PR News’ PR PEOPLE

Awards Luncheon

DECEMBER 5, 2017 | THE NATIONAL PRESS CLUB IN D.C.

#PRNEWS
Congratulations Amber Leahy from all of us at TD Bank.

We’re proud to celebrate you as a recipient of the 2017 Rising PR Star 30 & Under Award!
Congratulations Amber Leahy from all of us at TD Bank. We’re proud to celebrate you as a recipient of the 2017 Rising PR Star 30 & Under Award!

**CONGRATULATIONS**

**ACCOUNT DIRECTOR OR SUPERVISOR OF THE YEAR**

- **STEVEN ANDERSEN**     Infinite Global
- **BRIAN KELLEY**     Sage Communications
- **CHRISTY PITTMAN**     W2 Communications

**AGENCY ACCOUNT MANAGER OF THE YEAR**

- **LAUREN HERCHERT**     Hill+Knowlton Strategies
- **MELISSA MUSKETT**     Allison+Partners

**CRISIS MANAGER OF THE YEAR**

- **JOHN GUILFOIL**     John Guilfoil Public Relations
- **MOLLY LEVINSON**     The Levinson Group
DIGITAL LEADER OF THE YEAR

CARMEN COLLINS  
Cisco

DARIUS FISHER  
Status Labs

KRISTINA LIBBY  
SoCu

MARKETER OF THE YEAR

HOLLI BECKMAN  
WC Smith

DAWN CALLAHAN  
Boingo Wireless

LUKE DEROUEN  
Arby’s Restaurant Group, Inc.

ED HARRIS  
Valley Forge Tourism & Convention Board

MEASUREMENT EXPERT OF THE YEAR

CHRISTOPHER PENN  
SHIFT

RENEE SPURLIN  
ARPR
PR People Awards Finalists

MEDIA RELATIONS PROFESSIONAL OF THE YEAR

- **LACEY HAINES**
  - HP Inc.

- **CAMERON MARTIN**
  - PAN Communications

- **LAUREN PAUL**
  - Rodale Inc

- **GILLIAN SMALL**
  - Gillian Small Public Relations

- **CHRISTINE WEIRSKY**
  - XL Catlin

- **ASHLEY WIMBERLY**
  - Samsung Electronics America

- **RUJA ZAGORSKA**
  - Sitemedia Consultancy

PR INTERN OF THE YEAR

- **DELANEY LANKER**
  - HP Inc.

- **SARAH MONDELLO**
  - Drake Community Press
PR PEOPLE AWARDS FINALISTS

PR PROFESSIONAL OF THE YEAR: AGENCY

DARLENE DOYLE  
PAN Communications

ALIA FARAJ-JOHNSON  
Hill+Knowlton Strategies

KATHERINE HARDIN  
Ruder Finn

JANE P. MADDEN  
Burson-Marsteller

JULIE MURPHY  
Sage Communications

REBECCA REEVE  
Rsquared Communication

LISA ROSS  
APCO Worldwide

DAN SIMON  
Vested

STUDENT OF THE YEAR

MADDY GILDERSLEEVE  
Drake University School of Journalism and Mass Communication

RACHEL WILLIS  
Duquesne University Media
PR People Awards Finalists

PR PROFESSIONAL OF THE YEAR: CORPORATE & NONPROFIT

VALERIE COMBS
IAC

NISHA MORRIS
Providence St. Joseph Health

FRANZ PAASCHE
PayPal

CAMERON POTTS
Deluxe Corporation

VANESSA YANEZ
HP Inc.

JEREMY ZWEIG
Viacom

THE PAGE SOCIETY CONGRATULATES ROGER BOLTON ON HIS INDUCTION INTO THE PR NEWS HALL OF FAME

Roger is leading the Page Society through a period of tremendous growth in terms of globalizing the Page membership, producing more thought leadership, and investing in the future of the profession through programs like Page Up and the Future Leaders Experience. We join PR News in honoring Roger as one of the prolific leaders in the communications industry.

Roger Bolton
President

www.awpagesociety.com
PR People Awards Finalists

PR TEAM LEADER OF THE YEAR

CHRISTINE BLAKE
W2 Communications

JODI BROOKS
Burson-Marsteller

LAUREN DE LA FUENTE
Boingo Wireless

ATLE ERLINGSSON
SAP

BEN KLEIN
Ruder Finn

JOHN LAPLACE
EY

KARL OESTREICH
Mayo Clinic

PUBLICIST OF THE YEAR

LACEY HAINES
HP Inc.

