-admired company in the chemical industry in 2010.

## Honorable Mentions:

**Emily Schwartz, Account Supervisor, GolinHarris:** Schwartz helped execute winning campaigns for client Kaiser Permanente, including the launch of its interactive Center for Total Health.

**Jody Sunna, VP, Euro RSCG Worldwide PR:** Sunna led a team in executing a nearly yearlong effort to roll out the federal government's national rebate program with client Sears Home Appliances in 56 U.S. states and territories.

**Emilie Valle, Account Supervisor, Cone Inc:** Valle's work for Yoplait included tapping the host of *The Biggest Loser* to encourage women to swap a meal with a Yoplait Light.

## AGENCY ACCOUNT MANAGER OF THE YEAR



## Mark Martin

Senior Vice President, Waggner Edstrom Worldwide

As the leader of WE's client team for Microsoft Windows, Mark Martin helped launch Internet Explorer 9 with a campaign that turned critics into advocates. His relationships with key global influencers and a deep understanding of how to meld digital/social media and traditional outreach into PR activities have helped make him a driving force behind Microsoft's success. —BM

*In 2012, PR will: "Blur the marketing and communications lines as organizations turn to a discipline that prioritizes relationships vs. transactional exchanges."*

**Hometown:** Salem, Ore.  
**College:** Willamette University

**Favorite TV Show:** *Pan Am*  
**Most Inspiring Athlete:** Magic Johnson



## BLOGGER OF THE YEAR



## Steve Cody

Co-Founder and Managing Partner, Peppercom

In 2011, Steve Cody's six-year-old RepMan Blog provided a unique and sometimes controversial perspective not seen in many other industry reputation management blogs. Cody, who moonlights as a stand-up comic, infuses his blog with humor yet keeps a sharp point of view on all things impacting image and reputation. —BM

**Recent PR Touchdown:** "The Peppercom charity comedy event at which we raised \$1,000 for the Young Survival Coalition ([www.youngsurvivors.org](http://www.youngsurvivors.org))."

**Hometown:** Ridgefield Park, N.J.  
**Favorite Sports Team:** J-E-T-S Jets!

**Favorite Sport:** Mountain climbing  
**Top Business Book:** Gladwell's *Outliers*

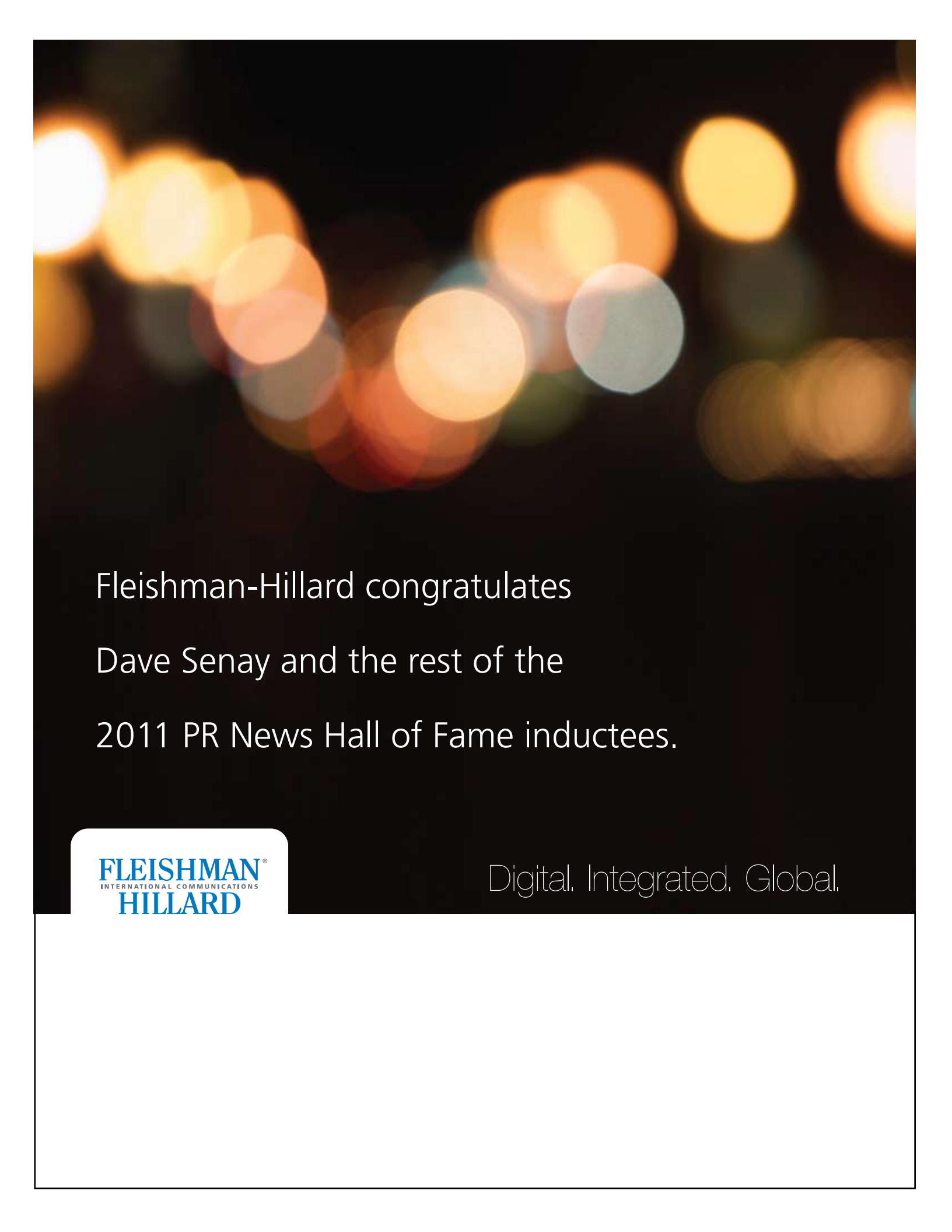
## Honorable Mentions:

**Janet Helm, Chief Food and Nutrition Strategist, Weber Shandwick:** Helm's Nutrition Blog Network makes it easier for consumers to find trusted advice.

**Ken Makovsky, Founder and President, Makovsky + Company:** Makovsky's "My Three Cents" blog, flush with originality and insight, is much more valuable than its title suggests.

**Steve Rubel, EVP/Global Strategy and Insights, Edelman:** This Edelman thought leader integrates his popular blog with Twitter (55,000+ followers and Google+ (16,000 followers) for maximum reach.

**Careen Winters, Executive VP, MWW Group:** Winters' "Return on Reputation" blog provides counsel on media relations, corporate reputation and crisis management.



Fleishman-Hillard congratulates  
Dave Senay and the rest of the  
2011 PR News Hall of Fame inductees.



Digital. Integrated. Global.





## BRAND MARKETER OF THE YEAR



### Ambre Morley

Associate Director, Product Communications, Novo Nordisk

Since joining Novo Nordisk in 2008, Ambre Morley has worked with the U.S. Biopharm and Diabetes Marketing brand teams to increase visibility within the media. For the Race with Insulin program, Morley successfully launched the branded Twitter account @racewithinsulin, working with her legal team and designers to include key safety information on the Twitter page. The Race with Insulin campaign has been featured in *USA Today* and was covered by CNN, Time.com and AP. —Regina D'Alesio

*In 2012 PR will: "Be challenged. It's becoming harder to do more with less."*

**Hometown:** Florence, Ala.

**Favorite Sports Team:** Alabama football

**On Her iPad:** Words with Friends

**Favorite TV Show:** *True Blood*

### Honorable Mentions:

#### Leslie Campisi, VP & Partner, Affect Strategies:

Campisi helped raise awareness for Omni Hotels & Resorts by engaging meeting and event planners through social media channels including Facebook, Twitter and blogs.

**Nicole Esposito, VP, Full Picture:** As the PR lead for the 2010 Victoria's Secret Fashion Show, Nicole Esposito ran a multiplatform campaign that won its time slot in the U.S. and generated 3.8 billion media impressions in the weeks following the show.

**Michael Manzo, Chief Marketing Officer, Openet Telecom:** CMO since 2006, Manzo oversees all aspects of marketing and product management, and has successfully positioned Openet's Service Optimization Software, which enables operators to better adapt to new challenge to an increasingly dynamic and uncertain marketplace.

## CRISIS MANAGER OF THE YEAR



### Dallas Lawrence (Co-Winner)

Chief Global Digital Strategist, Burson-Marsteller

After the devastating earthquake in Japan earlier this year, the Nuclear Energy Institute (NEI), with crucial leadership from Burson-Marsteller's Dallas Lawrence, launched the @NEIupdates Twitter account, the "NEI Nuclear Notes" blog and developed video content within a branded YouTube channel to ensure that NEI would position itself as a credible source on nuclear safety and information. —RD

*PR Touchdown: "Helping to launch the military support initiative America Supports You during my time working at the Pentagon."*

**College Attended:** UC Berkeley

**Favorite Sport to Play:** Golf

**Favorite Movie:** *Anchorman*

**Best Way to Unwind from PR:** Cabernet



### Cindy Sanders (Co-Winner)

Regional Director, Public Relations, Wellpoint

When a faulty upgrade to one of the company's Web sites left some members' records exposed in 2010, WellPoint faced a major crisis. Cindy Sanders led the communications strategy, developing materials for internal teams to respond to and inform the media after the incident, helping to minimize the impact of this crisis. Her quick response and skilled management resulted in a low volume of coverage and impact to the company's reputation. —RD

*In 2012, PR will: "Continue to be integral in ensuring a company's success during the slow economic recovery."*



**Favorite Sports Team:** Atlanta Braves

**Favorite Business City:** San Francisco

**On Her iPad:** HBO Go; a trashy vampire novel

**Starbucks or Dunkin'? Dunkin', for the donuts**

### Honorable Mentions:

**Jill Allread, Principal, Public Communications Inc:** In 2010, a financial crisis threatened to shut down the Howard Brown Health Center—the nation's largest LGBTQ health service agency. Allread's guidance helped the center raise more \$658,000 dollars in 50 days, surpassing its goal, and keep its doors open.

**Dan Macuga, VP of Marketing and PR, USANA Health Sciences:** When four top executives left USANA to launch a competing company, Macuga led an initiative to minimize the negative response and protect the company's reputation. The "Tested. Proven. We are USANA" campaign highlighted the company's core strengths, rebuilding trust with key stakeholders.

**Chris Vary, Senior Vice President, Weber Shandwick:** When his client, American Airlines, faced crises that included a plane crash and a bomb threat in 2010, Chris Vary proactively leveraged social media to quickly disseminate information and dispel rumors.



