

PR News

Building the bridge between PR and the bottom line.

All-Stars Issue

★ Featuring the PR People & 15 to Watch Award Winners

Much like corporate America, PR is undergoing a sea change in how it does business. As traditional media shrinks and online/social media grows, a new breed of PR professionals is coming into its own. And although the word "integrated" is used way too often when describing the perfect campaign, it's still a word that resonates. So what drives the perfect communications mix? People. Tweets and YouTube aside, PR is still a vocation dependent upon people and their creativity, innovative thinking and leadership. Those strengths perfectly describe the winners of *PR News'* PR People Awards and the Hall of Fame inductees in this issue. Also included in this issue is our tribute to that new breed—*PR News'* "15 to Watch" PR up-and-comers (age 30 and under), this year presented in both agency and corporate/nonprofit categories. All of these PR All-Stars will be honored at our Dec. 1 awards luncheon at the National Press Club in Washington, D.C.



PR Professional of the Year: Corporate

SAL PETRUZZI, SENIOR VICE PRESIDENT OF PUBLIC RELATIONS, TURNER BROADCASTING SYSTEM

The sheer scope of his executive responsibilities make Sal Petruzzi the embodiment of the traits that comprise the complete public relations professional. Head of various teams that service Turner's ad sales and marketing, network sales and a wide array of sports, Petruzzi has his hands full with distinct specialty areas and foci.

As Petruzzi became the lead in overseeing all media relations for Turner Sports, his stewardship led to record-breaking consumer outreach. The 2008 NBA playoffs delivered the company's most-watched postseason in its 25-year history of televising the league. Turner's Major League Baseball coverage, meanwhile, secured the most-watched game of all of 2008—game seven of the American League Championship Series.

"When promoting Turner Sports events and initiatives we look to reach consumers, as well as our advertising and distribution partners," he says. "There's no one solution to fit each event or to reach these three different, but equally important, audiences. In order for us to be effective, the key is to customize our communications plan for every event and project.

"There is more convergence between on-air and on-screen media, and one of our goals is for the viewers/users to have a multi-screen experience."



Know-How

Petruzzi's strong leadership style and open-ear policy are instrumental components to his success. Whether sharing best practices or adopting them, Petruzzi goes the extra mile to ensure his team, and therefore his company, are well represented.

Capitalizing on a diligent work approach and steady decision making, Petruzzi recently became the overseer of public relations for Turner Network Sales, meaning that he is responsible for press outreach for all financial-

Continued on page 14

Agency Executive of the Year

LESLIE GAINES-ROSS, CHIEF REPUTATION STRATEGIST, WEBER SHANDWICK



Maintaining a corporate reputation in today's networked world brings many different challenges than existed five years—let alone a generation—ago. The rise and the constant innovation of a connected global consumer-ship ensure that.

As an expert in reputation management, Dr. Leslie Gaines-Ross consults across practices and specialties to make sure that her organization, its clients and others in PR understand what type of and how much polish they can use to enhance their image. She also seeks to limit reputation damage in the first place.

"Reputation is a company's most valuable asset, the world over," she says. "In the new age of hyper-connectivity and information

overload, leaders must protect and defend their reputations from misinformation, rumor, hearsay and innuendo. A good reputation pays while a bad reputation costs."

In 2008 Gaines-Ross published her second book, *Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation*, which ranked among a year-end best-business-book list and received extensive media coverage. She also spearheaded a survey on online reputation management to decipher the nascent risks that have developed in the recent transformation to an online-prevalent media environment.

Growing Communication

Hired three years ago to form Weber Shandwick's reputation management practice, Gaines-Ross has not only launched groundbreaking initiatives, but has done so with minimal financing. Five of her major initiatives have been developed with internal resources. One of these initiatives, The Rising CCO study, which has identified the growing importance of communication officers, has transformed into a Weber Shandwick proprietary offering to assist corporate leaders in addressing their communications approach.

Needless to say, Gaines-Ross' own reputation is sparkling. Named one of the "100

Continued on page 14

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Editor, Scott Van Camp,
212.621.4693, svancamp@accessintel.com
Group Editor, Iris Dorian,
212.621.4670, idorian@accessintel.com
Contributing Writer, Richard Scott
Managing Editor, Greer Jonas 212.621.4876
Editorial Director, Steve Goldstein,
212.621.4890, sgoldstein@accessintel.com
Asst. Marketing Manager, Rachel Smar,
rsmar@accessintel.com
Asst. Conference Manager, Saun Sayamongkhun,
ssayamongkhun@accessintel.com
Director of Circulation Marketing, Carol Brault
301.354.1683, cbrault@accessintel.com
Director, Marketing Communications,
Amy Jefferies, ajefferies@accessintel.com
Art Director, Tara Zaino
VP/Group Publisher, Diane Schwartz
212.621.4964, dschwartz@accessintel.com
Division President, Heather Farley
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301.354.1683; cbrault@accessintel.com

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Contact Dani Rose at 800-290-5460 x.139;
prnews@theygsgroup.com

Access Intelligence

Published weekly by Access Intelligence, LLC
4 Choke Cherry Road, Rockville, MD 20850
Client Services:

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

New York Editorial Office:

110 William St., 11th Floor, New York, NY 10038
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PR People Winners and Honorable Mentions

PR Professional of the Year: (Corporate): p. 1

WINNER: Sal Petruzzi,
Turner Broadcasting System

Honorable Mentions:

Allison Falkenberg, *Men's Health*
Chris Fuller, Pizza Hut
Drew McGowan, Brita, The Clorox Company
David Shane, Hewlett-Packard

Agency Executive of the Year: p. 1

WINNER: Leslie Gaines-Ross,
Weber Shandwick

Honorable Mentions:

Robert Chandler, Chandler Chicco Agency
Ed James, Cornerstone
Douglas Spong, Carmichael, Lynch & Spong

Brand Marketer of the Year: p. 4

WINNER: Jeff Tammes, Cornerstone

Honorable Mention:

Stacy Havel, Bernard Hodes Group

Community Relations Professional of the Year: p. 4

WINNER: Beth Courtier, BT plc

Honorable Mention:

Tricia Link, Mission FCU

Corporate Social Responsibility Leader: p. 6

WINNER: Matthew Rose, Emanate

Honorable Mention:

Tara Greco, APCO Worldwide

Crisis Manager of the Year: p. 6

WINNER: Tim McIntyre, Domino's Pizza

Honorable Mentions:

Howard Bragman, FIFTEEN MINUTES
Eliot Hoff, APCO Worldwide

Account Director/Supervisor of the Year: p. 8

WINNER: Robyn Fink (formerly MWW)

Honorable Mentions:

Julie Batliner, Carmichael Lynch Spong
Marie Cacciato, JB Cumberland
Nora Sarrawi, Weber Shandwick

Investor Relations/Financial Communications: p. 8

WINNER: Barb Iverson,
Weber Shandwick

Honorable Mentions:

Stan Collender, Qorvis Communications
Keith Mabey, Dix & Eaton

Measurement/Research Expert of the Year: p. 9

WINNER: David Michaelson,
Echo Research

Honorable Mention:

Ashley Pettit, Southwest Airlines Company

Media Relations Professional of the Year: p. 9

WINNER: Anthony Sanzio,
Campbell Soup Company

Honorable Mentions:

Matt Clark, Lotus Public Relations
Colleen Wilber, America's Promise Alliance

PR Blogger of the Year: p. 10

WINNER: Brian Solis, FutureWorks

Honorable Mentions:

Tim Haran, USANA Health Sciences
David Westcott, APCO Worldwide

PR Professional of the Year (Academic Institution): p. 10

WINNER: Melissa Connolly,
Hofstra University

Honorable Mentions:

Tomika DePriest, Spelman College
John Walls, UT Southwestern Medical Center

Digital Communications Leader of the Year: p. 11

WINNER: Anne Carelli, Coca-Cola Co.

Honorable Mentions:

John Bell, Ogilvy PR
Jennifer Houston, Waggner Edstrom Worldwide
Chris Perry, Weber Shandwick

PR Professional of the Year (Nonprofit/Association): p. 11

WINNER: Megan Lozito,
American Heart Association

Honorable Mentions:

Leslie Aun, World Wildlife Fund
Diane Gage Lofgren, Kaiser Permanente
Ken Johnson, PHRMA
Ellen Murphy, YMCA of Greater New York

PR Team Leader: p. 12

WINNERS (TIE): Jan Hausrath, APCO
Worldwide; Holly Potter, Kaiser
Permanente

Honorable Mentions:

Tim Fry, Weber Shandwick
Gloria Janata, Chandler Chicco Agency
Richard Licata, Showtime Networks
Laura Monica, American Water
Susan Peters, Edelman Chicago

PR Trainer of the Year: p. 12

WINNER: Sally Falkow, Expansion Plus

Honorable Mention:

Jean Gonsoulin, GolinHarris

Public Affairs Executive of the Year: p. 13

WINNER: Jonathan Collegio, National
Association of Broadcasters

Honorable Mentions:

John Davies, Davies
Richard Ramlall, RCN

Spokesperson of the Year: p. 13

WINNER: Chris Mainz,
Southwest Airlines Company

Honorable Mention:

Stacy DeBroff, Mom Central Consulting

Tweeter of the Year: p. 14

WINNER: Christi Day,
Southwest Airlines Company

Honorable Mentions:

Morgan Johnston, JetBlue
John Ratcliffe-Lee, MS&L Worldwide
Charlie Witkowski, Weber Shandwick

Hall of Fame: pp. 15-16

Don Bulmer, VP of Global Communications,
Industry and Influencer Relations, SAP
Peter Debreceny, Strategy Executive Consultant,
Gagen MacDonald
Donna Imperato, Cohn & Wolfe
Michael Kempner, MWW Group
Larry Parnell, George Washington University
Marcia Silverman, Ogilvy PR

15 to Watch: pp. 17-26

Agency

Joey-Iyn Addesa, Sr. Account Executive, Kaplow
Kipp Bodnar, Social Media Marketing Manager,
Howard, Merrell & Partners
John Cangany, Mgr., Social Media, APCO Online
Laney Cohen, Assistant Account Executive,
Makovsky + Company
Kristin Dwyer, Vice President, Creative Director,
Euro RSCG Worldwide PR

Paul Dyer, eMedia Director, WeissComm Group
Amanda Kaufman, Senior Editorial Supervisor,
Edelman New York
Francisca Llamas, Senior Account Executive,
Weber Shandwick
Rachel Lenore, Account Supervisor,
Marina Maher Communications
Nichole Mrasek, Web Project Mgr., MS&L Digital
Anne Marie Murphy, VP, Healthcare, Porter Novelli
Lavanya DJ, Director, Gutenberg Communications
Suzanne (Billet) Rosnowski, Partner and Director,
Real Estate Division, Quinn & Co.
Kate Rickard, Acct. Supervisor, MS&L Worldwide
Andrew Ryan, Senior Account Executive,
Hellerman Baretz Communications

Corporate and Nonprofit

Krista Canfield, PR Manager, LinkedIn
Jaclyn Darrohn, Communication Manager,
Corporate Relations, Allstate
Aerial Ellis, Public Information Officer,
Tennessee State University

Steve Field, Mgr., Marketing Comm., BAE Systems
Tonia Hammer, Community Relations Coordinator,
Molson Coors Canada
Elizabeth Halter, PR Project Mgr., Cox Enterprises
Jessica Hanson, Public Affairs Manager,
Property Casualty Insurers of America
Tiane Harrison, Media Relations Manager,
United Service Organizations (USO)
Lisa Jaycox, Communications Specialist,
McGraw-Hill Companies
Kimberly Kanary, VP of Corp. Communications,
Associated Estates Realty
Serena Levy, Enterprise Communications Manager,
The Coca-Cola Company
Michael Odle, Public Affairs Officer,
Oregon Air National Guard Reserves
Stephen Radick, Associate, Booz Allen Hamilton
Darryl Ryan, Director, Media Relations,
Time Warner Cable
Bryson Thornton, Manager, Marketing
Communications and PR, Dell Monte Foods

PR People Award Winners



Brand Marketer of the Year

JEFF TAMMES, VP OF STRATEGIC MARKETING, CORNERSTONE

When it comes to branding marketing campaigns, Jeff Tammes has not only infused it with a different spin but has radically shifted the paradigm altogether. Through his work for clients such as Converse, Xbox and Reebok, Tammes has redefined the dynamic between music lifestyle/culture and branding in such a unique way that he has become a pioneer in this area.

Rhapsody in Branding

For Converse, which wanted to celebrate its centennial as one of the world's most iconic brands, Tammes conceived and drove a groundbreaking music-centric initiative. Dubbed "Connectivity," the campaign welded together the creativity of three disparate but equally talented musical artists to create an original piece of music.

Partnering with hip-hop legend Pharrell Williams, Strokes' member Julian Casablancas and new artist Santogold, Converse produced a song entitled "My Drive-Thru." Tammes then incorporated the hybrid composition into a number of distribution channels. The brilliant strategy was a

way of uniting the Converse brand with some of contemporary music's most cutting-edge artists.

Breaking the Mold

The track was made available on converse.com, and various Web sites offered it for a free download, which drove traffic. Cornerstone advised Converse to run print ads in leading magazines as well as run outdoor ads in key music markets. The "Connectivity" campaign perfectly shows Tammes' originality and creativity in the branding and marketing space.

Tammes' depth of involvement, from the conception and planning to the execution of all Cornerstone campaigns (including Converse's "Connectivity"), appears to be bottomless. ■



Honorable Mention

Stacey Havel, Senior Director of Public Relations, Bernard Hodes Group

In 2008, Stacey Havel saw her practice expand beyond health care to a more diversified roster that included pharmaceutical, retail and government. Her work with the Phoenix Police Department, for which she helped them attract 1,000 new officers, led to increased interest from law enforcement and government agencies throughout the nation.

Community Relations Professional of the Year

BETH COURTIER, HEAD OF CHARITY PROGRAMMES, BT PLC

Honorable Mention

Tricia Link, Vice President of Communications and Community Relations, Mission FCU

A community relations star in the San Diego market, Tricia Link has successfully forged innovative cause marketing partnerships for Mission Federal Credit Union, marking a first for the organization. Among the highlights are the inaugural Mission Fed Padres Community Home Run Challenge outreach campaign, and the Mission Fed "I'm Thankful for My Teacher" national and international student postcard/teacher recognition campaign.



From the beginning of her career, Beth Courtier has relied strongly on all the basic tenets of effective PR: corporate communications, stakeholder engagement, reputation management and measurement.

She has leveraged all of these components to deliver the goods, so to speak, for BT's charity programs, setting a benchmark internally and externally for others to follow.

Getting Connected

An initiative that epitomized Courtier's razor-sharp skills

was BT Community Connections, an awards program that enables community and charitable organizations to go on-line and maximize their use of information and community technology. Groups can apply for a laptop and a year's free broadband connection. Since the program's launch in 2000, more than 6,000 awards have been presented to a diverse range of groups.

Volunteers of Scotland

Another example of her innovative thinking is the ChildLine volunteering program in Glasgow, Scotland. After securing management buy-in, Courtier recruited BT employees to work on a pro bono basis for a set time each week during their workday. So far the program has resulted in a low attrition rate among the BT volunteers as well as increased job satisfaction for them.

Image Guardian

When dealing with the press regarding BT's charity programs, Courtier takes a proactive stance, working hard to negate any negative coverage that may ensue. Her efforts have paid off: Since she has taken over as BT's charity head, negative press coverage has dropped by 37%. ■





Jennifer Heil
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Corporate Social Responsibility Leader of the Year

MATTHEW ROSE, CHIEF CLIENT OFFICER, EMANATE

Whether it's providing on-the-ground crisis communications support for TWA following the crash of Flight 800 or launching a high-profile sustainability campaign for Samsung, Matthew Rose has always been at the hub of action. Where others would find themselves wilting in the limelight, Rose tackles every challenge with aplomb and facility, never thinking of himself but always for the clients he serves.

At Emanate PR, where Rose serves as chief client officer, he is focused on expanding the products and services it offers, while upholding standards in the areas of crisis/issues management and corporate social responsibility. The latter discipline has been the catalyst and *raison d'être* for much of Rose's career.

CSR Champion

Before heading over to Emanate PR, Rose was executive vice president and general manager of the MWW Group where he acted as the guiding force behind environmental and sustainability communications strategies for clients. There he brought a multifaceted approach to CSR initiatives, melding corporate communications, social media, stake-

holder outreach and philanthropy. And through his blog, Reputation Premium, Rose generates an ongoing dialogue on sustainability.

Growth Spurt

Thanks to Rose's leadership, MWW Group's corporate communications practice experienced a growth of over 6%—even with the troubled economic climate. Rose also beefed up the agency's client roster by more than 25%.

Haste Makes Waste

An outstanding example of Rose's skills as a CSR leader and innovator was a 50-state recycling campaign he designed for Samsung. Dubbed "Samsung Recycling Direct," the initiative led the industry in responsible disposal of e-waste. Leveraging partnerships with regional and national recyclers, Samsung Recycling Direct earned kudos from environmental advocacy groups. It also increased consumer loyalty and engagement for Samsung. ■



Honorable Mention

Tara Greco, Vice President, APCO Worldwide

Whether it's for the historic Ford's Theatre or Target, Tara Greco has been a prime influence behind elevating APCO's profile in corporate responsibility and strategic philanthropy. Setting her apart from her peers is her ability to win over stakeholders while helping clients craft communications programs that are both bottom-line driven and have a strong sustainability thread woven through them.

Honorable Mentions

Howard Bragman, Chairman, FIFTEEN MINUTES

When it comes to navigating media minefields for controversial celebrity clients like Naomi Campbell or Monica Lewinsky or brands as diverse as Hyatt Hotels and eHarmony, Howard Bragman is the go-to guy. Whether the client is a former NBA player who is "coming out" or a volatile supermodel accused of assaulting the domestic help, Bragman is usually at the center of the crisis and firmly in charge of its resolution.

Eliot Hoff, Senior Vice President, APCO Worldwide

Eliot Hoff's reputation as a preeminent crisis manager has been instrumental in attracting blue-chip clients to APCO and in building the New York office from a small start-up employing three people in 2005 to a team of 30 consultants who have achieved double-digit revenue growth every year since.



Crisis Manager of the Year

TIM MCINTYRE, VP OF CORPORATE COMMUNICATIONS, DOMINO'S PIZZA

When Domino's experienced a crisis earlier this year, courtesy of two (now-ex) employees and YouTube, Tim McIntyre, the company's VP of corporate communications, sprang into action. The employees had made a distasteful video while making some sandwiches, posted it on YouTube and

in a matter of days, thanks to Twitter and other viral means, the clip had been viewed more than a million times. After identifying the perpetrators and putting out the fire, McIntyre and his team leveraged the Web and social media platforms to reach out to customers and employees to assure them of the safety of Domino's Pizza. He also arranged for Domino's president

Patrick Doyle to tape an apology, which was then put on YouTube. "That video did the best to quell the crisis issues," McIntyre told *PR News* at the time. In addition, Domino's posted an apology on its Web site and asked employees with Twitter accounts to tweet a link to it. The company also created its own Twitter account to reassure consumers that this was an isolated incident.

Patience Is a Virtue

Although initially Domino's Pizza had been accused of waiting too long—48 hours—before issuing a response, it was soon ascertained that McIntyre and his team wanted to get their facts right rather than fan the flames.

In hindsight, McIntyre showed this was the best decision to prior to contacting key stakeholders and making a public statement.

Rational Thinking

By framing and executing a rational response grounded in a measured and calm analysis of the crisis, McIntyre demonstrated the earmarks of a consummate crisis communicator. ■



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Account Director/Supervisor of the Year

ROBYN FINK, FORMERLY ACCOUNT SUPERVISOR, MWW GROUP

Honorable Mentions

Julie Batliner, Managing Principal and Chief Client Relations Officer, Carmichael Lynch Spong

Batliner is often requested to work closely with senior-level business leaders from companies like Trane and Martek, for whom she helped bring DHA omega-3 into mainstream consciousness.

Marie Cacciato, Vice President, JB Cumberland PR

Cacciato celebrated her 10-year anniversary with JBCPR in spectacular fashion. Her work played a big role in the company's 47% growth in revenue in 2008; one of her top achievements was the campaign for Zero Technologies' new water filtration system.

Nora Sarrawi, Account Supervisor, Weber Shandwick

As the planning lead on the Campbell's AdDRESS Your Heart program, Sarrawi hosted an innovative Twitter party during February Heart Month, part of a constantly refreshed effort that has reached 260 million consumers over the past three years.

Known for maintaining excellent rapport with clients, remarkable organizational skills and an assuredness under fire, Robyn Fink rolls the occasionally discordant strengths of a public relations supervisor into one industry-leading package. In her work as account supervisor with MWW Group, which she joined in 2006 and remained with until fall 2009, Fink managed the day-to-day activities of Samsung's North American public relations initiatives, for which she achieved extensive media outreach and strong publicity value while incorporating a blend of traditional measures and new social media avenues.

Fink spearheaded the Samsung 7th Annual Four Seasons of Hope Gala and the Hope for Education program, two philanthropic initiatives that amassed more than 165 million media impressions between them and accounted for nearly \$21 million in publicity value. The Hope for Education program, which aims to improve education in schools and classrooms around the country through the use of technology, held an essay contest and for the first time targeted outreach through social media avenues, reaching some 140,000 individuals through sites like Facebook and MySpace.

Flexibility Factor

One of Fink's hallmark achievements of 2008 derived from Samsung's That's How I See It campaign, which granted fans the chance to create an ad that would air prior to SuperBowl XLIII. With the nation's brightest sports lights looming, Fink led a team that encouraged fans to submit videos, drove traffic in local markets and embarked on a radio and television tour. She turned a mobile marketing program into a full-scale PR blitz. Through her perseverance, innovative thinking and a willingness to engage in novel outreach tactics, Fink scored a touchdown, helping the campaign garner more than 82 million media impressions. ■



Investor Relations/Financial Communications Executive of the Year

BARB IVERSON, PRESIDENT, FINANCIAL SERVICES, WEBER SHANDWICK

Barb Iverson is an innate problem solver. In the midst of the worst global financial crisis since the Great Depression, this talent has put her in great demand. In 2008, Iverson became the go-to communications executive for many of the world's largest—and most troubled—financial services brands in the aftermath of the economic meltdown.

Dollars and Cents

Although it may have been the worst of times for some PR firms, for Iverson, it was the best of times as evidenced by her winning streak of private and public sector business. She also has helmed programs for high-profile federal government clients that saved taxpayers \$303 million, and displayed true initiative by helping senior citizens, people with disabilities and other Americans obtain access to traditional banking services.

Direct Play

One of Iverson's most notable campaigns was Go Direct for the U.S. Treasury and Federal Reserve Banks, which in 2008 converted more than 1 million Americans receiving Social Security and other federal benefits from paper check to direct deposit. The campaign relied on an integrated media mix, and to date has produced \$303 million in cost savings to taxpayers. ■



Honorable Mentions

Stan Collender, Partner, Oorvis Communications, LLC

In 2008, when the world was rocked by an economic tsunami, many financial brands turned to Collender for his expert advice. An architect of award-winning campaigns, Collender is a veritable walking encyclopedia when it comes to financial communications.

Keith Mabee, Vice Chairman, Dix & Eaton

Mabee continues to play an integral role in shaping and communicating the strategic transformation of IT client Agilysys. In addition, he led a team that helped client A. Schulman Inc., a supplier of plastic compounds and resins, avoid a proxy contest and restructure its operations—eliminating more than \$10 million in costs during its fiscal year.



Measurement/Research Expert of the Year

DAVID MICHAELSON, PRESIDENT, ECHO RESEARCH

In his first year (2008) as president of Echo Research, Dr. Michaelson combined two important variables to create a formula for success: an unwavering grasp of reliable, insightful research and strong financial management. By doing so, he established the firm as a leader in PR measurement and evaluation; he also created a new division that added a full primary research capability. As a result, Echo has doubled its U.S. billings, leading to an overall 22% growth.