## CORPORATE SOCIAL RESPONSIBILITY LEADER



### Kim Zimmer

Chief Communications Officer & Sr. VP, Global Affairs,  
Goodwill Industries International

Launched in 2010, Goodwill's Donate Movement attracted support from Levi-Strauss, Hanes and Gap among others. Under Kim Zimmer's direction, the social media team developed a strategy to generate buzz about the movement on Facebook, Twitter and other platforms. As of Nov. 2011, more than 3.7 million pounds of repurposed goods have found useful life around the globe. —RD

**PR Touchdown:** "The launch of the Donate Movement. We brought together corporations and our Goodwill membership to support this idea, and it's been growing ever since."

**Hometown:** Charlottesville, VA  
**College Attended:** James Madison

**Favorite TV Show:** *The Office*  
**Years in PR:** 20+

### Honorable Mentions:

**Paul Massey, Executive VP, Weber Shandwick:** Paul Massey works with

clients to design CSR programs that serve as business drivers and deliver impact. He collaborated on Pepsi's Refresh Project, designed to give away more than \$20 million in the U.S. to fund good ideas and move communities forward.

**Marilee McInnis, Communication Manager, Southwest Airlines:** Marilee McInnis leads Southwest's green efforts, including paperless tickets, quick aircraft turnarounds and the use of advanced avionics resulting in reduced emissions, and waste.

**Patrice Smith, Director of Public Relations, Kaiser Permanente:** Patrice Smith heads up Kaiser Permanente's Every Body Walk! campaign, a digital media initiative spreading the message that walking 30 minutes a day, five days a week can improve overall health and prevent disease.

## DIGITAL COMMUNICATIONS LEADER OF THE YEAR



### Honorable Mentions:

**Jeff Beringer, Executive Director, Digital Practice Leader, GolinHarris:** Jeff Beringer created The Bridge for GH to monitor media and find media opportunities in real time.

**Sam Ford, Director of Digital Strategy, Peppercom:** Relying on his own comprehensive research, Sam Ford developed Peppercom's approach to guiding social media recommendations.

**Jared Hendler, EVP, Global Director Digital & Creative, MWW Group:** The Dialogue Digital division, led by Jared Hendler, not only increased billings by almost 100%, but also quadrupled in size in 2010.

**Sarah Hofstetter, Senior VP, 360i:** Sarah Hofstetter helped build her Brand Strategy & Emerging Media team by adding 30 new members—a growth of 75%.

**Evan Kraus, Senior VP, APCO Worldwide:** Under Kraus' leadership, APCO published the Social EQ, a study that enables companies to more effectively plot their social media efforts.

**Holly Potter, VP Public Relations, Kaiser Permanente:** Holly Potter's team developed the interactive display exhibits at the KP Center for Total Health, and executed a multifaceted digital PR campaign for the center's opening.

### Chris Perry

President, Digital Communications,  
Weber Shandwick

Chris Perry set up an internal network at Weber Shandwick that fosters digital education and engagement via online social media courses and blogs to better position his team for its digital ventures. Furthermore, he has overseen the creation of new digital tools for Weber Shandwick clients, including the "FireBell" social crisis simulator. —Sahil Patel



**College Attended:** University of Dayton  
**Years in PR:** 15+

**Most Inspiring Athlete:** Justin Verlander  
**Favorite Movie:** *Pulp Fiction*



## IR/FINANCIAL COMMUNICATIONS EXEC OF THE YEAR



### Barb Iverson

President, Financial Services, Weber Shandwick

Under Barb Iverson, Weber Shandwick's financial services practice has seen double-digit growth since 2008. Iverson is also responsible for the agency's initiative to add financial education campaigns to its client roster. —SP

**PR Touchdown:** "Go Direct, a U.S. Treasury-sponsored campaign that has converted nearly 10 million people in the past eight years from receiving paper checks to direct deposit for their Social Security payments."

**Hometown:** Glidden, Iowa  
**College Attended:** Iowa State University

**Favorite TV Show:** *Meet the Press*  
**On Her iPad:** Lots of news sites

### Honorable Mentions:

**Keith Mabey, Vice Chairman, Dix & Eaton:** Thanks to his expertise in public relations, investor relations and government relations, Keith Mabey has become a C-suite confidante, corporate strategist and board adviser for two public companies, while counseling numerous high-stakes client engagements.



## MEDIA RELATIONS PROFESSIONAL OF THE YEAR



### Kristy Finch

Broadcast Media Director, Alpaytac

Considered the Alpaytac team's "secret weapon," Kristy Finch taps into her previous experience as a TV producer to develop unique pitches for the media. It's a strategy that has netted her clients more than 56.9 million total impressions. —SP

**PR Touchdown:** "Getting our private plane client on an ABC prime time show. The plane took the stars of the show from Los Angeles to Las Vegas and back for a special date."

**Hometown:** Milwaukee  
**Favorite Movie:** Broadcast News

**Most Inspiring Athlete:** Pat Tillman  
**Favorite Team:** Green Bay Packers

### Honorable Mentions:

**Danielle Cass, National PR & Media Relations Communications, Manager, Kaiser Permanente:** Danielle Cass helped draw awareness to KP's research and innovation efforts—doubling positive media placements for the company.

**Alison Croyle, Manager of Corporate Communications, JetBlue Airways:** During "Carmageddon," Alison Croyle's team grabbed great media coverage for providing an option to fly over the crippling gridlock for only \$4.

**Erin Howard, Account Supervisor, Peppercom:** Erin Howard guided Gevo through a successful IPO, helping the biofuel company attract coverage from top-tier outlets.

**Barry Nelson, Manager of Media Relations, John Deere:** Nelson's "quality products" message helped John Deere to five consecutive quarters of sales growth.

**Mandy Treeby, External Relations Manager, Tide Brand, Procter & Gamble:** Tide received prominent earned media coverage by providing direct disaster relief to those affected by the Joplin, Mo., tornado.

## PR PROFESSIONAL OF THE YEAR - AGENCY



### Ann Barlow (Co-Winner)

Partner & President, Peppercom West Coast

For over 20 years, Ann Barow has helped clients from start-ups to Sony and Procter & Gamble on branding, issues management and corporate reputation. As partner and president of Peppercom's West Coast operations, Barlow has helped set the agency's direction, create new offerings and grow the company. In addition, she helped create Peppercom's sustainability initiative, "GreenPepper," to build green strategies for clients. —RA

**PR Touchdown:** "Getting the trifecta of morning show appearances for an SUV safety campaign."

**College Attended:** Univ. of Illinois  
**Favorite Sports Team:** New York Yankees

**Best Business Book:** From Good to Great  
**Most Inspiring Athlete:** John Terry, Chelsea football club



### Marian Salzman (Co-Winner)

CEO, Euro RSCG Worldwide PR North America

Marian Salzman has launched a hyperlocal media relations operation while making community a key focus of the agency. She continues to be ahead of the curve, whether it's bringing people online to celebrate William & Catherine's royal wedding or securing clients such as Ford's Warriors in Pink. Salzman's four-post series, "Headstrong," chronicling her experiences with a brain tumor, appeared in the Huffington Post in 2010. She has also developed the blog series into a project for summer interns, tasking them with designing a "Year of the Brain" for the agency. —RA

**In 2012, PR will:** "Come under more scrutiny as we all become not only preoccupied with Wall Street but also with everyone who spins."

**College Attended:** Brown University  
**Years in PR:** 6 (12 in advertising before that)

**On her iPad:** The news ("I'm addicted")  
**Favorite TV Show:** Piers Morgan Tonight



### Honorable Mentions:

**Sandra Fathi, President, Affect Strategies:** Affect signed nine new clients and increased revenue by 40% in 2010, with Fathi creating innovative programs like the New York Intern Project.

**Huma Gruaz, President and CEO, Alpaytac:** Gruaz led Alpaytac's growth by acquiring 10 new accounts in 2010. She championed social media efforts for mixed martial arts outfit Bellator Fighting

Championship, resulting in 3.5 million Facebook post viewings.

**Kathleen Henson, CEO, Henson Consulting:** While increasing the agency's revenue by 50% in 2010, Henson developed a campaign for Northwestern Memorial Hospital's Bluhm Cardiovascular Institute—an innovative art display of 100 large painted hearts.

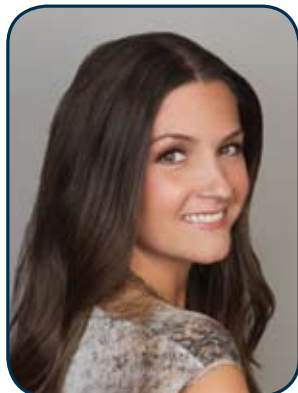
**Ed James, VP of Public Relations, Gibson Guitar (formerly President, Cornerstone PR):** In 2010 while at Cornerstone, Ed

James spearheaded campaigns for clients including Levi's and Bushmills.

**Grete Lavrenz, Principal, Chair, Food and Beverage Practice, Carmichael Lynch Spong:** Grete Lavrenz led innovative campaigns by enlisting the help of Food Network stars Alton Brown and Michael Symon for clients Diamond Crystal Kosher Salt and Calphalon, respectively.



## PR PROFESSIONAL OF THE YEAR – CORPORATE

**Heather Mitchell**

Head of Global PR & Social Media, Unilever

Working with brands such as AXE and Suave, Heather Mitchell has created a number of social media campaigns that have achieved maximum word of mouth, consumer awareness and media coverage. Mitchell created a brand voice for AXE, generating 1.8 million likes on Facebook. Mitchell has also developed innovative programs like the Suave for Men partnership with Super Bowl star Clay Matthews. —MZ

*In 2012, PR will: "Be even more creative, more solution-oriented, more nimble and more digitally savvy to secure the hearts, hands and minds of consumers."*

**College Attended:** Ohio University  
**Best Way to Unwind:** Spa day

**Favorite Movie:** *Love Actually*  
**Favorite Sport:** Running

**Honorable Mentions:**

**Debra Lynn Ross, Director, Corporate Communications, APP Pharmaceuticals:** Debra Lynn Ross worked with APP's CEO to create a monthly column for the company's intranet, and launched a quarterly magazine, *The Compass*.

**Matthew Samson, VP, Communications Manager, Huntington Bank:** Samson's well-crafted media campaigns secured placements in *The Wall Street Journal*, *The New York Times* and CNBC's *Squawk Box*.

**Kim Titus, Formerly Director of Public Relations, Samsung Mobile:** Supporting the launch of more than 60 mobile products in 2010, Kim Titus worked closely with a division president on a keynote speech that was quoted in *The Wall Street Journal* and *Forbes*.



## PUBLIC AFFAIRS PROFESSIONAL OF THE YEAR

**Mike Hotra (Co-Winner)**

Senior Vice President, APCO Worldwide

There's been one hallmark of Mike Hotra's approach to client service: delivering results. In 2010, Hotra played an instrumental role in leading the public affairs campaign around the United and Continental Airlines merger. His team prepped the CEOs of both airlines for congressional hearings, which included stakeholder mapping, policy research, drafting testimony and preparing briefing materials. In addition, Hotra has trumpeted for the adoption of better hiring standards of outside counsel for the States' Attorney Generals and helped an oil-spill response company be cited in approved federal permits as a reason to resume energy exploration and development in the Gulf of Mexico. —SP

*In 2012, PR will: "Push digital deeper into our clients than ever before —ready or not."*

**Hometown:** Arlington, VA  
**College Attended:** Syracuse University

**Favorite Sports Team:** Boston Red Sox  
**Favorite Sports:** Lacrosse and rowing

**Karen Oliver (Co-Winner)**

Senior Vice President, Porter Novelli

Karen Oliver's robust public affairs portfolio includes leading the team working on public education and outreach for the IRS, as well as other consumer education and product campaigns for organizations such as the Council for Responsible Nutrition, PBS, United Way and the Pfizer Foundation. In 2011, she led a communications effort to help the IRS' Small Business/Self-Employed Division become a valuable resource for small businesses. The campaign included an Internet media tour that directed small businesses to the division's Web site and securing 14 interviews with relevant media and resource sites. The campaign generated 10 million impressions and increased traffic to the IRS site by 10% within the first week it was launched. —SP

*What's Sexier: Page 1 placement in WSJ or a video that goes viral? "It's a toss-up, like trying to decide between Ryan Gosling and Bradley Cooper for People's Sexiest Man of the Year."*

**Hometown:** Jacksonville, FL  
**College Attended:** University of Florida

**Best Business Book:** *Blink*  
**Favorite Movie:** *Mr. Smith Goes to Washington*

**Honorable Mention:**

**Suzanne Zurn, Vice President, Waggener Edstrom Worldwide:** Merging public affairs with digital, Suzanne Zurn convinced the U.S. Chamber of Commerce's Global Intellectual Property Center to implement a cost-per-action campaign.



## PR TEAM LEADER



## Brett White

Vice President, MWW Group

As the day-to-day account manager for Samsung Mobile, Brett White led the PR team in launching the brand's Galaxy S Android phone in 2010. The campaign spanned eight months, included three launch events, multiple media tours and generated 2.6 billion media impressions. White motivates his team by recognizing its achievements and creating an open door policy that contributes to high morale. —RD

*In 2012, PR will:* "Become even more virtual and less driven by in-person experiences. The days of desk-side briefings and relationship building with media and clients seem to be moving toward Web conferencing and phone briefings."

Hometown: Overland Park, KS

College Attended: Texas Christian Univ.

Favorite Sport to Play: Soccer

Top Business Book: Moneyball

## Honorable Mentions:

**Kristin Binns, VP of Public Relations, WellPoint:** Kristin Binns created WellPoint's first PR mentor and professional development program.

**Kris Garvey, Executive VP, General Manager, Weber Shandwick:** In 2010 Garvey executed two of Oscar Mayer's biggest product launches in its history: Carving Board Meats and Lunchables with Fruit.

**Amber Meredith, Managing Director, Consumer Group, Marina Maher Communications:** Amber Meredith led the 2010 campaign to celebrate Covergirl's 50th anniversary, gaining coverage in *People* and *WWD*.

**Ana Nennig, EVP, Global Brand Director, Euro RSCG Worldwide PR:** Ana Nennig's success with Sears' and other clients' social media initiatives helped drive significant revenue for them in 2010.

**Jody Venturoni, President, Weber Shandwick Southwest:** Jody Venturoni empowers her staff of 125 to create a positive culture through the Army of Fun, a team-building internal program.

## Honorable Mentions:

**Joseph Cohen, Group Vice President, MWW Group:** Known for his ability to "live the 24-hour news cycle," Joseph Cohen and his team's Mother's Day Spot a Mom campaign for 1-800-Flowers.com was recognized as one of the year's best.

**Jessica Kleiman, VP, Public Relations, Hearst Magazines:** Kleiman oversees PR for iconic media brands *Cosmopolitan*, *ELLE*, *O*, *The Oprah Magazine* and *Esquire*, as well as their digital counterparts online and in the mobile space.

**Stan Rosenfield, President, Stan Rosenfield & Associates:** On top of representing past and present A-list clients like De Niro, Clooney, DeVito and Sheen (Charlie), Stan Rosenfield has shared his vast entertainment PR knowledge with students at UCLA, USC and Loyola University.

## PUBLICIST OF THE YEAR



## Phil Zimmerman

Senior Publicist, Jeopardy!/CBS Television Distribution

*Answer:* This man vs. machine TV event became one of Jeopardy!'s most publicized events in its 27-year history. *Question:* What is Jeopardy! The IBM Challenge. Phil Zimmerman's work in positioning the historic Jeopardy! champions vs. IBM's Watson computer was anything but robotic. Working closely with IBM and Jeopardy! execs, Zimmerman secured 92 broadcast and 65 top-tier print interviews, and developed dozens of ideas that inspired jokes on every late-night and daytime talk program. —Scott Van Camp

*Who is smarter, Watson or Alex Trebek?* "While Watson is fast on the buzzer, I'm going with Alex."

Hometown: Hometown, PA

College Attended: Lycoming College (PA)

Most Inspiring Athlete: Dara Torres

Favorite Movie: The Social Network



## SOCIAL MEDIA PROFESSIONAL OF THE YEAR



## Bonin Bough

Global Head of Digital, PepsiCo

Tasked with getting PepsiCo on the social media map and into the hearts and minds of online brand influencers, Bonin Bough has been instrumental in integrating digital media into PepsiCo's overall brand vision and growth strategy. He is credited with bringing PepsiCo to SXSW, as well as spearheading Gatorade Mission Control, PepsiCo10 and the Pepsi Refresh Program. —SVC

*In 2012, PR will:* "Continue to be a discipline at the leading edge of digital and social. But I hope it will become more part of the marketing mix."

Hometown: New York City

Favorite Team: New York Giants

Best Business City: Berlin

Favorite Movie: Spaceballs

## Honorable Mentions:

**Meredith Chapman, Senior News Editor, University of Delaware:** Chapman has

brought UD up to social speed, creating a social media guide and student portal.

**Stacy DeBroff, CEO, Mom Central Consulting:** DeBroff drove successful 2010 campaigns for BofA and Whirlpool.

**Vince Golla, Director of Digital Media and Syndication, Kaiser Permanente:** Golla led PR for KP's customer service Twitter account, handling 1,000 inquiries from May-Dec. 2010.

**Tim Haran, Manager, Social Media Content, USANA Health Sciences:** Haran melds his award-winning blog, What's Up, USANA? with Facebook and Twitter.

**Ashley Howland, Social Media Manager, Baylor Health Care System:** In 2010, Howland increased Baylor's fans/followers by more than 140% over the previous year.

**Greg Swan, VP, Weber Shandwick Minneapolis:** Swan's work on Army Strong Stories led to more than 1.5 million site visits.

Like father, like son.\*



\*Son knows more about technology.

Congratulations, Richard

*PR News Hall of Fame, 2011*

[www.edelman.com](http://www.edelman.com)  
[www.facebook.com/edelman](https://www.facebook.com/edelman)  
[www.twitter.com/EdelmanPR](https://www.twitter.com/EdelmanPR)





# HALL OF FAME



## John Deveney

### President, Deveney Communication

John Deveney likes to lead people into PR battle. Whether establishing on-site communications operation and media centers during hurricanes Katrina and Rita, or creating and leading the Louisiana Office of Tourism's response to the BP oil spill, he gets great satisfaction from leading teams of others—and making them better communicators. Enthusiasm has fueled Deveney's communications success, as he moved through government, hospitality, education and healthcare sectors before opening his own agency in 1996. Deveney, who made *PR News*' first 15-to-Watch list in 2000, has some advice for this year's crop: "To achieve balance, discover who you are. What brings you joy? What are your passions and priorities? It takes a lifetime and true effort to discover these things. But as you discover them, let them direct you: Do what you love and do it in your own way." —SVC



## Richard Edelman

### President & CEO, Edelman

For 60 years Edelman has remained an independent, family-owned agency. For Richard Edelman, that's a source of deep pride. "Our independence has allowed us to consistently put the interests of our clients and employees first, and to invest in our company and its future," he says. The agency's president and CEO since 1996, Edelman has extensive experience in marketing and reputation management, and has counseled several countries on economic development programs, including Egypt, Israel and Mexico. Today he is charting a course for "public engagement," which reflects the evolution of business as a positive force in society, and calls for business to participate meaningfully in the continuous global conversation. "Public engagement is policy and communication unified to realize the full aspiration of PR," says Edelman. "Our role as practitioners is to have one foot planted in policy and the other in communications." —SVC



## Roger Frizzell

### Chief Communications Officer, PG&E

After eight years as VP of corporate communications at American Airlines, in October 2011 Roger Frizzell moved on to California-based energy company PG&E, becoming its chief communications officer. And just like he did at American, Frizzell will concentrate on improving customer service while cementing PG&E's reputation—both externally and internally. "The most successful companies are those that work night and day to build deep, solid relationships with their customers and employees," says Frizzell. A four-time All-American wrestler from Univ. of Oklahoma, Frizzell is used to grappling with tough PR problems. On that end, Frizzell advises not to be afraid to fail. "Think outside the box, and don't be afraid to take risks," he says. —SVC

From crises to cars to customer service (and beyond), our 2011 PR Hall of Fame inductees have experienced great communications success in the past, but also have a clear vision for PR's future. *PR News* congratulates them all. See extended versions of their profiles at [prnewsonline.com/prpeople2011](http://prnewsonline.com/prpeople2011).