Think Tank

New clients, which include multi-national corporations, philanthropic organizations and national governments, have also been brought into the fold thanks to Dr. Michaelson's efforts. Further, Dr. Michaelson successfully recruited leading PR measurement experts, such as Don Stacks of the University of Miami and Dr. Elliot Schreiber of Drexel University, to serve as consultants for Echo Research's advisory group of experts.

With nearly 30 years of experience in conducting research for Fortune 500 companies, Dr. Michaelson is sought after as a leader in the field. He is often recruited to lecture on PR measurement and research issues at conferences throughout the year, and his articles on PR

research are regularly published in industry journals. Recently, Dr. Michaelson was contracted by Business Expert Press to co-author a book on PR research with Stacks.

Measured Response

Dr. Michaelson's consummate skills in PR measurement and research have made him a coveted expert in the field. One initiative that showcased his knowledge was the branding and reputation research he spearheaded for MetLife. This program featured an innovative use of media analysis that measures the presence as well as the absence of key messages in life insurance coverage. The ongoing project has received numerous industry prizes.

A Potent Echo

Another example of Dr. Michaelson's innovative thinking is in the development of a new Echo Research product, the 13 model, which measures internal and external perception of a brand's reputation. The model integrates research findings that help clients monitor reputation and change their communications strategies. ■



Honorable Mention

**Ashley Pettit, Public Relations Analyst,
Southwest Airlines Company**

In her time at Southwest Airlines, Ashley Pettit has become a true measurement ace for the company. Not only does she measure the airline's media coverage but she has raised the bar by providing the Emergency Response Team with a report showing how quickly information is spread virally online and throughout various emerging media channels.



Honorable Mentions

**Matt Clark, Senior Account Executive,
Lotus Public Relations**

Matt Clark's role as senior account executive for PokerStars.net gave him all the odds he would need to deliver an astounding value-to-cost ratio. Feature stories appeared in *USA Today*, *BusinessWeek* and *ESPN the Magazine*, among others, and Clark successfully led the PR strategy around a 23-year-old Kentuckian who suffers from hemophilia, eventually securing a large donation from PokerStars.net to a local foundation.

**Colleen Wilber, Senior Director of Media Relations,
America's Promise Alliance**

The launch of the Dropout Prevention campaign was an immediate success for Wilber. Spotlighting the concern over the high school dropout rate, the campaign turned the crisis into the lead news story in three nightly newscasts and generated 245 million impressions in two months.

Media Relations Professional of the Year

ANTHONY SANZIO, GROUP DIRECTOR, CORPORATE AND BRAND COMMUNICATIONS, CAMPBELL SOUP COMPANY

Exhibiting phenomenal instinct, precise planning and a canny knack for timing, Anthony Sanzio embodies some of the most important traits that make a well-rounded media relations professional. As the economy slid into a recession last year, Sanzio took the tack of positioning Campbell as a food provider that served up plate-worth's of value, convenience, nourishment and quality.

Continuous Learning

A firm believer in high-level learning, Sanzio encourages executives to engage in media training, something that has dramatically changed the company's public affairs environment. Now, a cadre of trained spokespeople exists, and media training itself has become a desired growth opportunity for rising leaders.

Community Relations

Since its founding in 1869, Campbell has been headquartered in Camden, N.J., lately a hardscrabble city marked by crime and indigence. As Campbell decided to expand its headquarters and develop 100 nearby

acres as an office park, Sanzio took the story public in the face of opposition from community activists. His plan was all-encompassing: He announced \$10 million in neighborhood grants, a community arts program, the renewal of local stadium naming rights, a children's summer program and the support of a kitchen for the poor. Today support is nearly unanimous in favor of the development plans. ■



PR Blogger of the Year

BRIAN SOLIS, PRINCIPAL, FUTUREWORKS

His tireless quest to improve and enrich his field makes Brian Solis a model of excellence as a public relations communicator. Author of the PR 2.0 blog at www.briansolis.com, this sought-after author and speaker has been covering developments in communications during our age of increasing technological dependence, while creating them himself since the mid-90s. As an entrepreneur he founded the PR firm Futureworks, which continues to provide guidance to technology companies at all stages of their growth.

Regular Diet

Updated on a daily or near-daily basis, PR 2.0 covers some of the most urgent themes professionals face across all practice settings. In a recent week, Solis touched on Twitter's trending topics; the evolution

of search influence in social media; the death of the blog (an exaggeration); the future of the embargo; and a detailed analysis of where social media has traveled over the past half-dozen years and where it may go in the next. Solis has been recognized for his consistently forward-thinking posts, and his blog is ranked in the *Ad Age* Power 150 list of leading marketing bloggers.

Related Pursuits

The passion that Solis exhibits on his blog transcends his other pursuits as well. A regular speaker who travels the globe to share his unique insight, Solis is co-founder of the Social Media Club and an original member of the Media 2.0 Workgroup.

He is the co-author of *Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR*, a book published earlier this year that has received accolades from executives and public relations professionals alike for its practical information and counsel on how to differentiate in today's marketplace. Where differentiation is the subject of thought, Solis and his redoubtable blog are not far from mind. ■



Honorable Mentions

Tim Haran, Social Media Specialist, USANA Health Sciences

The creation of USANA's Health Sciences' blog was just a precursor. Since then, Tim Haran has used the blog to develop video series, a weight-loss challenge with photos, interviews and exercise tips and interviews with sponsored athletes like Jennifer Azzi and Abdul Fox.

David Wescott, Vice President, APCO Worldwide

David Wescott's development of a social media strategy for environmental technology company 3Tier included contracts with leading science writers and bloggers, resulting in a 16-fold increase in traffic to the client's Web site. For APCO, Wescott helped establish its first media presence in the form of the Virtual Vantage Points blog. His own blog, *It's Not a Lecture*, takes a behind-the-scenes approach to information important to his clients.



Honorable Mentions

Tomika DePriest, Executive Director, Spelman College

Shining a positive light on decidedly bad news, DePriest engaged in her gifted public relations know-how to turn an economic deficiency into local and national donations. Providing exclusive coverage of the economic effects on the college to a local media outlet, DePriest then took the story to more than 400 outlets nationally and garnered significant donations based on these maneuvers alone. Further, the student body was appreciative of the transparency of the school.

John Walls, Assistant Vice President, University of Texas Southwestern Medical Center

A true team player with the professional acumen to handle public relations in a medical and science setting, Walls created and implemented substantial new productivity metrics for the university, which is on pace to achieve more than 10,000 media hits this year. Focusing on attainable standards, Walls uses his creative side to drive the needed media attainment and maintain employee satisfaction.



PR Professional of the Year: Academic Institution

MELISSA CONNOLLY, VICE PRESIDENT FOR UNIVERSITY RELATIONS, HOFSTRA UNIVERSITY

When Melissa Connolly was tasked with coordinating and managing the media relations and communications for Hofstra University as it hosted last year's final presidential debate between John McCain and Barack Obama, she decided to turn a single historic day into a yearlong educational endeavor.

Known as Educate '08, this endeavor featured free lectures, conferences, town hall meetings and interactive forums for students, alumni, faculty, staff and the public. The program's goal was to ready the campus for the debate in the fall. Well-known guest speakers from the media world, including George Stephanopoulos, Maureen Dowd, Bill Kristol and Ari Fleischer, visited the campus to speak during the year.

"Working on the debate was the opportunity of a lifetime," says Connolly. "I was fortunate to see it through from its very inception—morph from a thought to a plan to an application to an event with thousands of people. It taught me a lot about planning, persistence and organization, as well as how important internal communications are to general public perception." ■

Where to Start

"I think that it's important to engage with people individually, talking to them and getting their ideas first, before working with the media," says Connolly. "If people, constituencies, or groups haven't bought into your efforts and gotten excited, the media and the general public won't either."

And today there is much more opportunity to engage on a personal level, what with social media and other Web strategies and tools available. However, there comes a significant risk when using avenues that can take on a life of their own. "It's more important than ever to have very good message discipline, be very well-organized, and communicate frequently and consistently," Connolly says. ■





Digital Communications Leader of the Year

ANNE CARELLI, DIGITAL COMMUNICATIONS MANAGER, COCA-COLA CO.

For many large companies, the major restructuring of a Web site is a risky endeavor booby-trapped with pitfalls, budgetary concerns and lapses in inter-company communication. Enter Anne Carelli, who in leading the recent overhaul of Coca-Cola's external Web site, conquered the pervading wisdom that restructuring is littered with implacable obstacles. Fluidly merging the input of a variety of internal departments and workgroups, including content, legal and marketing, Carelli homed in on a consistent thematic structure that would best greet visitors to the refurbished site.

The idea behind the restructuring is to offer users a true experience. For instance, visitors can upload their own Coca-Cola images via a Flickr feed, watch videos, partake in blog conversations and connect with Coca-Cola on social media platforms such as Twitter, YouTube and Facebook.

Gathering Data

To ensure her vision met all parties' expectations, Carelli engaged with monitoring agencies to assess site traffic and review competitors' best practice areas. Consumer user sessions further supplied an evaluation

of the usability and design of the site, which she could then begin to reformat in the areas of content, naming structure and overall design.

Connecting Community

In making her vision a reality, Carelli had to draw on years of communications experience to gracefully adopt the needs of consumers, internal groups and external shareholders, not to mention the passel of international teams in need of guidance. Through all the meetings, research and consumer surveys, the site launched in 2009 on time, on budget and with widespread approval, achieving fruition for a large-scale redesign that has a flavor all its own. ■



Honorable Mentions

John Bell, Managing Director, Ogilvy Public Relations Worldwide

Firmly guiding his organization's digital policies, Bell turned an informal digital and social media structure into an official practice, increasing new staff members by 15%. He also launched a digital media training program called Digital Influence to ensure that staff were literate in this new environment, and spearheaded the Voices of the Olympic Games, an ambitious blogging campaign involving Olympic athletes, for client Lenovo.

Jennifer Houston, Senior Vice President, Waggener Edstrom Worldwide

Houston inspires the team members of the innovative Waggener Edstrom Studio D, an in-house digital group charged with creating integrated digital engagement strategies. In cultivating new business and providing outstanding digital collaboration in areas like social media, search and digital storytelling and branding, revenue derived from digital projects increased 100% in a recent year-to-year period.

Chris Perry, Executive Vice President, Digital Communications, Weber Shandwick

Working on General Motor's centennial in 2008, Perry helped usher in coverage of the company's breakthrough technology and commitment to green design and innovation, doing so through the Web site GMnext.com, blogs, video-sharing platforms and other new sites. The effort delivered nearly 1 billion media impressions over nine months, as well as more than 5 million views of GMnext.com-produced content.

Honorable Mentions

Leslie Aun, Vice President of Public Relations, World Wildlife Fund

Aun reached millions of people around the globe during Earth Hour, an initiative that urged people and businesses to turn off unnecessary lights for one hour.

Diane Gage Lofgren, Senior VP, Brand Communications, Public Relations, Kaiser Permanente

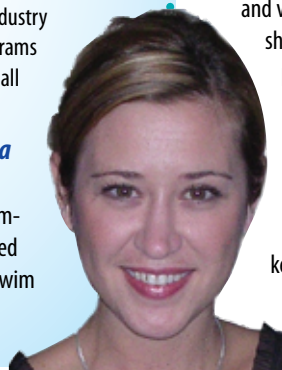
In a major streamlining effort at Kaiser, Lofgren integrated PR, stakeholder management, online and social media and corporate communications into one front.

Ken Johnson, Senior VP, Communications and Public Affairs, Pharmaceutical Research and Manufacturers of America

Johnson's stamp on pharmaceutical industry perception includes public affairs programs and prescription assistance initiatives, all the while putting patients first.

Ellen Murphy, Director of Media Relations, YMCA of Greater NY

Capitalizing on her organization's community outreach, Murphy transformed perceptions of YMCA from that of a swim club to a vital community member.



PR Professional of the Year: Nonprofit/Association

MEGAN LOZITO, SENIOR COMMUNICATIONS MANAGER, AMERICAN HEART ASSOCIATION

Megan Lozito understands that sound public relations revolves around the dialogue established between the consumer and the brand. By driving powerful content and resounding calls for action, Lozito put her doctrines to work as she led the Go Red For Women initiative, which helps shed light on heart disease in women.

"I believe you must clearly understand your audience — what makes them tick — in order to craft relevant and valuable messages they will find meaningful," she says. "With Go Red For Women, we conduct primary and secondary research to understand what women need and want from the American Heart Association. Our goal is not only to communicate with these women through traditional media, but to find highly engaging ways to spark their passion and keep them fully involved with the cause on a year-round basis."

Human Element

In order to deliver more than 1.8 billion total impressions for the 2008 campaign, Lozito encouraged a personal touch. She spearheaded the campaign to bring the *Go Red For Women—Untold Stories of the Heart* documentary to NBC and its online and offline channels. Additionally, she signed celebrity Marie Osmond as the campaign spokesperson. As the daughter of a mother and grandmother who died of heart disease, Osmond was a smart choice. One of Lozito's most innovative moves came during the casting of the documentary, for which she chose diverse and nontraditional stories.

Driving Force

"I was once advised to think of PR as any other business function within a company," Lozito says. "As public relations practitioners, we have to deliver a clear ROI that drives the mission and business objectives of our organizations and clients." ■

PR Team Leader of the Year (Tie)

JAN HAUSRATH, SENIOR VICE PRESIDENT, APCO WORLDWIDE



It took pure innovation and a bold positioning for Jan Hausrath to achieve the unfettered success she received in 2008. As the client manager of the large global account Dow Corning, Hausrath was tasked with leading a direct advocacy and public affairs campaign in the United States — the first time it had done so — to

position the company as a leader in solar energy. Leading the development of a key policy paper, conceiving a broad communications strategy and guiding a team of 13 consultants to inform high-ups in policy, business and media, this worthy recipient nimbly and successfully introduced the

Dow Corning Solar campaign into the optimal channels.

Well-Rounded Appeal

One of the elements that makes Hausrath a great leader is her grasp of a wide breadth of communications disciplines. She needs that in order to manage her team of 30 consultants based around the world — from Washington, D.C., and Chicago to Ottawa, London, Brussels, Hong Kong and Thailand.

More to Come

A commitment to excellence and her ability to inspire those around her with unwavering integrity has led Hausrath and her team to new heights. Providing guidance on recent business development opportunities, she has helped secure three global wins, including burgeoning relationships with eBay and MasterCard. ■

HOLLY POTTER, VICE PRESIDENT, PUBLIC RELATIONS, NATIONAL MEDIA AND STAKEHOLDER MANAGEMENT, KAISER PERMANENTE

Her ability to unify a team and create the buy-in that is essential to any functioning unit stand as the hallmark of Holly Potter's extraordinary success at Kaiser Permanente. Having centralized a public relations infrastructure from what had been detached regional offices, Potter created a cohesive national strategy, doing so through her unique ability to galvanize a team and spur them toward a collective achievement.

Optimal Expansion

Like all public relations professionals, Potter seeks to expand the presence of her company at any opportunity. The Kaiser Permanente News Center is RSS-enabled, and it

populates other organizational sites. LinkedIn's Kaiser Permanente Thrive Network houses more than 1,500 employees, and the Facebook fan page, launched earlier this year, counts more than 2,100 fans. Her forward-thinking ideas, combined with a knack for team building, make Potter stand out among her peers and colleagues. ■



Honorable Mentions

Tim Fry, Public Relations Team Leader, Weber Shandwick

Fry lost a key Microsoft team manager in London in early 2008. Understanding the potential loss, he moved with his family to London for two months and temporarily took over the position. The move paid off, as he and his team won additional European business.

Gloria Janata, Team Leader, Chandler Chicco Agency

Janata has smoothed over major and minor wrinkles during her time as head of the run of Allergan campaigns featuring Botox. Under her leadership, the Allergan account has grown more than 750%.

Richard Licata, Executive VP, Corporate Communications, Showtime Networks

Transforming the behind-the-scenes Emmy nominating process from a packaging-and-DVD format to an online, password-protected Web site, Licata turned Showtime into the first network to make the switch.

Laura Monica, Senior VP, Corporate Communications & External Affairs, American Water Works Company

American Water needed a comprehensive PR campaign to boost its profile among customers and investors. Monica led a complete rebranding campaign, inclusive of a Web site overhaul and new corporate logo.

Susan Peters, EVP, Edelman Chicago

Peters' work with The Mushroom Council has delivered unprecedented branding of the fungi, accounting for nearly 70% of all mushroom news.

PR Trainer of the Year

SALLY FALKOW, PRESIDENT AND CHIEF STRATEGIST, EXPANSION PLUS

Honorable Mention

Jean Gonsoulin, GolinHarris International

Since joining GolinHarris in September 2005, Gonsoulin has earned high marks for training the agency's senior executives. In turn, those executives have become enthusiastic advocates for the training among their colleagues.

When Web 3.0 began to assume a foothold in the PR orbit, Sally Falkow, a seasoned PR trainer, felt it her incumbent duty to bring the uninitiated up to speed. Her impetus: The confused expression many PR professionals had etched on their faces when the subject of digital got broached.

Tutoring the Masses

To fill this void of knowledge, Falkow developed the Social Media Bootcamp, delivering the first session at *Bulldog Reporter's* Media Relations Summit in San Francisco in May 2008. The success of this program led to four more classes in Los Angeles, Chicago, New York and Washington, D.C., where more than 200 people attended. Her programs are usually described with superlatives. What many PR professionals hail is the clarity of Falkow's presentations and how she is able to convert a tyro to an ace who can effectively integrate social media into comprehensive winning strategies.

The In Crowd

When not apprising PR professionals on the intricacies of social media, California-based Falkow writes about digital PR and social media in her popular Proactive Report blog, a platform that she's maintained for almost five years. She is also highly in demand as a speaker at numerous industry conferences. ■



Public Affairs Executive of the Year

JONATHAN COLLEGIO, VP, DIGITAL TELEVISION TRANSITION,
NATIONAL ASSOCIATION OF BROADCASTERS

You may have heard about television's analog-to-digital switch that took place earlier this year. If so, it had a lot to do with the work of Jonathan Collegio, the architect behind the broadcast television industry's public affairs campaign to educate Americans about the forthcoming change. The multi-platform campaign, in fact, achieved a stunning 98% consumer awareness factor and led to nine out of 10 households to make the switch to a digital converter box by the transition date.

Resounding Success

How did he do it? To start, Collegio channeled his vast leadership skills to oversee the 241 organizations comprising the DTV Transition Coalition and engaged with the spread of informational materials.

Leaning on his experience as a political campaign operative, Collegio utilized a variety of media outreach options, including broadcast, radio, news channels and grassroots strategies like church engagements. As the primary director of the industry's \$1.2 billion consumer education campaign budget and the National Association of Broadcasters' \$15 million internal campaign, Collegio hired vendors, two PR firms, research firms, as well as production companies, consultants and seven staff members.

Immediate Attention

Collegio's role in this transformative campaign led him to the Nevada Broadcasters Hall of Fame, amid other national media attention. Overall, he directed media relations with more than 16,000 reporters and news organizations, and more than 8,000 local speaking engagements. He also partnered with others in the cable industry to create a toll-free hotline dedicated to the transition. When the program was delayed due to a shortage of federal coupons, Collegio and his team acted with grace under fire and immediately retooled their Web sites and marketing material to indicate the revised launch date. ■



Honorable Mentions

**John Davies, Chairman & CEO,
Davies Public Affairs**

Davies engages in a strict policy of careful client choice, believing that the integrity of clients can come to define the integrity of those representing them. Major initiatives this year include the approval of California's first coastal wind farm and client Harrah's' receipt of the winning nomination in a race for one casino license in Kansas.

**Richard Ramlall, SVP, Strategic
External Affairs, Programming &
International Marketing,
RCN Corp.**

Ramlall's reputation as a workhorse and expert multitasker are legendary. It's no wonder then that tiny RCN competes so effectively against some of the largest MSOs and DBS providers. Ramlall is the lead negotiator for all of RCN's programming deals with mammoth media firms like Disney and Viacom, as well as increasingly aggressive and retrans-happy broadcasters.



Honorable Mention

**Stacy DeBroff, CEO
Mom Central Consulting**

Leading a firm dedicated to helping clients like Kimberly-Clark, Disney Cruise Line and Ocean Spray reach the 75 million-strong mom market, Stacy DeBroff and her team tap a network of mom influencers, experts and opinion leaders to help spread the word traditionally and via social media. These efforts are supported by targeted research and panel groups.



Spokesperson of the Year

CHRIS MAINZ, PUBLIC RELATIONS SPECIALIST
SOUTHWEST AIRLINES COMPANY

As spokesperson for the largest airline in terms of customers carried, Mainz's experience and in-depth media relationships have guided his company through many challenges. Yet the unflappable Mainz is invariably on top of the facts and always has a creditable way of delivering his messages. He is key to maintaining Southwest Airlines' reputation in an ever-changing environment.

Tamping Down Controversy

When Southwest Airlines decided to create a new system that would reduce flights on routes that were in low demand, while creating additional routes for busier destinations, Mainz defused the potential firestorm with assurance. And as a result, he got quoted in more than 400 articles in 2008.

That calm, collected manner came in handy again this past October, when a mother and her loud toddler son were booted from a Southwest flight because passengers could not hear preflight safety announcements. Mainz expertly offered a heartfelt apology, a refund and a \$300 travel voucher.

He also has shown innovative thinking for projects, such as the opening of a new route for Southwest Airlines: Minneapolis/St. Paul. Remaining sensitive to Northwest Airlines, which was recently purchased by Delta, Mainz strove to position Southwest's entrance into this new market as a positive advantage for that city's travelers.

Who Needs Sleep!

In addition to his spokesperson duties, Mainz also helms Southwest Airlines' Speaker's Bureau, which takes in more than 150 requests a month. He also manages the internship communications program, weeding through a slew of resumes to identify ideal candidates. ■



Tweeter of the Year

CHRISTI DAY, ONLINE SPOKESPERSON AND EMERGING MEDIA SPECIALIST, SOUTHWEST AIRLINES

For someone who claims to have practically stumbled into social media, Southwest Airlines' Christi Day is a study in self-effacement—and accomplishment. Having become a preeminent force on Southwest Airlines award-winning blog, where she labors daily to disseminate Southwest's messaging to both internal and external stakeholders, Day has recently taken on Twitter (twitter.com.Southwest) with the same gusto and fervor she's used to tackle the Web 2.0 landscape.

Leveraging a Precious Commodity

As the online voice of Southwest Airlines, Day, a Fort Worth, Texas, native, uses Twitter to keep the airline top of mind for consumers and to let them know about the latest trends within the Southwest community.

In this vein, she fully understands the reach and scale of the microblogging platform. What has transpired is a type of positive buzz that cannot be bought. ■



Agency Executive, cont'd from page 1

Most Influential People in Business Ethics" for the past two years by *Ethisphere Magazine*, and a *PR News* Educator/Research PR People Award winner in 2008, Gaines-Ross relies on a strong passion for her field to drive her to new heights. Two of her passionate pursuits, the Web site www.reputationrx.com and the blog www.reputationxchange.com, have continued to bolster her image. She will continue to practice what she considers the most sage of advice: "Be nice to the people above and below you." ■

Honorable Mentions

Robert Chandler, Principal, Chandler Chicco Agency

Focusing on an international perspective, Robert Chandler led his agency to unprecedented growth abroad, strong diversification and 100% client retention. While the global recession led to slower business and job losses in all corners of the world, Chandler Chicco was rewarded with strong client loyalty, increased budgets and an uptick in projects—a testament to Chandler's passionate leadership and vision of true collaboration.

Ed James, President, Cornerstone Public Relations

Consistently at the vanguard of public relations practices, Ed James spearheaded the Smirnoff Signature Mix Series, a hip-hop-flavored campaign featuring classic songs mixed with new artists' interpretations of them. Every key market hosted its own Signature Mix event, and radio stations and deejays around the country received special-edition albums containing the new and remastered songs. This unique campaign exceeded client expectations.