## Mary Henige

### Director, Social Media & Digital Communications, General Motors

To say that Mary Henige has seen it all at General Motors would not be an overstatement. It's been 25 years since Henige began her career as an exhibit representative at GM's former World of Motion pavilion at Epcot Center, Walt Disney World, in Orlando, Fla. Since that time, she has held a variety of communications positions with the iconic American car manufacturer. While today's work just may be her most important—putting the revitalized GM in the hearts and minds of the online public—it's the communicators coming up through the ranks that give her a thrill, as she has led GM's communications internship program for nearly a decade. "I've learned so much from these new professionals—they renew my enthusiasm for this profession," says Henige. —SVC



## Dave Senay

### President and CEO, Fleishman-Hillard

Dave Senay has worked across multiple communications practices throughout several regions of the world—including Europe, the Middle East and Africa—leading account teams in industries ranging from telecommunications and information technology to healthcare, food and automotive. Senay was named president and CEO of Fleishman-Hillard in July 2006, and made a full-fledged commitment to "switch on" the agency, integrating digital into every aspect of the business. His proudest accomplishment: "Growing one of the world's premier communications firms in an era of great economic challenge and industry change, while maintaining a culture of respect for the individual that attracts the world's best talent." —SVC



## Melissa Waggener Zorkin

### CEO, President & Founder, Waggener Edstrom

In 1983, Waggener Zorkin formed an agency with business partner Pam Edstrom. Today, Waggener Edstrom has grown to more than 800 employees, a fact that Waggener Zorkin takes great pride in. "Without a doubt my proudest accomplishment has been our ability to build a large, independent agency that continually gets and keeps great people," she says. While giving props to employees, it's well known that Waggener Zorkin takes a hands-on approach to leadership, continually expanding into new practice areas, serving global healthcare, consumer PR and marketing, corporate communications and public affairs clients. She believes that even with the advent of digital and integrated influence, "the essence of relationships, storytelling, engagement and driving all of those to impact is intrinsically tied to the future of PR." In other words, with communications, it's back to the future. —SVC



# 15 PRNews to Watch

In the game of football, there's nothing like a veteran lineman who uses years of experience and guile to make the big blocks that lead to TDs. But there's also something to be said for that second-year receiver who has the youthful enthusiasm, thirst for knowledge and flexibility to make the great catch for a key first down. The latter qualities are possessed by this year's group of 15-to-Watch PR pros (agency and corporate/nonprofit). As you'll discover, though, these up-and-coming pros already know the X's and O's—contributing mightily to winning PR initiatives. (Read extended profiles of our 15-to-Watch pros at [prnewsonline.com/prpeople2011](http://prnewsonline.com/prpeople2011).)



**Hometown:** Dayton, Ohio  
**College Attended:** Saint Louis University  
**Years in PR:** 3  
**Favorite Sports Team:** Dayton Flyers basketball  
**Favorite Sport to Play:** Soccer  
**Most Inspiring Sports Figure:** John Wooden  
**Favorite Movies:** *Garden State*, *The Royal Tenenbaums*  
**Favorite Business City:** Boston  
**Best Way to Unwind from PR:** Running in Central Park  
**Best Business Book:** *Catching the Big Fish* by David Lynch  
**Starbucks or Dunkin'?** Dunkin'  
**Favorite TV Shows:** *Mad Men*, *Curb Your Enthusiasm*

Lauren Begley is a key member of the Innovation Team at Peppercom and is the founder and editor of Innovation Mill, a monthly newsletter on industry innovation and best practices that is delivered to 1,400 people, and which 25-year-old Begley also counts as the PR TD she's most proud of in her young career. —SP

**What's Sexier? Page 1 placement in the *WSJ* or a video that goes viral?** "I'd take either, as long as the placement falls in line with the campaign objectives and hits the target audience."



**Hometown:** Atlanta  
**College Attended:** University of Georgia  
**Favorite PR Teacher:** Dr. Lynne Sallot  
**Favorite Sports Team:** UGA Bulldogs  
**Favorite Sport to Play:** Kickball with the PN team  
**Most Inspiring Athlete:** Cancer survivor Terry Fox—"He ran across Canada to raise awareness for cancer research."  
**Favorite TV Show:** *Mad Men*  
**Favorite Movie:** *It's a Wonderful Life*  
**Foursquare "Mayor" of:** "Porter Novelli Atlanta and my daughter's preschool."

29-year-old Dawn Brun took client HP's Innovation Summit to heart by developing a "custom cupcake experience" that allowed attendees to personalize cupcakes online, and then receive those personalized cupcakes with packaged QR codes showing how HP technology went into creating the custom packaging. —SP

**Coach's Comment:** "Dawn is an excellent manager to junior staff, sharing best practices and keeping her team accountable."

— Soon Mee Kim, Executive Vice President, Porter Novelli





**Hometown:** Malvern, Pa.  
**College:** George Washington University  
**Favorite Sports Team:** Whoever her husband is watching (that means the Red Sox and Patriots)  
**Favorite Sport to Play:** Soccer  
**Most Inspiring Athlete:** Abby Wambach  
**Favorite TV Show:** *Law and Order*. All of them.  
**Favorite Movie:** *Say Anything*  
**Cable, Streaming or Both?** Both  
**Starbucks or Dunkin'?** Dunkin'  
**Foursquare Mayor of:** "I'd be a Mayor of SKDK if I remembered to check in."

In the past year, 29-year-old Nell Callahan secured over 2 million media impressions for client 826 National's event that featured actor James Franco, doubled the Association of American Railroads' social media following and brought prime media attention to Reading Is Fundamental, a federal program that is at risk of being cut. —SP

**PR Accomplishment Most Proud of:** "Reframing the debate on Guantanamo detainees, and playing an important role in the successful fight to grant the detainees habeas corpus."



**Hometown:** Los Angeles  
**College Attended:** University of Virginia (undergrad), University of Southern California (graduate)  
**Favorite Sports Team:** New England Patriots. "Go Pats!"  
**Favorite Sport to Play:** Football  
**Most Inspiring Athlete:** Drew Bledsoe  
**Android, iOS or RIM?** Android  
**Favorite Work App:** Evernote  
**Favorite Play App:** Spotify. "Simply awesome."  
**Social Media Platform Used the Most:** LinkedIn  
**Cable, Streaming or Both?** Streaming only  
**Starbucks or Dunkin'?** Starbucks for a skinny vanilla latte

Brad Chase is no stranger to leadership roles. Prior to becoming a partner at Capitol Media Partners in 2011, he oversaw all internal and external communications for DaVita, a Fortune 500 company with a market cap of \$6 billion and 34,000 employees. —SP

**Coach's Comment:** "Brad was thrust into filling my role [at DaVita], and handled the challenge with great success. It was a no-brainer to recruit him to join my firm."

— Richard Grenell, founder of Capitol Media Partners



**President at Birth:** Reagan  
**Hometown:** Baton Rouge, LA  
**College Attended:** Loyola University New Orleans (School of Mass Communication)  
**Favorite PR teacher:** J. Cathy Rogers, PhD  
**Favorite Sports Team:** LSU  
**Favorite Sport to Play:** Football  
**Most Inspiring Athlete:** Troy Polamalu—"Love the hair and the attitude!"  
**Foursquare "Mayor" of:** "My house, my neighborhood, my workspace and multiple restaurants in Texas and Louisiana."  
**Favorite TV Show:** *Hoarders*

Brian Conway has helped lead the charge in increasing client American Airlines' listening and engagement efforts with its customers. This drive extends to social media as AA used Twitter to help a concerned flyer receive updates on—and ultimately make—a connecting flight. The story was featured by a Dallas NBC affiliate. —SP

**Proudest PR Accomplishment:** "Developing and communicating a corporate social media crisis response plan for an industry-leading airline. Knowing that the plan is going to be the standard for an entire company gives me a tremendous feeling of pride."



**Hometown:** Houston  
**College Attended:** University of Texas at Austin  
**Favorite PR teacher:** Bill Carner—"A brilliant but relatable teacher who made you love to learn more."  
**Favorite Sports Team:** Texas Longhorns  
**Favorite Sport to Play:** Golf  
**Most Inspiring Athlete:** Kevin Durant  
**Favorite TV Show:** *The X Factor*  
**Favorite Movie:** *Dazed and Confused* ("Great movie, filmed in Austin")  
**Cable, Streaming or Both?** Both  
**Starbucks or Dunkin'?** "Neither. Not a coffee girl."

Lauran Driver worked with client General Mills to enhance social media efforts for the Yoplait brand, resulting in an increase of 92% for Yoplait's natural level of online conversation, plus a lift of 458% of average engagement per Facebook post. Her social media expertise also increased Facebook engagement for four of client Hershey's brands. —Marly Zimmerman

**Proudest PR Accomplishment:** "Helping build up a successful interactive and analytics practice at WCG from five people to over 40 in two years."



**Hometown:** San Francisco  
**College Attended:** San Diego State University  
**Favorite Sports Team:** San Diego Chargers  
**Favorite Sport to Play:** Soccer  
**Most Inspiring Athlete:** Joe Montana  
**Android, iOS or RIM?** None—  
 “Windows! Come on, I live in Seattle.”  
**Favorite Work App:** “Relaxer” app  
 —“Settings such as Concentration, Anxiety-Free and Creativity keep me going during the day.”  
**Favorite Play App:** Foursquare  
**Foursquare “Mayor” of:** The Seattle Monorail Station at Seattle Center

Although Kelly Hamor has been with Weber Shandwick for less than a year, she has successfully led her global communications team on a project for Samsung’s Global Visual Display team to enhance buzz around the world’s first Smart TV. Hamor led the product rollout in an eight-country tour of “Samsung Regional Forums,” where she drove the press conference ideation, script and executive counseling. —MZ

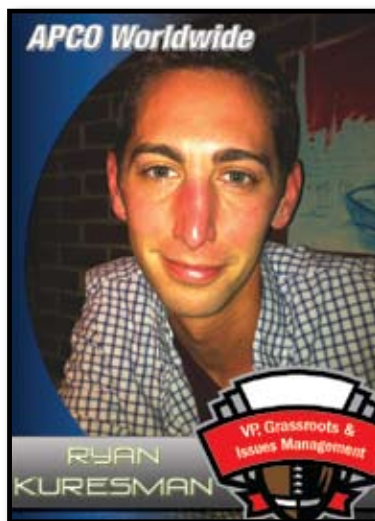
**Proudest PR Accomplishment:** “Helping a left-brained engineer speak creatively and concisely about a product he is so passionate about.”



**Hometown:** Monaca, PA  
**College Attended:** Penn State University  
**Favorite Teacher:** Gus Colangelo, management professor  
**Favorite Sport to Play:** Tennis  
**Most Inspiring Athlete:** Bethany Hamilton  
**Favorite TV Show:** Project Runway  
**Favorite Movie:** Dirty Dancing  
**Starbucks or Dunkin’?** “Starbucks for fancy drinks, Dunkin’ for straight coffee.”  
**Android, iOS or RIM?** RIM  
**Favorite Work App:** Twitter  
**Favorite Play App:** Facebook

When Kelly Kalmar wasn’t volunteering to help the city of Pittsburgh win the bid to be the 2012 host city of the One Young World global youth leadership summit, a Euro RSCG initiative, she was working to introduce client Bayer MaterialScience’s new EcoCommerical Building (ECB) business unit. In addition to gaining strong coverage of the launch event, Kalmar’s efforts resulted in 10 businesses signing on in the first six months, from the process of forming an ECB Council. —MZ

**Best Piece of PR Advice So Far:** “Save a copy of *everything*. You never know when permissions will be called into question.”