Douglas Spong, President, Carmichael Lynch Spong

Known for his transparency as a top executive, Douglas Spong encourages collaboration and teamwork while maintaining the professionalism of a seasoned veteran. Recently, Spong took on the additional responsibility as president of Carmichael Lynch and was tasked with fostering collaboration among all disciplines of advertising, PR, digital communications, brand marketing and consumer engagement, effectually creating that rare, holistic agency that operates without boundaries.

Honorable Mentions



Morgan Johnston, Manager, Corporate Communications, JetBlue

Whether it's announcing flight cancellations due to inclement weather or troubleshooting emergency scenarios, JetBlue is another airline that has risen to the forefront of Twitter communications, and in large part due to the efforts of Morgan Johnston, the company's corporate communications manager.

John Ratcliffe-Lee, Account Supervisor, Digital, MS&L Worldwide

For some PR practitioners, the art of tweeting is nothing more than a perfunctory and socially enforced exercise born from lack of imagination. For John Ratcliffe-Lee, it's a platform that affords him a golden opportunity to connect, share and learn.

Charlie Witkowski, Weber Shandwick

This 27-year-old wunderkind has either participated in or led digital campaigns for more than 40 of Weber Shandwick's largest clients. His Twitter profiles for clients DiGiorno Pizza and Motion for Mardi Gras exceeded campaign goals and drove social media advocacy for both.

PR Professional: Corporate, cont'd from page 1

generating businesses, ad sales and marketing relations. This latest development will likely not faze a PR pro who directed a sales and marketing division that supported outlets as diverse as CNN News Group, Cartoon Network and Turner Sports. His nonstop commitment to excellence ensures that Petruzzi will succeed in any landscape of his choosing. ■

Honorable Mentions

Allison Falkenberg, Senior Director of Communications, Men's Health

Falkenberg harnessed the cover story and buzz surrounding then-presidential candidate Barack Obama's appearance on the magazine's 20th anniversary issue. By releasing the story through a series of carefully timed media-spanning exclusives, Falkenberg helped position the publication and its editors as essential resources on the candidate's health policies.

Chris Fuller, Senior Public Relations Manager, Pizza Hut

Fuller led the campaign that jokingly announced Pizza Hut's name change to Pasta Hut as the company launched its baked pasta line in 2008. The ploy stands as one of the most successful product launches in the brand's history.

Drew McGowan, Senior Group Manager, PR and Sponsorships, The Clorox Company

McGowan spearheaded the launch of the Brita FilterForGood campaign, resulting in a partnership between Brita and Nalgene that encouraged a reduction in bottled water waste.

David Shane, Vice President, Worldwide Corporate Communications, Hewlett-Packard Company

A huge PR endeavor involving HP's acquisition of EDS in 2008 highlights Shane's composure under significant pressure. Shane insisted on consistency and coordination to meet the needs of all stakeholders.

Hall of Fame

While this year's crop of PR Hall of Fame inductees have faced disparate challenges and possess varying skill sets, they have one thing in common: All have a keen vision for the future of their profession. PR News is proud to honor them.

Don Bulmer, VP of Global Communications, Industry and Influencer Relations, SAP



Since accepting his very first job 16 years ago as an intern for the world's smallest accredited zoo, Mickey Grove Zoo in Lodi, Calif., Don Bulmer has gone on to lead award-winning communication programs at organizations within the enterprise technology, Internet start-up and professional services sectors. Now the VP of global com-

munications, industry and influencer relations at SAP, he designs strategies that advance the company's reputation while accelerating sales and competitive strength.

Bulmer came to SAP in 2001 to lead what is now recognized as an industry-leading analyst relations program. His successes with the analyst relations program parlayed into his next venture at SAP: designing a new "Industry and Influencer" organization to help accelerate the company's short- and long-term business goals by working with top business and IT experts.

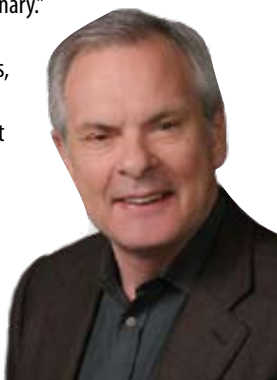
A natural extension of this responsibility: various digital initiatives that have been introduced by Bulmer's team to support streamlined collaboration and to support community feedback, including Team Wiki and MyVenturePad.com, one of the industry's first b2b social networking communities for small business owners.

Still, one of Bulmer's personal career highlights remains the campaign he spearheaded to promote a law firm client as the foremost liability expert of the Y2K problem, which ultimately helped build an \$80 million law practice in less than 18 months.

Peter Debreceeny, Strategy Execution Consultant, Gagen MacDonald

Peter Debreceeny's role in the communications industry is best described as "visionary."

His career, which spans more than four decades, is defined by achievements and insights that were not only forward-thinking but, in some cases, were actually revolutionary. Among his first professional accomplishments: directly contribut-



ing to the change of his native New Zealand's national government as a PR adviser to the Labour Party from 1970 to 1973. The Party regained power in the 1972 election after suffering three defeats.

From there, Debreceeny continued to push boundaries; during a four-year stint as an EVP of an advertising agency, he created a model for real-time media analysis that could target specific demographics—a stunning development by any standard, but even more so considering it happened in the early 1980s. But that wouldn't be the first time Debreceeny's foresight would spot a game-changing moment for PR long before it was actually realized: During a speech he delivered in the '90s, he called on communicators to harness the power of the Web.

Even with all the progress the PR industry has seen during—and, in many ways, thanks to—his career, Debreceeny still believes the best is yet to come. "This is probably the most exciting time to be in the public relations field," he says, pointing to advances prompted by globalization and new technologies. "All of these changes play to our strengths. We can see the start of a merging of marketing and communications into a new discipline, one that will be defined by smartness of approach rather than size of budget."

Presently a strategy execution consultant at Gagen MacDonald, Debreceeny's experiences on both the agency and corporate sides (with stints at Ketchum and Edelman, as well as Allstate) certainly put him in a good position to comment on the state of the industry, and to advise up-and-comers in the profession. In that vein, he reflects on the best career advice he ever received:

"Write it down. I used to think that I could keep everything in my head, and I was pretty good at juggling multiple balls at the same time," he says. "However, my then boss insisted everything be written down—no matter how small. And he was right; it really taught me focus and disciplined process."

Donna Imperato, CEO, Cohn & Wolfe

On July 2, 2008, two of PR's leading agencies, Cohn & Wolfe and GCI Group, merged to become a dynamic new global name under the Cohn and Wolfe banner. That merger was, to date, the most significant achievement of Donna Imperato's stellar 20-plus year career.

In spearheading the integration efforts, Imperato elevated Cohn & Wolfe to one of the industry's leading global agencies. She now manages all operations through a network of 55 offices in most major markets worldwide.

Imperato joined Cohn & Wolfe in 1998 as its U.S.



Healthcare Practice leader and quickly established it as a market and sector leader, executing many high-profile launches and campaigns. She then successfully headed up the New York office, which made her a natural choice for CEO in 2003.

Imperato's success as a leader is based on a deep belief that businesses are most successful when employees are empowered to use their talents to make a difference. This spirit has contributed to the agency's reputation as one of the most creative in the word. Through her sound judgement, creativity and innovative thinking, Imperato has taken Cohn & Wolfe to the top of the mountain.

Michael Kempner, President & CEO, MWW Group

"Aim high. Deliver." This mantra not only represents the mission of MWW Group, but also the personal philosophy of the man behind its incredible growth and success: Michael Kempner.

Prior to its sale to the Interpublic Group of Companies in 2000, Kempner took MWW Group from a start-up with one employee (him), one client and one office to the fourth-largest independent PR agency in the United States. Since then, he has remained president and CEO, continuing the firm's growth to make it a leader in the modern communications environment.



Ever the entrepreneur, Kempner recognized the influence social media would have on PR early on, thus prompting him to establish DialogueMedia, MWW Group's award-winning digital and emerging media practice. Since then, the firm's digital practice has been built out to include D.Advocracy, the industry's first social media platform specifically for public affairs and government relations.

In addition to leading the firm's year-over-year consecutive growth, Kempner has applied the "Aim

Continued on page 16

Hall of Fame, cont'd from page 15

high. Deliver" way of life to the agency's environmental commitment, leading the formalization of MWW Group Green and incorporating environmental responsibility into every aspect of the business. As a result, he marries good work and good results, fulfilling his belief that "if it's a great idea but not strategic, then it's not a great idea."

Larry Parnell, Associate Professor and Program Director, George Washington University Master's in Strategic PR

Larry Parnell's career represents a communications trifecta, with his past and present roles spanning agency, corporate and academic sectors. Currently the program director of George Washington University's Master's in Strategic PR—a position he has held since June

2008—he brings his real-world experience to PR education, incorporating case studies, guest lecturers and mock presentations into the curriculum.

Making students' experience in the classroom as realistic as possible is



critical given the rapidly evolving nature of communications. "[In the span of my career,] we have gone from typewriters to distributing news via PDAs, from press conferences to Webcasts and tweets, from one-to-many communications to one-to-one," Parnell says. "All that has really changed is the pace and means of distributing your message. What hasn't changed is the importance of developing a strategic message, identifying your key audiences and getting your position across to protect or enhance your client/organization's reputation."

These lessons are ones he learned over time, drawing from his past experiences at everywhere from MS&L and Ketchum to Ernst & Young. Most rewarding, though, is his ability to give back to the industry by teaching the individuals who will ultimately shape its future.

"Communications will become even more dramatic, critical and strategic," he says. "The key is to take advantage of the opportunity the market is giving us today, and to not overreach—to just deliver results."

Marcia Silverman, Global CEO, Ogilvy PR

Marcia Silverman is a pioneer in the PR industry—a status she has achieved as a result of her contributions throughout her career, which culminated in her becoming one of the first women to serve as CEO of a global PR firm. That title is one she acquired in 2002, when she ascended from the role of Ogilvy PR's first president of

the Americas to become the agency's chief officer.

Silverman's strength comes from her vast experience at J. Walter Thompson, various associations and Ogilvy, where she has worked since 1981. But it's her accomplishments in the last year, during a staggering economic collapse, that really solidified her leadership position.

Rather than bracing for a backslide, Silverman pushed her staff to reinvent themselves as entrepreneurs, thus enabling the agency to meet client needs, target areas of growth and remain viable.

Ultimately, though, Silverman's laudable leadership of Ogilvy is demonstrated in the bottom line. In 2008 and the first half of 2009, she increased staff retention to 85% and gained recognition for Ogilvy as one of *PINK Magazine's* 2008 Top Companies for Women. As CEO, she drove Ogilvy's revenues from roughly \$80 million in 2002 to more than \$250 million in 2008. ■



Браво
太好啦
Μπράβο
Bravo

Well done in
any language.

The Ogilvy Public Relations Worldwide team congratulates PRNews Hall of Fame Inductee Marcia Silverman, Global CEO. You are a wonderfully successful and loyal leader of Ogilvy PR, and our happiness and pride can be seen around the globe. Congratulations from all of us.



Ogilvy Public Relations Worldwide

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Named 2009 Large Agency of the Year by PRNews



In these profiles—written mostly in the honorees' own words—our two groups of 15 to Watch PR pros (Agency and Corporate/Nonprofit) exude unmatched energy, enthusiasm and creativity. All age 30 or under, they are already key contributors to their organizations, and we look forward to celebrating their future endeavors.

Agency

Joey-lyn Addesa ★ Senior Account Executive, Kaplow Comm. • Age: 25

In a mere three years, Joey-lyn Addesa rose from MWW Group's "Rookie of the Year" to senior account executive and media relations specialist. As manager of lifestyle media relations for Nikon—an MWW cornerstone account—from 2008 and through this year, Addesa drove the launch of 19 products and spearheaded publicity campaigns that generated nearly 900 placements and 1.1 billion media impressions. Addesa is now displaying her formidable talents as senior account executive at Kaplow Communications.