**Hometown:** Silverdale, WA  
**College Attended:** University of Washington  
**Favorite TV Show:** *It’s Always Sunny in Philadelphia*  
**Android, iOS or RIM?** RIM, though coveting iOS  
**Favorite Work App:** *New York Times* (“well, only kind of for work”)  
**Favorite Play App:** Kayak  
**Best Media Hit So Far:** *Washington Blade*, Pet of the Week (“completely self-serving pitch for me and my cat”)

Ryan Kuresman has led public education efforts for the national Sick of Lawsuits campaign, a project of the American Tort Reform Association. Built around his interactive vision, the platform has become a hub for grassroots communities to connect and converse. Additionally, two campaigns driven by Kuresman with the American Public Transportation Association, “I <3 Transit” and “Don’t X Out Public Transit” resulted in a successful calls for action against proposed funding cuts. —MZ

**Best Piece of PR Advice So Far:** “Always be prepared or, at least, look like you are.”



**Hometown:** Rochester, NY  
**College Attended:** American University (undergrad), George Washington University (graduate)  
**Favorite Sports Team:** Buffalo Bills  
**Favorite Sport:** Running  
**Most Inspiring Athlete:** Abby Wambach—“She went to my high school.”  
**Favorite TV Show:** *Top Chef*  
**Cable, Streaming or Both?** Cable  
**Starbucks or Dunkin’?** Starbucks  
**Android, iOS or RIM?** Android  
**Favorite Play App:** 7 Little Words  
**Social Media Platform You Use the Most:** Facebook

While working toward her master’s in public health from George Washington University (which she will earn December 2011) Elizabeth Osborn is simultaneously leading media and marketing efforts for Best Bones Forever!, a campaign that landed on the lawn of the White House with an accompanying dance by the First Lady. Additionally, under Osborn’s social media leadership, the National Women’s Health Week campaign became a top trending topic on Twitter. —MZ

**Best Media Hit So Far:** “I developed an unpaid partnership with Meredith, which resulted in ads in nine of its publications.”





**Hometown:** Middletown, NJ  
**College Attended:** College of the Holy Cross (MA); one year at University of Leon, Spain  
**Favorite PR Teachers:** On-the-job mentors like Pat Ford, Jim Cunningham and Susan Vitale  
**Favorite Sports Team:** 1996 Chicago Bulls  
**Favorite Activities:** Trapezing, zip-lining and go-kart racing  
**Most Inspiring Athlete:** Lance Armstrong  
**Favorite Movie:** *Dirty Dancing*  
**Starbucks or Dunkin'?** Dunkin' because it's cheaper  
**Android, iOS or RIM?** BlackBerry for work; iPhone for personal use  
**Favorite Play App:** iBook

Caitrin O'Sullivan's work with the City of New York's Board of Elections drew rave reviews, thanks to a Twitter voting-response stream she created and executed for Election Day 2010. In addition, O'Sullivan's social media expertise was key in helping the Nuclear Energy Institute calm fears in the U.S. after nuclear plants were damaged in Japan from the earthquake and tsunami. Overnight, O'Sullivan helped create an NEI Twitter account, blog and YouTube channel. —MZ

**Proudest PR Accomplishment:** "That I was able to join a large agency and quickly identify and embrace its entrepreneurial spirit."



**President at Birth:** Reagan  
**Hometown:** Ellicott City, MD  
**College Attended:** University of Maryland, College Park  
**Favorite Sports Team:** Baltimore Ravens  
**Most Inspiring Athlete:** Drew Brees—volunteer work has helped rebuild New Orleans  
**Favorite Sport to Play:** Kickball  
**Favorite TV Show:** *Modern Family*  
**Favorite Movie:** *When Harry Met Sally*  
**Android, iOS or RIM?** Android  
**Favorite Work App:** Pulse (news aggregator)  
**Favorite Play App:** Urban Spoon  
**Most Used Social Media Platform:** Twitter

Sarah Pfeiffer led an online content integration effort for budding entertainment/women's lifestyle property Sugar Inc.; the first article in the three-part series, including messages about the client's health awareness campaign, reached 2 million PopSugar readers. In addition, Pfeiffer's health-centric clients have received coverage in pubs like *USA Today*, *Seventeen* and *Health*, and on *The Dr. Oz Show*. —MZ

**Best Media Hit So Far:** "Working with *Real Simple* on a large health feature over the course of this year, that finally came to fruition as the first article in the magazine's history to highlight my client's brands."



**Hometown:** Born in Caracas, Venezuela; raised in Churchville and Doylestown, PA  
**College Attended:** New York University, College of Arts & Sciences  
**Most Inspiring Athlete:** Novak Djokovic  
**Favorite TV Show:** "Too many—my DVR is about to explode."  
**Favorite Movies:** *Stepbrothers*, *National Treasure*  
**Cable, Streaming or Both?** Cable  
**Starbucks or Dunkin'?** Dunkin'  
**Android, iOS or RIM?** RIM  
**Favorite Work App:** Opentable  
**Favorite Play Apps:** Shazam, Fandango

Starting as an intern and reaching the rank of associate VP, David Semanoff has attained widespread media coverage for chefs like Jim Lahey (Sullivan Street Bakery) and Tony Mantuano (Spiaggia), including spots on *The Martha Stewart Show*. Semanoff's work on the Spiaggia account resulted in Mantuano's appearance on *Top Chef Masters*, serving as a guest judge of a cooking match at the U.S. Open. —MZ

**Best Piece of PR Advice Received:** "Keep your pitches short and sweet, read the media (get to know it all), leverage your relationships wisely, don't be afraid for the no and don't stop until you hear no."



**Hometown:** Trumbull, CT  
**College Attended:** Vassar College (undergraduate); Columbia University Graduate School of Journalism  
**Favorite Activities:** Biking, swimming and tennis  
**Favorite TV Show:** *The Wire* (all-time); *Downton Abbey* (current)  
**Starbucks or Dunkin'?** "Neither. My local café."  
**Android, iOS or RIM?** "RIM, but I really want an iPhone."  
**Favorite Work App:** StressToy  
**Favorite Play Apps:** Angry Birds and RealRacing2HD  
**Social Media Platform Used the Most:** Facebook and Twitter

Radha Ahlstrom-Vij leverages her media expertise to build global brands for clients, including Foundation for Art and Preservation in Embassies, the Stanford Graduate School of Business and Softtek. While her own ghostwriting for clients has appeared in *Forbes*, *Time* and *Fortune*, she has also helped win coverage for clients in top-tier publications. —MZ

**Proudest PR Accomplishment:** "I've written bylines on topics that I'd never dreamed I'd be able to master for some pretty amazing people."





**President at Birth:** Reagan  
**Hometown:** Harleysville, PA  
**College Attended:** University of Maryland  
**Favorite Sports Team:** Philadelphia Phillies  
**Favorite Sport to Play:** Kickball  
**Favorite TV Shows:** *True Blood* and *Modern Family*  
**Favorite Movie:** *Ferris Bueller's Day Off*  
**Cable, Streaming or Both?** Cable  
**Starbucks or Dunkin'?** Dunkin'  
**Android, iOS or RIM?** "Recently converted to iOS and love it."  
**Favorite Work App:** Dictionary.com  
**Favorite Play App:** Food on the Table

To promote client Freshii, a quick-service restaurant, Jamie Watt Arnold coordinated a grand-opening celebration that attracted Baltimore Mayor Stephanie Rawlings-Blake and secured nearly 70 media hits in outlets such as *The Baltimore Sun* and *Style Magazine*. —MZ

**Coach's Comment:** "Jamie leads our internship program, mentoring college students—many of whom have gone on to careers in PR."

—Amy Burke Friedman, Vice President, Profiles



**Hometown:** Houston  
**College Attended:** Marquette University  
**Favorite Sports Team:** Marquette Golden Eagles  
**Favorite Sport to Play:** Basketball  
**Most Inspiring Athlete:** Jimmy Butler, former Marquette player now with the Chicago Bulls  
**Favorite Movie:** *Top Gun*—"Tower, this is Ghost Rider requesting a flyby."  
**Starbucks or Dunkin'?** "Neither—I'm caffeine free."  
**Android, iOS or RIM?** iOS—"I'm on my third iPhone and loving it."  
**Favorite Work App:** TweetDeck  
**Favorite Play App:** *People Magazine*

A two-year veteran at Bracewell & Giuliani, 24-year-old Caitlin Andrews is a key member of the firm's media training team, as well as its "minute mentoring" team that organizes events in Washington D.C. and New York for women leaders to meet rising stars in PR. For one of B&G's many clients in the energy field, Andrews created a matrix to help the client stay up-to-date on public and industry sentiments and assisted in strategy decisions. —BM

**Best Media Hit So Far:** "A *New York Times* front-page, above-the-fold story about a new, complex offshore wind transmission line project."

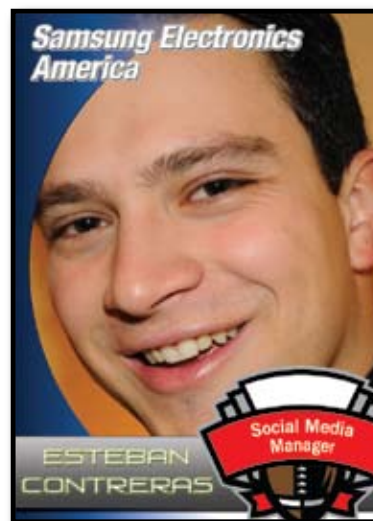


**President at Birth:** Reagan  
**Hometown:** Hanson, MA  
**College Attended:** Eastern Nazarene College (MA)  
**Favorite PR Teacher:** "My supervisor, Heather Connor."  
**Favorite Sports Team:** Boston Celtics  
**Favorite TV Show:** *Walking Dead*  
**Favorite Movie:** *Raging Bull*  
**Cable, Streaming or Both?** Both  
**Starbucks or Dunkin'?** Dunkin'  
**Best Media Hit So Far:** "Boston Globe and WBZ News Radio coverage from a multimedia press release issued in February 2011 on the grand opening of our state-of-the-art research facility."

In her three years as a member of the communications team at EMD Serono, 30-year-old Erin Beals has helped redesign the company's Web site, launched the EMD Serono Facebook page, facilitated the opening of a \$65 million research facility and communicated company updates and priorities to employees. —BM

**Best Piece of PR Advice Heard So Far:** "Mistakes are going to happen—it's what you learn from those mistakes and how you overcome them that makes you successful."

—Renee Connolly, VP of Communications, EMD Serono



**Hometown:** Guatemala City, Guatemala  
**College Attended:** Southern Methodist University  
**Favorite Sports Team:** FC Barcelona  
**Favorite Sports to Play:** Soccer, basketball  
**Most Inspiring Athlete:** Michael Jordan  
**Favorite TV Show:** *Mad Men*  
**Favorite Movie:** *The Social Network*  
**Cable, Streaming or Both?** Streaming  
**Foursquare Mayor of:** "My dog park, gym and a few restaurants in Jersey City, NJ."

Samsung's social media manager since January 2010, Esteban Contreras leads strategy and management of the brand's social platforms. Contreras maintains his own informative blog—estebancontreras.com—featuring interviews social media heavy hitters like CitiBank's Frank Eliason and Buddy Media's Michael Jandl, among others. —BM

**Best Piece of PR Advice So Far:** "Leverage technology, cultivate relationships, create content and be proactive."

# Julie Harkavy Fisher

Account Director/Supervisor of Year

# Janet Helm

Blogger of the Year

# Chris Vary

Crisis Manager of Year

# Chris Perry

Digital Communications  
Leader of Year

# Kris Garvey

# Jody Venturoni

PR Team Leader

# Brian Conway

# Kelly Hamor

PR News' 15-to-Watch

# Paul Massey

Corporate Social  
Responsibility Leader

# Barb Iverson

Investor Relations/Financial Communications Exec of Year

# Greg Swan

Social Media Professional of Year

Best of luck to all Weber Shandwick's  
finalists — and to the rest of today's  
nominees as well. We could not be  
more proud.

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WEBER SHANDWICK

Advocacy starts here.



**Hometown:** Farmington Hills, MI  
**College Attended:** Michigan State  
**Favorite Sports:** Running and yoga  
**Most Inspiring Person:** GM's Mary Barra, VP, Global Product Development  
**Favorite TV Show:** *Grey's Anatomy*  
**Favorite Movie:** *Caddyshack*  
**Android, iOS or Rim?** iOS  
**Favorite Work App:** Twitter  
**Favorite Play App:** Bejeweled and Solitaire  
**Social Media Platform Used the Most:** Facebook  
**Foursquare "Mayor" of:** "My floor at work and the gym I go to."

Jennifer Ecclestone turned her in-school internship at GM into a full-time position, and is now in charge of coordinating social media and communications for GM's Southeast Region. Focusing on grassroots, diversity, student and community outreach, in October Ecclestone led a workshop on GM's turnaround at the PRSA 2011 International Conference. —BM

**Proudest PR:** "Making it on the *PR News* 15-to-Watch list."



**President at Birth:** Reagan—"We also share the same birthday."  
**Hometown:** Manchester, NH  
**College Attended:** Simmons College, MA  
**Favorite PR teacher:** "My current boss, Dr. Jim Culley."  
**Favorite Sports Team:** Boston Celtics  
**Favorite Sport to Play:** Volleyball  
**Most Inspiring Athletes:** The 1996 U.S. Olympics gymnastics team  
**Favorite TV Show:** *Real Housewives of New Jersey*—"My guilty pleasure."  
**Favorite Movie:** Tie—*A League of Their Own* and *My Big Fat Greek Wedding*

Olga Karagiannis was a key player in the creation of the Hologic4Women Ning network, the online counterpart to Hologic's first-ever Women's Leadership Initiative. The 26-year-old Karagiannis has also led media relations efforts to gain national attention for its breast health, skeletal health and diagnostic businesses, landing coverage on the medical show *The Doctors* and *Good Morning America-Health*. —BM

**Proudest PR Accomplishment:** "When a woman writes the company saying a project I worked on empowered her to get a breast screening exam when she normally wouldn't have gotten one."



**Hometown:** Bellmore, NY  
**College Attended:** SUNY Geneseo  
**Favorite Sports Team:** NY Jets  
**Favorite Sport to Play:** Kickball  
**Favorite Movie:** *Bridget Jones' Diary*  
**Cable, Streaming or Both?** Both  
**Starbucks or Dunkin'?** "Starbucks all the way."  
**Android, iOS or RIM?** Android  
**Favorite Play App:** "I enjoy my husband's Fruit Slice game."  
**Best Media Hit So Far:** A segment on *The Ellen DeGeneres Show* for an educational game client b EQUAL, which was launching an animal trivia game, Madagascar

The pairing of Jacalyn Lee with the XO Group (formerly known as The Knot) is clearly a match made in heaven. Lee leads all communications initiatives for The Knot, WeddingChannel.com, The Nest and The Bump. For the biggest wedding event of recent memory—the Royal Wedding in April 2011—Lee's media relations work resulted 48 TV and radio segments, 38 print and online articles and more than 117 million impressions of XO Group brands. —SVC

**PR Advice for Other Up-And-Comers:** "Be hungry—not just for hits, but for achieving goals in life and career."



**Hometown:** Pittsburgh, PA  
**College Attended:** Allegheny College, Meadville, PA  
**Favorite Sports Team:** Pittsburgh Steelers  
**Favorite Sport to Play:** Swimming  
**Most Inspiring Athlete:** Any Olympic swimmer  
**Favorite TV Show:** *True Blood*  
**Favorite Movie:** *Dirty Dancing*  
**Starbucks or Dunkin'?** "Dunkin' Donuts... all the way."  
**Foursquare "Mayor" of:** "The Hershey Company" & "Universal Nail Studio"  
**Favorite Work App:** Delta Airlines—"Mobile check-in is a life saver."

After just one year at The Hershey Company, Anna Lingeris assumed in-house leadership of the development and execution of all of the company's brand and CSR PR initiatives. In eight months, Lingeris grew Hershey's PR spend by 65% and made significant strides in the promotion of major Hershey brands such as Hershey's Air Delight, Pieces Candy, Reese's Minis and the reformulated Hershey's Milk Chocolate. —SVC

**Best Media Hit So Far:** "Reese's Peanut Butter Cups and the social media activity surrounding the NCAA that was featured in *USA Today*."





**Hometown:** Caracas, Venezuela (currently living in Mexico City)  
**College Attended:** Andrés Bello Catholic University  
**Favorite Sports Team:** Barcelona Football Club  
**Favorite Sport to Play:** Water-skiing  
**Most Inspiring Athlete:** Bethany Hamilton (surfer)  
**Favorite TV Show:** *Project Runway*  
**Android, iOS or RIM?** iOS  
**Favorite Work App:** Diageo Touch  
**Favorite Play App:** Angry birds  
**Social Media Platform Used the Most:** Facebook

Karen Nichols began her stint at Diageo Venezuela in 2005, in charge of Johnnie Walker Red Label's brand initiatives. Since a move to Mexico in 2008 to lead Diageo PR efforts there, Nichols has developed the "Guardian Angel" responsible drinking project—a campaign replicated in a dozen Diageo markets worldwide—and played a critical role in all three cause-related Buchanan's Forever campaigns. —SVC

**Best Media Hit So Far:** "Buchanan's and Sting on the cover of *Reforma Newspaper* for an exclusive gathering with teachers in order to discuss opportunities around improving education."



**Hometown:** Bay Saint Louis, MS  
**College Attended:** University of Southern Mississippi  
**Favorite PR teacher:** Margaret Williams  
**Favorite Sports Team:** New Orleans Saints  
**Favorite Sport to Play:** Cross-country running  
**Most Inspiring Athlete:** Drew Brees  
**Favorite TV Show:** *Modern Family*  
**Cable, Streaming or Both?** Cable  
**Starbucks or Dunkin'?** "Neither—CC's Coffee House in New Orleans."  
**Android, iOS or RIM?** RIM  
**Favorite Work App:** Quickoffice

Ashley Roth's PR expertise has carried the Louisiana Seafood Promotion and Marketing Board through some trying times lately. When the Deepwater rig exploded on April 10, 2010, Roth was facilitating media interviews within hours, and by the time the well was capped five months later, she had generated over 2 billion media impressions worldwide. —SVC

**Best Media Hit So Far:** "When I was quoted in an issue of *Time* after the Gulf Oil Spill. My dad has read *Time* for as long as I can remember, so it was a fun moment for us to share."



**Hometown:** Hackettstown, NJ  
**College Attended:** Villanova University  
**Favorite PR/Communications Teacher:** William (Bill) Cowen  
**Favorite Sports Team:** Villanova Wildcats  
**Favorite Sport to Play:** Soccer  
**Most Inspiring Athlete:** Lance Armstrong  
**Favorite Movie:** *The Other Boleyn Girl*  
**Starbucks or Dunkin'?** Starbucks  
**Pike Place Roast**  
**Android, iOS or RIM?** iOS  
**Favorite Work App:** "Is Google Alerts considered an app?"  
**Favorite Play App:** *USA Today* Crossword

Overseeing PR and social media at Pinnacle Foods, Elizabeth Rowland has helped to increase the profiles of such brands as Birds Eye Vegetables, Aunt Jemima Frozen Breakfasts and Duncan Hines. In addition, she's created compelling video content that plays across digital channels, including a three-part video series on how Aunt Jemima products are made. —SVC

**PR Touchdown Most Proud Of:** "I'm most proud of *all* the campaigns I've worked on from start to finish—there is no better feeling of accomplishment."



**Hometown:** Johnson City, NY  
**College Attended:** SUNY Albany  
**Favorite Sports Team:** San Francisco Giants  
**Favorite Sport:** Skiing  
**Most Inspiring Athlete:** QB Philip Rivers (founder of the Rivers of Hope Foundation)  
**Favorite TV Show:** *The Good Wife*  
**Favorite Movie:** *The Goonies*  
**Android, iOS or RIM?** Android  
**Favorite Work App:** Twitter  
**Favorite Play App:** Facebook  
**Best Media Hit So Far:** "Securing the front cover of one of my daily's business sections that featured Wells Fargo's small business lending."