Success on a Shoestring

"In 2008 I orchestrated consumer lifestyle media relations on behalf of a former client," she says. "With a minimal budget, I revamped aspects of a product

launch strategy to engage consumer lifestyle media, including interactive media mailers and face-to-face demonstrations. I was able to effectively maximize results for my clients with a minimal budget and create a 'must-have' product for the holiday shopping season."

Office Is Always Open

"From Twitter updates to my favorite blogs, I could easily spend all day discovering and devouring media. However, a very smart colleague once told me, 'It's PR, not the ER.' I've tried to adhere to that ever since."

Creative Exercise

"The most rewarding thing about my job is the hourly opportunities to be challenged creatively, intel-

lectually and professionally. Whether it is developing a new way to pitch for regional magazines or creating a multimillion dollar program, I can exercise my creativity across a variety of PR platforms."



Kipp Bodnar ★ Social Media Marketing Manager, Howard, Merrell & Partners • Age: 27



Kipp Bodnar has led the charge for social media at Howard, Merrell & Partners in the b2b space through his client work, his popular blog SocialMediaB2B.com and numerous speaking engagements around the country. An early tech adopter, Raleigh, N.C.-based Bodnar has used Twitter for three years. For the BASF Plant Science

NutriDense brand, he developed a blog that goes beyond a lead-generation tool for the product, acting as a relevant source of industry information.

Changing the Face of b2b

"With traditional b2b clients, using social media to drive lead generation and complement traditional direct marketing and public relations has been proven to be highly successful," he says. "Integrating blogs and exterior social platforms with influencer engagement helps bolster inbound marketing."

Tackling a Transformation

"Now more than ever before, communicators have

become filters and aggregators in a market overwhelmed by information and media. Understanding technical and strategic implications of a real-time industry like social media has turned communicators into gatekeepers as well as storytellers."

Education Is Key

"It is exciting to have the opportunity to help companies share and engage directly with their customers in ways that have not been possible before. Educating them about social media's applications outside of marketing with organizational functions such as customer service and sales is rewarding."



John Cangany ★ Manager, Social Media, APCO Online • Age: 28

Since joining APCO Worldwide in 2008, John Cangany has grown into the functional lead of APCO's global social media team. His background in environmental and energy issues serves him well in cultivating relationships with thought leaders in the transportation, technology, health care and travel and tourism sectors. This past year the Washington DC-based Cangany introduced an APCO client, one of the largest railroad companies in the U.S., to several influential bloggers in the energy, environmental and technology fields, garnering quality coverage for the client.

Diverse in D.C.

"The most compelling campaign I've worked on is

spotlighting the travel industry and the people who are a part of it," he says. "Through a national video contest, we were able to select the face of the industry and offset unfair rhetoric coming from Washington."

Making the Right Connections

"It's rewarding to connect clients and influencers together with a common interest or topic. We're helping build relationships that will be valuable now and in the future. Playing around with emerging Web platforms is a pretty cool perk, too."

Perception Challenge

"There's a negative perception that communications pros pitch too much and don't put enough emphasis on

cultivating relationships with journalists, bloggers and communities. The margin for error is very small with outreach to online communities, so building relationships with the right people matters more than it did even two years ago."



Laney Cohen ★ Assistant Account Executive, Makovsky + Company • Age: 24

Laney Cohen generates results that inevitably exceed client expectations. In assisting a top client with an environmental policy paper, the N.Y.C.-based Cohen was lauded for her conciseness. Her research and analysis on biotech products that one day may have generic approvals resulted in Makovsky's Health Practice being tapped as co-chair of a national conference.

Awesome Campaign

"I had the chance to work on an awareness campaign for organ transplants," she says. "The media push was surrounding the 2008 National Kidney Foundation

U.S. Transplant Games, Olympic-style games designed specifically for transplant recipients, their families and donors. Working with these amazing people, who had received new hearts or kidneys and were running 200-meter dashes, was awe-inspiring."

Keeping Up

"Every day there is a new tool or another way to approach something. Being able to read up on all those things can be difficult, but it's essential."

Biggest Inspiration

"I get the opportunity to work with inspiring people

who have been helped by the products I represent. Knowing that my work can help create awareness about a condition or treatment that can truly change someone's life is incredibly rewarding." ■



Kristin Dwyer ★ Vice President, Creative Director, Euro RSCG Worldwide PR • Age: 29

In the dual role of account manager and creative director at Euro RSCG PR, Kristin Dwyer has brought sound strategy, inspired creativity and flawless execution to every initiative she's

helped. While playing the creative strategy role on the consumer practice's largest clients, Kmart and Sears, N.Y.C.-based Dwyer also brings big-picture focus to the mix. She was selected as one of 12 Euro creatives worldwide to create the new Euro RSCG Life global positioning and advertising campaign.

A Billion Served

"A great campaign creeps into your lifestyle. It affects you and gets you to think about things differently," she says. "That's what working on the Prince's Rainforests Project did for me. The project was established by the Prince of Wales to raise awareness of tropical deforesta-

tion and climate change. We've reached more than a billion people with our message."

Seizing the Moment

"We're at a moment when PR can be the marketing leader in a faster, digital world, so it's our challenge to define our role as integrated marketers and continue to earn our seat at the strategy table."

Viral Inspiration

"Networked thinking is borderless. I can find equally contagious inspiration in my colleagues from across the hall or across the globe." ■



Paul Dyer ★ eMedia Director, WeissComm Group • Age: 26

As leader of WeissComm's social media practice, Paul Dyer weaves the elements of search, analytics and interactive advertising into seamless campaigns—a rare talent in a discipline seeking total campaign "integration." This year the Austin, Texas-based Dyer developed and launched a social media monitoring and analytics program for Pfizer's entire primary care portfolio.

Keeping Sharp

"My job is constantly changing and I learn something new every day," he says. "For a person who earned beer money in college playing five video game characters simultaneously, I need that kind of stimulation."

Targeted Effort

"I worked on a campaign to reach people who were 65-88 years old and already diagnosed with Alzheimer's disease. Our medium to reach them was social media. Not your typical online audience, never mind being a highly specific group. In six months, however, we reached this patient population by identifying where their caregivers were engaged online—the people who were helping our target audience make decisions."

The Best Fit

"The biggest challenge is helping companies understand how social media fits within their organization.

Most often it is communications that takes the lead, but for our work to be successful it requires input and engagement from every other business unit." ■



Amanda Kaufman ★ Senior Editorial Supervisor, Edelman New York • Age: 26

Clamored for by Edelman account teams and coveted by clients, Amanda Kaufman is a skilled PR practitioner with a gift for developing content in multiple formats. As the marketing strategy and communications, writing and quality-control point person for many of Edelman's Health teams, the N.Y.C.-based Kaufman keenly understands the issues, the regulatory environment and the ever-changing landscape stakeholder attitudes and behaviors. She applies this knowledge and an engaging writing style to a variety of health campaigns.

Juggling Act

"Working across all Edelman Health accounts can be challenging—to juggle so many different account

teams, clients and health topics and bring top-quality work to each—but it never gets boring," she says.

Tasty Recipe

"I recently wrote a keynote speech for an R&D executive on R&D partnerships in Asia. The topic was completely new to me and the speaker was based in Asia so we didn't have many opportunities to talk and brainstorm together. Ultimately, based on multiple sources, we developed a recipe for success for strategic partnerships in Asia and crafted the speech around this recipe."

Perfect Prose

"It doesn't happen all the time, but I love when I

draft something for a team and they tell me it was exactly what they were looking for, but couldn't put it into words." ■



Francisca Llamas ★ Senior Account Executive, Weber Shandwick • Age: 26

Francisca Llamas can do it all: writing, media relations, project management, creative strategy, new business pitching—you name it she's done it, and very well. As senior account executive at Weber Shandwick's Silicon Valley outpost, Llamas set herself apart from the get-go, churning out award-winning work for clients such as

Hitachi GST and Tibco. Llamas also gives back to the community, doing pro bono work with La Cocina, a non-profit community kitchen in San Francisco. She recently hosted a PR workshop that taught women how to promote and showcase their businesses.

Balancing Act

"Keeping up with industry trends and the latest technologies requires a lot of time, research and commitment," she says. "Therefore, maintaining a healthy work-life balance can sometimes be challenging."

Campaign Dream

"My favorite campaign has to be Hitachi GST's

multi-year campaign, 'Living the Tera Era Dream.' It was an innovative, creative and a flawlessly executed product media relations campaign, and media relations is my favorite part my job. This campaign also achieved what communications pros often consider the holy grail—playing a part in Hitachi GST's move from five years of operating losses to four quarters of successive profitability."

Team Effort

"Working in a team-based environment and learning from and sharing best practices with my peers are something I look forward to each day." ■



Rachel Lenore ★ Account Supervisor, Marina Maher Communications • Age: 27

You could say Rachel Lenore is the "essence" of communications excellence. As the tactical client lead for Procter & Gamble's Herbal Essences account, the N.Y.C.-based Lenore engineered one of the most innovative and successful hair care product launches in years: the Hydralicious shampoo/conditioner collection.

Such achievements make her well regarded by peers and clients alike. In addition, Lenore conceived and launched MMC's ongoing philanthropic program, MMC for a Cause, and played a key role in developing the agency's Junior Committee, a forum for account level staffers to share best practices.

Hair Apparent

"Since Hydralicious is all about customized hydration, we created an extreme (dehydrating) hair challenge and gave influencers individual wash and styles so they could see how the product performs for itself," she says. "We've secured over 440 million impressions to date."

Ask Questions First

"As I've grown as a communicator, I've learned the benefit and the challenge of getting to the heart of a problem before considering the solutions. Learning to identify external factors that affect the problem allow me to present a stronger, more direct solution."

Passing the Knowledge

"At MMC it's in our culture to empower and motivate others, and being a part of that environment—through my supervisors and through our training program—has helped me to take what I have learned and pay it forward as a manager." ■



Nichole Mrasek ★ Web Project Manager, MS&L Digital • Age: 27



Nichole Mrasek is a rare breed in communications: an MS&L client-service superstar who understands new media while speaking the language of Web programmers. Mrasek, based in Atlanta,

seamlessly meets the needs of clients and colleagues. She spearheads national campaigns for clients such as Weight Watchers, General Motors and Daisy Brand Cottage cheese. This year Mrasek supervised the successful launch of the Daisy Brand Web site FreshenUpYourFridge.com, which promoted the removal of unhealthy items from the refrigerator.

Staying Ahead of the Curve

"It's a challenge to stay a step ahead of the daily changing social media landscape," she says. "You are constantly vetting ideas and working to create high-impact digital strategies that break through the noise."

Winning Through Losing

"This past September my team executed Lose-A-Palooza, a one-day online social networking event to help raise awareness for the Weight Watchers 'Lose For Good' campaign. For every mention of 'Lose For Good' made on September 15 via social media, Weight Watchers made an additional donation, up to \$25,000, to Share Our Strength and Action Against Hunger."

Instant Gratification

"It was a truly gratifying social media experience, and seeing how individuals contributed to a greater good was reinvigorating." ■

Anne Marie Murphy ★ Vice President, Healthcare, Porter Novelli • Age: 28

Through deep understanding of the client's business and an innate ability to think strategically, Anne Marie Murphy has earned the trust of colleagues and clients alike. Working on behalf of the Baxter hemophilia group, the N.Y.C.-based Murphy played a key role in touting the 20th anniversary of World Hemophilia Day, meshing social media tactics on a global level and promotional materials distributed to hemophiliac groups locally.

Going Digital in Pharma

"A major question at the moment is how to best leverage the significant influence of social media to generate results for pharmaceutical brands," she says.

Fighting the Good Fight

"I was proud to play a role in the convening and launch of the Partnership to End Cervical Cancer, a coalition of more than 40 organizations with representation from major stakeholders in medicine, public policy, public health, immunization, women's health, cancer and industry with a mission to ensure access for all women to screening and vaccination to prevent cervical cancer. The coalition lives on today and continues to make a difference for women."

The Ultimate Reward

"Working with and learning from smart, strategic professionals to educate patients, improve the dialogue

between patients and physicians and ultimately do some good for the public has been enormously rewarding." ■



Lavanya DJ ★ Director, Gutenberg Communications • Age: 29

The first employee at Gutenberg Communications, Lavanya DJ has risen from intern to director in five years and has helped the firm grow exponentially along the way. Based in New York City, DJ has led several successful campaigns and developed international brands. As the account lead for Wipro



Technologies, DJ has helped establish the brand as a major competitor to IBM and Accenture.

b2b Versus b2c

"Due to the global nature of my clients and company, I try to identify the best mix of social media platforms relevant for different geographies," she says. "I also think developing a social media strategy for b2b companies is very different than it is for b2c organizations, but this is a creative challenge that I enjoy tackling."

Tackling India's Enron

"In December 2008 the CEO of a leading Indian IT services company admitted to accounting fraud. Branding it 'India's Enron,' every major Indian, U.S. and international top-tier publication picked up the news

within hours. One of my clients is a direct competitor to this firm. After advising my client to proactively comment on the scandal, we secured media coverage in the same top-tier business and trade press that first covered the situation, including *The Wall Street Journal* and *The New York Times*. This helped disassociate the client from the scandal and positioned them as an industry thought leader high above the fray."

Open Collaboration

"I take pride in knowing we have built a great creative space here at Gutenberg. We welcome anyone on the team, regardless of designation or seniority, to fearlessly suggest new projects, ideas and different perspectives." ■

Suzanne (Billet) Rosnowski ★ Partner and Director, Real Estate Division, Quinn & Co. • Age: 30



As the real estate market has imploded with the rest of the economy, never has Suzanne Rosnowski's superior crisis management skills been in so much demand. Known throughout the industry as creative dynamo and a key industry con-

necter between top journalists and real estate giants, the N.Y.C.-based Rosnowski counsels clients on projects such as Trump Ft. Lauderdale, the Manhattan House condominiums in New York City, Taconic Investment Partners and many more.

Lincoln Center in the House

"The creation of the first-ever partnership with Lincoln Center for the Performing Arts and Extell Development, one of New York City's largest developers, was very effective," she says. "An exclusive partnership with Lincoln Center and a real estate company had never

been done before. The campaign brought Lincoln Center performances into Extell's nearby buildings and gave the residents exclusive patrons' desk access."

Meeting Expectations

"Making sure all meetings that I run are effective is a big challenge—I'm not there yet, but I'm getting closer to meeting that goal!"

Mixing With Moguls

"I get to have a seat at the table with some of the world's most dynamic, smart and successful real estate powerhouses." ■

Kate Rickard ★ Account Supervisor, MS&L Worldwide • Age: 28

As an account supervisor for MS&L's New York consumer practice, Kate Rickard serves as the group's digital guru, charged with delivering innovative digital and social media tactics across all of the firm's consumer group clients. The craftiness and resulting success of a Rickard-led campaign for P&G's Swiffer brand led to a *New York Times* article titled "Getting Bloggers to Pay Heed to a Floor Mop." As the digital lead, Rickard developed and delivered a global intranet infrastructure to share best-in-class work.

What Do You Do Again?

"My biggest challenge is trying to explain to my friends and family exactly what I do for a living," Rickard says.

Blogging Bonanza

"This past July, my team arranged for one of our clients to become

the co-host of the SocialLuxe Lounge with six of our mom blogger 'friendlies' at the annual BlogHer conference," she says. "We saw an opportunity to work with these female bloggers to produce an event that would pamper and celebrate the mom blogger community. They in turn helped us create a unique platform to create conversations about a newly redesigned product."

Moving the Needle

"Seeing my client's campaigns move the needle and make an impact is extremely rewarding. I also love that moment when you wake up in the morning and rush to the computer or magazine stand to find that media hit that you've worked so hard to get." ■



Andrew Ryan ★ Senior Account Executive, Hellerman Baretz • Age: 25



At an age when most careers are beginning, Andrew Ryan has established himself as the consummate PR pro, providing superior services to Hellerman Baretz clients: policy makers, law firms, academics, hedge funds and a number of professional services organizations. In

fact, leading client executives seek Richmond, Va.-based Ryan out for his expertise.

Cutting-Edge Clients

"Focusing on professional service firms, the most rewarding aspect of my job is promoting cutting-edge clients on key issues," he says. "I get to work with individuals and firms that are literally influencing and shaping public discourse and policy."

Campaign Supreme

"A recent campaign was positioning key client attorneys as thought leaders on Justice Sotomayor's nomination to the Supreme Court and her potential

effect on the business community. The firm's area of expertise, particularly in terms of its Supreme Court and appellate work, is business cases. During the Sotomayor confirmation process, I helped position key partners in the group on the confirmation process. The campaign resulted in dozens of high-level media hits."

Big Changes

"While traditional media organizations are cutting staff at an alarming rate and reducing the frequency they publish, online media continues to explode. These outlets—from online newsletters to blogs—offer an array of possibilities and allow firms to speak directly with their clients or constituents." ■



Krista Canfield

★ PR Manager, LinkedIn • Age: 27

Krista Canfield personifies LinkedIn's mission to connect the world's professionals and enable them to be more productive and successful. Canfield developed and implemented a program that identifies LinkedIn success stories—professionals who have used LinkedIn to further their careers. Her expertise in pitching these stories have resulted in numerous placements in publications such as *BusinessWeek*, *U.S. News & World Report* and the *Los Angeles Times*. Canfield, based in Mountain View, Calif., also ably serves as LinkedIn's broadcast spokesperson in the guise of a career expert, appearing on major broadcast outlets.

Showcasing Stories

"It's great to showcase how members started a

new business because of our Answers forum, got a job through a status update or won a new client because of a search they did on LinkedIn," Canfield says. "Those stories help us add faces to our brand while also giving other professionals blueprints they can use to accelerate their own careers through our site."

Linked Globally

"I'm constantly learning and meeting new connections. I work with journalists around the world, which is fascinating for me as a former reporter. I've also had the opportunity to chat with small business owners in China, universities in Australia, investment bankers in India and other professionals across the globe."

Putting on the Brakes

"Setting aside time to think about the future and what proactive campaigns will benefit us in the long run is a challenge. But I've come to realize that it is crucial to hit the pause button, even when things get hectic, so you can reassess the situation and ponder potential detours." ■



Jaclyn Darrohn ★ Communication Manager, Corporate Relations, Allstate • Age: 27

Jackie Darrohn is a shining example of a young, results-driven PR pro. Her attitude, energy and laser-focus on "getting it done" are why she has developed so many relationships in the media—relationships that she nurtures by providing solid, well-rounded, story ideas and packages. Based in Hauppauge,



N.Y., she has an innate understanding of the media, which has garnered significant media results for Allstate in the New York region.

Keep the Line Open

"It is my job to shape image and generate positive publicity to enhance the reputation of the Allstate brand," she says. "I find it helpful to keep lines of communication open between the many groups affected by a company's product and policies: consumers, shareholders, reporters and employees."

Batting a Thousand

"Our Allstate Corporate Relations team in New York created a Safe Teen Drive Long Island campaign, making

\$1,000 available for every public and private high school on Long Island. The money funds activism work that encourages responsible and smart driving by teens. The initiative was simple and direct: to truly reduce teen crashes on Long Island. Our New York team secured over 1,000 media placements across Long Island in only four months."

Making the Connection

"It is extremely rewarding to interact with many people on all different levels, every day. Having an impact on the hearts and minds of others (in particular, New York Allstate agents) by positioning them positively in the media is a big highlight." ■

Aerial Ellis ★ Public Information Officer, Tennessee State University • Age: 27

Recognizing that academic institutions need Web 2.0 too, Aerial Ellis developed the Tennessee State University's first social media marketing program. Using new tools and technologies, she lifted the school's online presence and put social interaction front and center. Since elements of the plan have been implemented, the university has consistently increased production of quality news and fostered more positive global outreach. In addition, the Nashville-based Ellis runs Urbane Imagery, a PR consultancy for entrepreneurs and nonprofit organizations.

Learning Experience

"You have to be in a perpetual state of education—for yourself and your clients," she says. "I think I mirror a standard that shows the depth in how we actually shape public opinion through media. Facing those challenges has allowed me to gain a great deal of respect for the industry and make professional contributions that have real impact."

Positive Impact

"I hope that my work yields a positive impact on the audiences that it reaches, especially young girls and

minorities. Many young girls are negatively influenced by images in the media. Additionally, minorities, especially African-Americans, still long for more positive images of our culture in the media. Over the years, I plan to create and brand images they can be proud of." ■



Steve Field ★ Manager, Marketing Communications, BAE Systems • Age: 27

As head of marketing communications at aerospace, defense and security company BAE Systems, Steve Field has been working hard to bring digital communications and social media to an industry not known for its Web 2.0 savvy. Field, based in Arlington, Va., oversees communications for a variety of BAE products, including the Bradley Fighting Vehicle and other vital military equipment. Thanks to Field, BAE has incorporated social media into its Web sites, and is about to launch another site featuring troops sharing their stories about their interactions with BAE products.

Educating Parents

"When I was at Edelman Public Relations and worked

on behalf of the Consumer Healthcare Products Association, we looked to raise awareness among parents about the dangers of teenage cough medicine abuse," he says. "This resulted in the Five Moms campaign, which leveraged the stories of five moms from across the country. The campaign continues today, and still is an effective way to educate parents about medicine safety for their teens."

Delivering Trust

"It takes effort to gain the trust of my colleagues and ensure they know that I'm here to help the team from day one, but it is just as important to continually deliver on commitments and keep that trust."

Finding Solutions

"Having the opportunity to find creative solutions to business challenges and being able to think through how communications can help support the company's goal and then executing it are the most rewarding aspects of the job." ■



Elizabeth Halter ★ Public Relations Project Manager, Cox Enterprises • Age: 29

Since joining Cox in 2007, Atlanta-based Elizabeth Halter has proven herself as a multitasked PR star. As PR project manager at Cox, Halter builds awareness of Cox's environment-

mental and diversity initiatives, oversees the company's overall corporate reputation, manages the corporate ad program, provides partnership fulfillment for Cox's national and local diversity partnerships and, to top it off, serves as the company's spokesperson.

It's All in the Messaging

"Good messaging shapes the direction of a project, helps employees understand company decisions and positively conveys the company's point of view in the media," Halter says.

Cohesive Campaign

"Creating a cohesive, consistent image for Cox Enter-

prises at the UNITY conference for minority journalists was very rewarding. The planning spanned more than a year and involved 27 groups across Cox Enterprises and its subsidiaries. I led the design and public relations functions, which included the booth, videos, program ad, e-blast, microsite, press release and company fact sheets, as well as a media reception."

Perfect Integration

"Rather than using every form of traditional and social media available, it's important to select what works best for the particular project or announcement. Clients don't have to use something just because it's out there." ■



Tonia Hammer ★ Community Relations Coordinator, Molson Coors Canada • Age: 26

After joining Molson as an intern in 2008, Tonia Hammer quickly moved up the ranks by displaying keen digital media savvy and an eye for creative insights and innovation. In charge of the Molson blog, Toronto-based Hammer peppers the content with Twitter feeds that initiates lively digital conversations. She is instrumental in developing a blogger relations strategy that resulted in a successful Brew 2.0 Blogger Relations event. In addition, Hammer built the Molson Fund a Champion fundraising campaign for aspiring Canadian Olympic and Paralympic athletes, designed to drive donations for their support.

Social Media Champion

"Being an effective communicator in the social media

space is exciting and challenging, but can be scary to others," she says. "The challenge for me is to be the internal champion of social media, continually encouraging others to learn and use the new tools in order to effectively engage with our customers."

Responsible Platform

"Over the last two years, the Molson blog has grown into an effective communications tool to share news, stories and inspire conversations about our corporate responsibility initiatives, our people and our beer."

Raise Your Glass

"Molson Coors Canada is a company that encourages its people to challenge the expected, and I feel very

privileged to have the chance to do so. Working with talented, passionate people who are beer champions... what could be better?" ■



Jessica Hanson ★ Public Affairs Manager, Property Casualty Insurers of America • Age: 26

Despite the current political, economic and regulatory challenges in the insurance industry, Jessica Hanson has consistently delivered stellar results as public affairs manager of the Property Casualty Insurers of America. Hanson expertly manages public affairs activities on behalf of the association's members for 11 states in the Southeast, while contributing to strategic national initiatives. Leveraging an extensive media network, Washington D.C.-based Hanson seamlessly works with multiple stakeholders to develop crucial national, regional and state advocacy initiatives. Hanson has led a number of campaigns to deliver consumer protection and long-term market solutions.