For Wells Fargo's Home Preservation Workshop in Ontario, Calif., Amy Savicky-Injaian developed a campaign that included guiding reporters through the loan modification process, identifying customer testimonials and securing prominent placement in local media outlets. The workshop helped 1,200 customers, further boosting Wells Fargo's reputation. —SP

**Coach's Comment:** "Amy is known for her can-do outlook, willingness to work hard and appetite to try new things."

—Julie Green Rommel, Regional Communications Manager, Wells Fargo



**President at Birth:** Reagan  
**Most Inspiring Athlete:** "My media colleague Kerry Snow, who was a top U.S. runner in the NYC Marathon."  
**Favorite Current TV Show:** *Parks & Recreation*  
**Favorite Movie of All Time:** *Jules et Jim*  
**Cable, Streaming or Both?**  
 Streaming: Hulu+, Apple TV & Netflix  
**Android, iOS or RIM?** iOS (work)  
 RIM (personal)  
**Favorite Work App:** iAnnotate (changed PDFs forever)  
**Favorite Play App:** In the 30th percentile for Tiny Wings players in the iPhone Game Center

Jaime Soper seems to do it all for PepsiCo's social channels. Just in 2011, Soper created and executed the company's digital events strategy at SXSW and BlogHer. At the BlogHer conference, brand activations, a keynote speech by CEO Indra K. Nooyi and 70-plus interviews by Pepsi representatives garnered 500 stories and 282 million impressions, giving PepsiCo the largest SOV among BlogHer sponsors. —SP

**Coach's Comment:** "Jaime is a rising star and has helped us transform our digital engagement strategies at PepsiCo."

—Bonin Bough, Global Head of Digital, PepsiCo



**President at Birth:** Reagan  
**Hometown:** Anaheim, CA  
**College Attended:** Chapman University  
**Favorite PR Teacher:** Kevin Jones  
**Favorite Sports Team:** Anaheim Angels  
**Favorite Sport to Play:** Volleyball  
**Most Inspiring Athlete:** Roger Federer  
**Favorite TV Show:** *Today Show*  
**Favorite Movie:** *Forrest Gump*  
**Android, iOS or RIM?** "Face to face trumps a smartphone."  
**Favorite Work App:** Fluent News  
**Favorite Play App:** Angry Birds

Sarah Swensson takes the education aspect OCTA's railroad safety seriously. The 27-year-old Swensson created *Max & Lucy*, a bilingual comic book featuring two railroad superheroes that has been distributed to 8,000 children throughout Orange County, and launched Railroad Merit Badge Day for Boy Scouts to learn about railroad safety. —SP

**Coach's Comment:** "Sarah's 'Transportation in 2' videos grew so much in popularity and views that she had to upgrade from a Flip camera to more advanced equipment."

—Ted Nguyen, Dept. Manager of Public Communications, OCTA



**President at Birth:** Reagan  
**Hometown:** Clarendon, NY  
**College:** SUNY Geneseo  
**Favorite PR teacher:** Carl Fillichio  
**Favorite Sports Team:** Buffalo Bills  
**Favorite Sport to Play:** Fishing  
**Athlete Who Most Inspires You:** Ryan Fitzpatrick  
**Favorite TV Show:** *The Walking Dead*  
**Favorite Movie:** *Paths of Glory*  
**Cable, Streaming or Both?** Both  
**Starbucks or Dunkin'?** Dunkin'  
**Social Media Platform You Use the Most:** Facebook

Within 24 hours of being sent to help the Mine Safety and Health Administration during the Upper Big Branch mine disaster, Michael Trupo ensured that there was a steady and accurate flow of information from the MSHA to the media. His work helped land a profile of a top MSHA official in *The Washington Post*. —SP

**Best Piece of PR Advice So Far:** "If you approach someone in a panic, you will receive a panicked response. If you keep a cool head when handling a crisis, it will be easier for everyone to come up with a well-reasoned strategy to deal with the situation."



**Hometown:** Swarzedz, Poland  
**College:** University College Utrecht, Netherlands, and University of Oxford, U.K.  
**Favorite Sport to Play:** Dancesport (competitive ballroom and Latin American dancing)  
**Favorite TV Show:** *Castle*  
**Favorite Movie:** *When Harry Met Sally*  
**Starbucks or Dunkin'?** "Starbucks, for their caramel macchiato."  
**Android, iOS or RIM?** RIM  
**Social Media Platform You Use the Most:** Facebook  
**Best Media Hit:** *Los Angeles Business Journal's* profile on iolo technologies

Julia Zamorska and her team have been credited by the company's sales execs for directly contributing to sales growth; by iolo's CEO for improving positive buzz surrounding the company; and by its customers—38% of whom credited press articles as the reason for purchasing iolo products. —SP

**Proudest PR Accomplishment:** "Our executive team being crowned as the Management Team of the Year by both the American Business Awards and the International Business Awards this year."





The most successful teams in sports create an environment in which their players can succeed. In the case of PR teams, that's not just an on-the-premises pool table or bowling nights. It's providing benefits that enable personal and professional growth. Here we present our 2011 Top Places to Work in PR—the agencies, corporations and nonprofits that truly walk the walk for their employees. (For extended profiles, go to [prnewsonline.com/TopPlacesToWork2011](http://prnewsonline.com/TopPlacesToWork2011).)

## AGENCIES

Affect president Sandra Fathi encourages an entrepreneurial spirit among employees, who are made to feel as if they can share ideas at any time. At scheduled meetings, each employee is given 10 minutes to present a new idea in front of the entire company. The small, close-knit agency positions itself as a “group of technology geeks,” emphasizing a passion for technology and dedication to PR craft. The stated goal is to empower individuals and help them grow personally and professionally. To that end, Affect offers an annual \$1,000 stipend for professional development and organizes monthly lunch and learns. —Steve Goldstein

*The Affect team (go to [prnewsonline.com/TopPlacesToWork2011](http://prnewsonline.com/TopPlacesToWork2011) for the names of team members for many of these photos).*



## COYNE PUBLIC RELATIONS



*Tom Coyne, CEO of Coyne Public Relations, is joined by Rich Lukis, Lisa Wolleon, Andrew Testa, Julie Geraghty and Mark Martin (l-r), among others, as he officially cuts the ribbon at the grand opening of the company's new headquarters in Parsippany, NJ.*

Coyne PR's success is built on the belief that it has to continually foster each employee's career path. “The best way to create a true sense of teamwork in the workplace is to first create a culture that values collaboration and teamwork, then striking a balance between setting collective team-based goals and delivering individual recognition,” says Tom Coyne, CEO. The agency's most recent employee survey led to the development of a flexible work policy, a reduced work week, a formal review process and feedback on supervisors, among other actions. —SG

## FLOWERS COMMUNICATIONS GROUP

At Flowers Communications Group, senior management's doors are never closed, and all attempts are made to make staff feel empowered to share their ideas. In fact, many of its current policies and procedures were directly influenced by feedback from staff. The open-door policy has helped prevent valued staffers from walking out those open doors for good. The agency reports that voluntary turnover is extremely low—the first full-time employee hired nearly 20 years ago is even still there. —SG



*Flowers Communications Group staff.*

Ketchum creates HR programs that are designed to support employees in every stage of their career. In 2010, more than 200 employees earned promotions, reflecting new opportunities for nearly 12% of the agency's staff. But employee promotions are not an end in themselves—they are part of a concerted drive toward enhanced teamwork and collaboration. “At Ketchum, where collaboration is part of our core values, teamwork means working together in a way that creates a shared sense of accountability, responsibility and authority,” says Rachel Wallins, partner and global human resources director at Ketchum. Ketchum is also a leader in employee development and education. In 2010 Ketchum College was relaunched as Ketchum University and offers nearly 1,500 hours of courses. —SG

KETCHUM



*Members of the Red Team from Camp Ketchum (Ketchum's signature training for up-and-coming leadership) celebrate after completing their presentation at the Philips client challenge.*

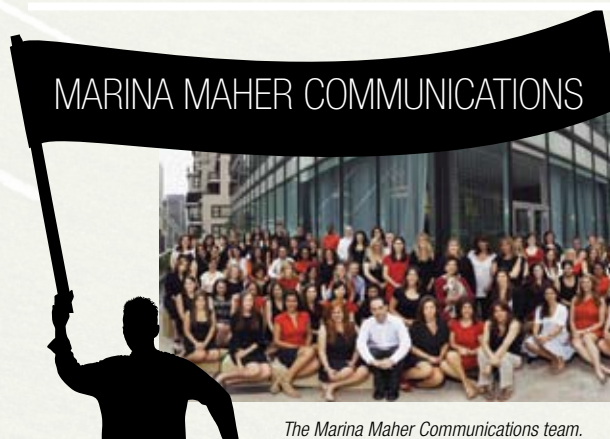




The staff at Linhart PR surely appreciates the monthly chat 'n' chew breakfasts with senior management and the weekly Beer Friday gatherings, but few things show appreciation like fair compensation. In its annual employee satisfaction survey, team members said that the top-ranked benefit was Linhart PR's cash bonus program, which recognizes their work and the financial results of that work. Linhart PR pays a quarterly cash bonus to all permanent non-partner employees based on 20% of the agency's net income. In 2010, the agency paid nearly \$130,000 in bonuses. This all provides staffers with more than mere financial health—it gives them a personal stake in the future of the agency. —SG



The Linhart Public Relations team.



The Marina Maher Communications team.

Marina Maher Communications has sought to distance itself from a me-too approach to its client work and understands that the only way to deliver on its credo of "world class talent wins the race" is to follow this simple formula: hire talent, reward it, keep it and watch it flourish. "MMC employees understand from day one that the agency has a team-oriented, collaborative and respectful culture," says Debra Gaynor, MMC's chief business strategist. Examples of this integration of teamwork concepts include: Staffers meet by level monthly and are charged with facilitating compliance of best practices throughout the agency; MMC offers a Masters Program designed to help staff grow professionally and personally; the agency sponsors MMC for a Cause, an ongoing charity effort that provides staffers an opportunity to participate in a variety of charitable programs throughout the year. —SG



Ogilvy PR hosted a diaper drive during the 2010 holiday season on behalf of Huggies' Every Little Bottom to provide diapers to families in need.



Teamwork is at the core of business excellence, but achieving a true sense of teamwork takes more than thumbing through a few management textbooks and attending seminars. At Ogilvy PR, the enemies of teamwork and success has historically been boredom and conflict. The agency fights both by making learning, training and exploration part of everyone's everyday job. "What's important is that we come to the table with open minds, knowing that great ideas can come from any channel," says Rachel Foltz Ufer, VP, external relations & business development, Ogilvy Public Relations Worldwide. Year after year, Ogilvy tweaks the core curriculum of its professional development program, RedEd. The program, which now includes social media training, has resulted in more than 750 employees in 20-plus cities worldwide who can now manage a crisis online, create an online conversation map and more. —SG

The OutCast Agency doesn't leave employee development to chance—or to the employees. Each OutCast employee is assigned a career coach within the first months of employment who provides feedback and advice, facilitates annual reviews and makes recommendations for career advancement. This is supplemented by the OutCast Training program, an ongoing series taught by OutCast's own experts on tactical topics, from writing workshops to time management overviews. OutCast eschews segmentation into traditional practice areas and gives employees a well-rounded experience which can include a mix of clients in enterprise and consumer technology, start-ups and public corporations, software and hardware, green technology, venture capital and more. —SG



The OutCast Agency team.