High-Risk Campaign

"In North Carolina, the state's system for insuring its high-risk properties along the coast was broken and threatened the livelihood of the every taxpayer and insurance policyholder," Hanson says. "I led a fully integrated awareness campaign that helped turn an issue with extremely low salience to a top initiative for both lawmakers and North Carolina opinion leaders."

Consumer Play

"You have to be willing to take risks and think big. Insurance issues can be cumbersome, but the message must stay simple. At the end of the day, I must always consider what it all means for the consumer."

Innovative Association

"Working for the most innovative insurance trade association has provided me with excellent opportunities, new perspectives and has allowed me to grow." ■



Tiane Harrison ★ Media Relations Manager, USO • Age: 30



As the public relations point for USO centers and programs in the U.S., Europe and Asia-Pacific, Tiane Harrison is adept at finding the balance between out-of-the-box ideas

and desired results. Planning events at the White House, working with *Us Weekly* and celebrities to donate event swag to female soldiers in Iraq, or chronicling events at USO centers in the Middle East, the Arlington, Va.-based Harrison expertly spreads the word of the USO's dedication to armed services personnel.

Balancing Act

"It's challenging to balance the day-to-day communications while keeping up with the changing media landscape and trends in PR," Harrison says. "But it's fun when I get to implement something new into our communications efforts and it's successful."

Kid in a Candy Store

"I've worked on some amazing projects this year, including a USO care package event at the White House with President Obama and the Pittsburgh Steelers, and a three-week photo and video safari to USO centers in Bahrain, Qatar, Dubai, Kuwait, Iraq and Afghanistan. It's not often that a nonprofit engages in such so many great high-profile events."

Global Team Effort

"From USO staff, volunteers and the troops, the most rewarding part of my job is the people I get to meet and work with around the world. It's definitely a team effort as we plan for the coming year." ■

Elisabeth Jaycox ★ Communications Specialist, McGraw-Hill Companies • Age: 28

Going beyond the immediate PR need and getting the big picture is what makes Lisa Jaycox an unstoppable force. As communications specialist in McGraw-Hill's Information & Media group, Jaycox is the sole PR support for *McGraw-Hill Construction* and *Aviation Week*, providers of b2b information and services for their respective industries. To effectively drive communications, she has become a subject matter expert in the construction and aviation fields. Jaycox's strengths are gaining trust and building relationships with all stakeholders—key virtues to a PR pro's success.

Building Green

"Managing the promotion of *McGraw-Hill Construction's* green building research reports has been a real challenge," N.Y.C.-based Jaycox says. "Through targeted pitches, industry partnerships and relationship management with key reporters, I have had great success sharing findings with top-tier media and bloggers alike."

Pumped Up Volume

"It's challenging to keep up with the volume of opportunities afforded by our technologically integrated industry. With social media, there are so many ways to reach out to customers and stakeholders, and many

different platforms that require monitoring and responses."

Bright Minds

"I get to work with some of the brightest minds in aerospace, defense and construction. I greatly appreciate being able to learn from them and promote positive change in these industries." ■



Kimberly Kanary ★ VP of Corp. Communications, Associated Estates Realty • Age: 29

Working in an industry where bad news has nearly become the norm, Kimberly Kanary's passion for communications shines through. Responsible for all internal and external communications, including financial and investor communications at Cleveland-based Associated Estates, a real estate investment trust, Kanary conceived and executed a rebranding program that positively engages both internal and external audiences.

Problem Solving

"I really enjoy identifying creative solutions to problems and turning obstacles into opportunities by utilizing a variety of tactics ranging from the more traditional to new and innovative," she says. "I also have to

be nimble enough to handle each situation as it arises, but firm enough to ensure we're continually looking for ways to enhance our communications programs and execute our strategic objectives."

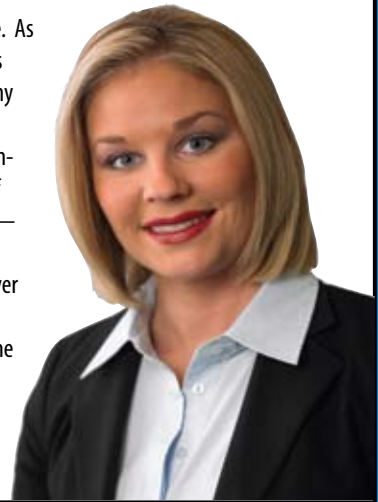
Making Progress

"Certainly, reputation management is an ongoing process, but I was able to make major strides over a relatively short amount of time by creating and executing a comprehensive plan to address the major ways in which we reach our key constituents."

Showing Value

"These days it's easy for companies to cut budgets or programs that don't appear to have a direct correlation

to the bottom line. As a communications professional, it's my responsibility to continually demonstrate the value of communications—and how it's more important than ever to have a strong program during the most difficult of times." ■



Serena Levy ★ Enterprise Communications Manager, The Coca-Cola Company • Age: 29

As enterprise communications manager for The Coca-Cola Company, Serena Levy skillfully manages the writing, design and production of the company's corporate reports and corresponding Web site content. Levy works tirelessly with a number of internal and external stakeholders to ensure that this content communicates the company's progress and its core messages. While artfully

telling a cohesive story, the Atlanta-based Levy has also been able to cut design, printing and production expenses in half without sacrificing quality or increasing the environment footprint, earning her a company's prestigious "KO Red Tag" award.

Sustainable Conversation

"I help produce our company's Sustainability Review—our team manages everything from content development to photography direction, design and messaging," she says. "The report is a platform for the company to discuss our sustainability framework—Live Positively—with internal and external audiences."

Changing Dynamics

"The biggest challenge for me is to stay current.

Communications is a dynamic, ever-changing practice. While the art of good writing may not change greatly, the media we use to connect with our audiences to tell our stories are constantly evolving, and the pool of messages we compete with is growing."

Program Impact

"I had the opportunity to visit some of our company- and partner-sponsored programs in Latin America earlier this year. During the visit we saw first-hand the impact that our programs are making in communities. I was able to listen to personal stories and learn the hardships and obstacles that we help people overcome in our markets." ■



Michael Odle ★ Public Affairs Officer, Oregon Air National Guard Reserves • Age: 29

Bursting onto the public affairs and communications scene at the ripe old age of 21, Michael Odle has established himself as a seasoned PR practitioner in eight short years. Odle, based in Klamath Falls, Ore., is often called upon to assist in crisis response, controversial issues and sensitive subjects. Blending traditional and social media tools, he has handled wildfires, aircraft crashes, and search-and-rescue operations. Most notably he was involved in such high-profile events such as hurricanes Katrina and Rita, and presidential visits. Odle is also regional public affairs chief for the Bureau of Reclamation in Billings, Mont. He's often a guest presenter at events, such as the U.S. Department of Homeland Security's Risk and Crisis Communication Forum.

Candid Cameras

"During emergency flood operations this year in North Dakota, we installed Web cameras at our Jamestown Dam facility," he says. "This reduced pedestrian and vehicle traffic to the dam, thus easing congestion for emergency crews and provided 24-hour live video of the ongoing flood situation for the public to view from their homes."

Information Overload

"It's always a challenge in the fog of a risk/crisis issue to get timely and accurate information in this day and age of instant communication."

Solemn Responsibility

"This job has never been more important than when it's my responsibility to communicate a fatality. Being prepared with a crisis communication plan led to the release of timely and accurate information when my team responded to the largest firefighter aviation disaster in U.S. history. That's when your job matters most." ■



Stephen Radick ★ Associate, Booz Allen Hamilton • Age: 28

Booz Allen has morphed into one of the most well-respected leaders in Government 2.0 and external social media communities, thanks in part to Stephen Radick's efforts. His social media team leads numerous successful efforts for such governmental entities as the Military Health System, the Federal Emergency Management Agency and the Army's Real Warriors campaign.

Military Health Might

"One of our most effective campaigns has been the work that we've done with the Military Health System (MHS)," the McLean, Va.-based Radick says. "Focused on deepening relationships with its 9 million eligible

beneficiaries, we've been able to help MHS become a more effective resource for our nation's military."

Seduced by Technology

"One of the biggest challenges that my team and I face is the infatuation that people have with the new technology. Everyone wants to get on Twitter or start a blog or create a wiki, instead of identifying what they want to accomplish and then picking the communication tool that will best help them do that."

Connecting Voices

"I get to help bridge the communications gap between people and their government. Whether it's

helping soldiers in the war theater communicate and collaborate with their colleagues back in the States or connecting the citizens with the right people in government to answer their questions, I'm fortunate to have a significant impact on the way people interact with their government." ■



Darryl Ryan ★ Director, Media Relations, Time Warner Cable, West Region • Age: 27

With a skill set spanning community involvement, crisis control and promotional campaigns, Darryl Ryan has a knack for bringing out the best in the worst situations. Ryan expertly

executed a crisis strategy when Viacom threatened to pull MTV's networks from Time Warner's programming lineup. He has also helped to positively portray the company during difficult economic times with a variety

of compelling public affairs campaigns. When Ryan, based in El Segundo, Calif., is not dealing with reporters or putting out fires, he enjoys teaching the craft. He's in his third year as an adjunct professor of journalism and public relations at the Annenberg School at USC.

Instant Gratification

"Unlike most other jobs that do not yield results until a profit/loss report is generated, public relations and media relations practitioners see the results of their efforts during and at the conclusion of proactive and reactive campaigns," he says.

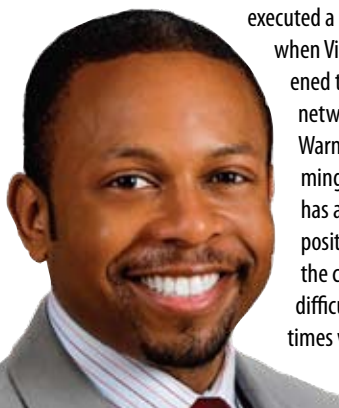
A Campaign to Love

"My most compelling PR effort that I've launched thus far has been the Time Warner Cable '1 Cent

Valentine Movie' campaign. As a result of this campaign (which gave subscribers an opportunity to purchase video on demand movies for a penny during the Valentine's Day weekend), Time Warner Cable in Southern California was able to reposition itself in the L.A. media market as a power player able to generate meaningful and substantive news coverage in mediums aside from industry trades."

Creating a World of Good

"In this profession, you learn to take the good with the bad, but you always strive to make sure your good hits big and hits hard so that in the event that bad comes, it can go virtually unnoticed in your world of good." ■



Bryson Thornton ★ Manager, Marketing Communications and PR, Dell Monte Foods • Age: 27

Bryson Thornton brings unmatched passion, energy and positive impact to Del Monte's marketing program. With strong industry and brand knowledge, San Francisco-based Thornton consistently recognizes effective PR "angles" that support the Del Monte brand story. He serves as the chief communications counsel and principal PR support to the Del Monte marketing organization, including its leadership and the entire brand portfolio.

From Ketchup to Cats...

"From talking ketchup bottles for Heinz, to the world's largest doghouse for Milk-Bone, and even creating a game show for cats on behalf of Meow Mix (hosted by game show legend Chuck Woolery), I've had the opportunity to work on some exciting, best-in-class brand PR campaigns," he says. "A great PR campaign should do more than achieve media impressions; it should be fully integrated

to drive sales at the retailer, foster consumer engagement online, highlight consumer promotions activities and ultimately strengthen consumer perception."

Expert Advice

"Serving as a functional expert, I find rewards in knowing that I've provided expertise on a subject that others might find overwhelming. A top-tier media placement is always nice, too."

When the Going Gets Tough

"As communications professionals, our challenges change every day. When times are tough, our employers, brands, clients, etc., depend on us to prepare them for the worst and aid them in their recovery. When things are going great, we're there to help them tell the story and gain momentum from their wins." ■





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