## SPEAKERBOX COMMUNICATIONS



*The SpeakerBox team celebrates the 2010 holiday season in their aprons, showcasing their love for food in office recipe battles.*

Throughout its 14-year history, SpeakerBox Communications has learned that in order to create a true sense of teamwork, its priority has to be an environment that encourages learning, leadership and collaboration. It has done this by facilitating growth and team-oriented initiatives like staff-led trainings, mentorship meetings, brainstorm sessions, annual peer reviews and team-building activities on a consistent basis. In addition to traditional benefits, SpeakerBox employees are rewarded and recognized with a host of incentives, including the One Team Award, which is a peer recognition program with a quarterly and annual cash incentive, a referral program and business development incentives. In addition, after five years of service, employees are rewarded with a four-week paid sabbatical. The company also sponsors half-day community service projects each quarter, SpeakerBox Day (a team-building event held outside the office) and the Top SpeakerBox Chef competitive cook-off. —SG

## WAGGENER EDSTROM WORLDWIDE



*Waggener Edstrom Worldwide employees in the agency's Portland, Ore., office.*

At Waggener Edstrom Worldwide, employee engagement, development and retention is driven by multiple programs that have one core message: positive outcomes only come from effective teamwork. "To help drive collaboration and build understanding across teams, offices and cultures, we encourage employees to use our established tools, resources and agency-wide programs including our Leadership Forum, Global Exchange, Intranet, brownbags, in-house mentorships and other Learning & Development opportunities," says Claire Lematta, president, global regions. Among those programs is an annual talent review in which employees create individual development plans, regardless of position and seniority. Full-time employees are eligible to take up to 16 hours per year to volunteer for an organization of their choice; employees can also apply for a volunteer grant to support their causes. —SG

## CORPORATIONS

### DISCOVERY COMMUNICATIONS



*Discovery Communications' senior leadership and the communications team.*

Discovery Communications' on-site childcare center at its Silver Spring, Md., headquarters, Discovery Kids Place, and its MentorNet mentoring program alone cast it as an employer that places a high value on work/life balance. Discovery has developed its work environment around a simple philosophy: When you are successful in your personal life, you will naturally excel at work. This philosophy radiates outward: The professionalism and good cheer of its communications staff is well-known within the cable industry trade press. —SG

### USANA HEALTH SCIENCES



*The communications team leadership at USANA.*

The workplace philosophy at USANA Health Sciences: Brilliant minds cannot sit in front of computers all day long and work without breaks that go beyond mere coffee. During breaks employees engage in organized volleyball tournaments, kickball games, Wii tournaments and bake-offs. USANA also offers employees access to an off-site day care facility where they get a 10% discount, and complimentary nutritional products, on-site fitness facilities and a professional trainer at no cost. Professional growth opportunities abound at USANA. "New markets opening worldwide and sales continuing to increase all contribute to the growing staff at the USANA home office," says USANA CEO Dave Wentz. —SG





The communications team at EMD Serono.



At biopharmaceutical company EMD Serono, the key elements of its thriving workplace are high energy and commitment. "The global reach of our organization creates incredible upward potential for employees who are committed, focused and exceptional performers," says Renee Connolly, VP, U.S. communications. These growth opportunities extend to the personal and family level. To support the needs of families of all types, employees are eligible for a five-week paid leave when they give birth, their spouse or partner gives birth, they adopt or for the placement of a foster child. EMD Serono's Back-Up Care Advantage partnership with Bright Horizons enables employees to use their paid time off for relaxation and rejuvenation, instead of having to stay home when their babysitter is sick. —SG



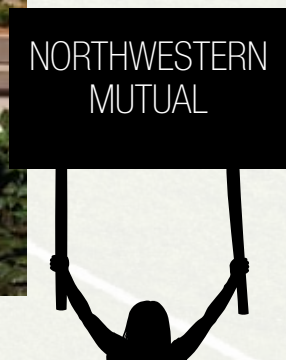
The communications team at International Paper.

At Memphis-Tenn.-based International Paper, the line between business success and community involvement is paper thin. IP has its own charitable foundation that supports nonprofit organizations with primary focus areas of environmental education and literacy programs for young children. Its "Coins 4 Kids" employee relief fund assists co-workers and communities impacted by natural disasters. For International Paper's director of communications, Patty Neuhoﬀ, the key characteristic of a thriving workplace is an engaged workforce. "It sounds simple, but creating an atmosphere where employees feel their opinions matter is hard work," Neuhoﬀ says. International Paper works with the Gallup organization to measure engagement and continually find out what matters most to employees. —SG

Northwestern Mutual provides multiple paths to career growth for its employees. They have access to monthly classes that focus on specific growth areas, from managing a team to effectively communicating. Additionally, key leaders within the organization regularly sit down with small groups of employees to discuss topics of importance within the organization, fostering a sense of openness and sharing of experiences. Northwestern Mutual is committed to giving back to the communities in which it does business, and makes it easy for employees to do the same. In 2010 the outgoing CEO gave all employees four hours of paid time off to volunteer in the community; the PR team chose to volunteer together, helping to harvest the garden at a neighborhood conservation center. —SG



The communications team at Northwestern Mutual.



## NONPROFITS



The AICPA offers individuals opportunities to expand their skill set, explore ever-evolving challenges and become leaders in whatever position they hold. Reflecting that on the benefits side, the AICPA offers a robust benefit package that includes both traditional health benefits and many unique offerings. In 2011, the institute introduced the AICPA Health & Wellness Program, a benefit designed to support employees in making healthier choices. This program includes a 100% subsidized Weight Watchers at Work offering, a gym reimbursement policy, access to an online Health & Wellness Portal, pedometers for all employees, company sponsored tennis, pilates and yoga classes, free registration for local bike races and 5Ks and monthly wellness seminars that cover topics such as diabetes awareness, stress management and first aid training. —SG



The communications and media channels team at AICPA.

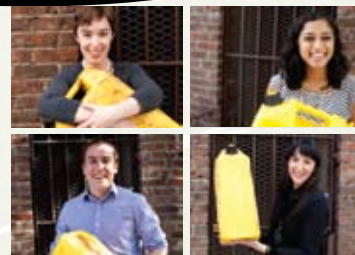




*The American Heart Association communications team.*

The American Heart Association has been a winner and finalist in multiple *PR News* awards programs, as its communications team proves time and again that PR know-how combined with passion and commitment has the power to go beyond raising awareness to the ultimate level—that of saving lives. The communications team places a premium on collaboration and teamwork, and the result can be seen in impressive efforts like its *PR News* Digital PR Award-winning “Ideal Health” Facebook campaign.

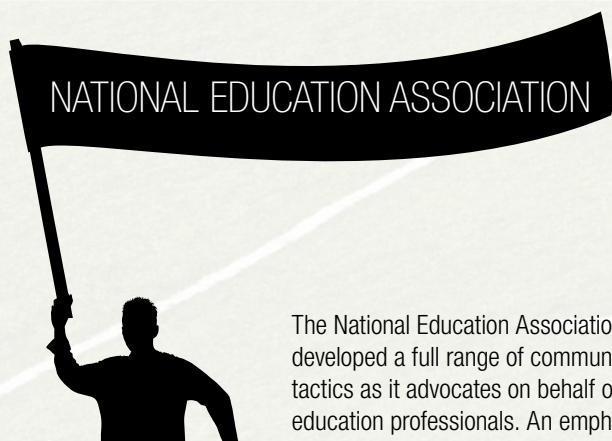
Carrie Thacker, director, corporate & media communications, American Heart Association, puts it best: “Our job is to save lives, so all we have to do is remind staff how important it is to go above and beyond and the impact it will have on our mission.” —SG



*Clockwise from top right: Merry McCarren, Mohini Patel, Sarah Cohen and Paull Young.*

Charity: water functions like a stripped-down, high tech start-up in its work to bring safe drinking water to developing nations. Everyone on its small staff wears several hats, and all of them function as communicators—particularly in the realm of social media, and on Facebook in particular. “Each employee is a key stakeholder in making the organization a better place, and we have open dialogues about our progress and vision for the future,” says Sarah Cohen, communications and development manager, charity: water.

The entrepreneurial spirit is reinforced by more than just the Ping-Pong table in its Manhattan office or the “endlessly flowing” coffee. Staffers receive unlimited Metrocards for the New York subway and are compensated when they ride their bikes to work. Taking a page from Google and Twitter, the organization hosts a beer & pizza meeting every Friday at 5 p.m. —SG

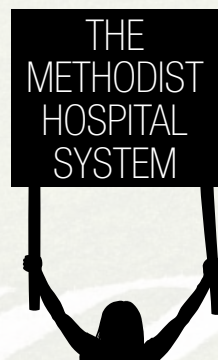


The National Education Association has developed a full range of communications tactics as it advocates on behalf of education professionals. An emphasis on professional development at NEA has

helped it succeed in the areas of e-mail communications, lobbying and social media. NEA makes a special effort to recruit a workforce inspired by the ideals it believes in, says Leona Hiraoka, director, NEA Interactive Media.

“We look for talented, highly motivated individuals who want to join our cause—people who want to create great public schools because they believe, as our members do, that great public schools are a basic right for every student,” she says.

NEA’s in-house Leadership Institute provides opportunities that enhance its ability to be a higher performing learning organization and to support the continued growth and development of its employees. The Institute provides training in four “tracks” or areas: career, management, executive, and health and wellness. Last year, it offered 60 on-site courses (during regular working hours) that attracted over 700 participants. —SG



*The Methodist Hospital System corporate PR team.*

At Houston-based Methodist Hospital System, a thriving workplace comes down to one thing: a healthy environment and rich culture for employees. Employees are committed to a values-based culture and it guides the communications staff in its interactions with each other and with its stakeholders. The hospital system’s five core values—integrity, compassion, accountability, respect and excellence—are central to achieving its mission. This I CARE mission drives everything Methodist does; employees have embraced these values and believe that this is what sets Methodist apart from other hospitals. Year in and year out, Methodist beats national averages for employee and patient satisfaction—two areas that go hand in hand. The Methodist Hospital System encourages employees to obtain any degree that is related to its business; it offers \$2,500 in tuition reimbursement per year. By advancing their education, employees have greater opportunities and help Methodist fill its health care-related needs. —SG



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