KIRT WEBSTER
Webster Public Relations
FINANCIAL COMMUNICATIONS CAMPAIGN

BOZELL - FIRST NATIONAL BANK
#FNBBucketList

M&A COMMUNICATIONS

INC RESEARCH AND INVENTIV HEALTH MERGE TO CREATE THE ONLY FULLY INTEGRATED BIOPHARMACEUTICAL SOLUTIONS ORGANIZATION
Launching a New Category in the Healthcare Space

TOP ONLINE INVESTOR RELATIONS CENTER

VESTED
Clarity Money

TREMOR VIDEO
Investor Site Redesign 2017

TOP FINTECH LAUNCH

VESTED
Clarity Money

RISING FINTECH STARS

LINDA DING
Laserfiche

MAGGIE MONAGHAN
Vested

DAVID WACHSMAN
Wachsman PR
PAMELA BAKER–MASSON  
Associate Director of Communications, Exhibits and Strategic Planning  
Smithsonian’s National Zoo & Conservation Biology Institute

As associate director of communications, exhibits and strategic planning for the Smithsonian’s National Zoo and Conservation Biology Institute, Pamela Baker-Masson oversees the Zoo’s comprehensive traditional and digital communications programs, as well as the conception, design and production of exhibits, and strategic planning for her organization. She is a member of the senior executive team. She has conceived of and managed numerous award winning campaigns and projects from PR News, PRSA, CLIO, the National Association of Government Communicators and she was awarded the Smithsonian Secretary’s award for Excellence – Innovative Spirit.

ROGER BOLTON  
President, Arthur W. Page Society

Many of us are dedicated to our jobs. We’d argue Arthur W. Page Society president Roger Bolton lives his job. How many executives would do interviews during their vacations? Bolton does, especially when it comes to issues of importance to him, such as diversity. He was attending a baseball fantasy camp, literally standing on second base, when he called a PR News editor to speak about diversity and its importance to the Arthur W. Page Society. Two other areas of importance for Bolton: doing everything within his power to create an influential community of corporate chief communications officers and agency CEOs and, through this community, enlightening corporate CEOs about the business value of the communications function.

CATHERINE HERNANDEZ–BLADES  
Chief Brand & Communications Officer, Aflac

Catherine Hernandez-Blades’ overarching goal at Aflac is to heighten the company’s reputation and grow its business value. Using modeling, technology and hard data, she has shaped strategies to inform priorities and demonstrate return on reputation. Above all, though, she has dedicated her communications career to influencing companies to give back, and backing up her passion for CSR with metrics. A metrics-focused thought leader on corporate reputation, CSR and ethics, Hernandez-Blades has revamped Aflac’s CSR initiative, championing CSR’s importance in driving business objectives, pushing a 5-point increase in Aflac’s Reputation Institute pulse score (the gold standard of corporate reputation) over 18 months. She also drives Aflac’s diversity and inclusion initiatives.
BARRI RAFFERTY
Partner & President, Ketchum

Barri Rafferty has not just reached the summit of business leadership and led award-winning campaigns—she has been a role model and champion for women in business. She is a founder of a women’s leadership network at parent company Omnicom, and a recipient of the Plank Center’s Milestones in Mentoring Award. She proactively shares her business world acumen with other women—she does not restrict her thoughts on women’s issues to Ketchum employees. For instance, a few years ago, at a PR News leadership workshop, Rafferty urged women in the room to ask for higher salaries during performance reviews. Her question for those in the room: “Why should it only be men who feel like they have the right to ask for more money?”

QUENTIN SCHAEFFER
EVP, Corporate Communications, HBO

HBO began as a network featuring premium films. Then it moved to original programming. At times it has had the #1 show on television, but not always. What hasn’t changed for more than 20 years is the association of the HBO brand with quality. Much of that reputation work is due to the PR intelligence of Quentin Schaffer, promoting the high-quality curated collection of content that is HBO. Schaffer’s voice is evident throughout the positive buzz around HBO documentaries, its original comedies and dramas, the comedy specials. Yes, the breakout shows such as The Sopranos and Game of Thrones might have made Schaffer’s job a bit easier than most PR pros, yet it’s been his steady hand guiding HBO’s reputation after the glory of The Sopranos that is most impressive.

The entire PR News team congratulates the PR Hall of Fame inductees, the PR People winners and the Rising PR Star honorees!

Read their profiles on www.prnewsonline.com

#PRNews
2017 Rising PR Stars: AGENCY

DESIRAE MACGILLIVRAY
Portavoice PR

AMY MCDOWELL
Tanis Communications

STEPHANIE NG
Mighty

CAITIE NOLAN
AMF Media Group

KATE NORTHWAY
Porter Novelli

LOUISE OLIVER
PERITUS public relations

SARAH OSMENT
Largemouth Communications

DARAH PATTON
InkHouse

MAGGIE PENDLETON
Beehive Strategic Communication

JUSTIN PUGH
Sports 1 Marketing

DAN ROMAN
Weber Shandwick

MIKE ROSICH
Marina Maher Communications

JESSICA ROSS
Tonic Life Communications

JESSICA ROTHSCCHILD
J Public Relations

JOSEPH SALA
Joele Frank, Wilkinson Brimmer Katcher

JOE SCANNELL
Edelman

GILLIAN SMALL
Gillian Small Public Relations

DAN SMITH
CLS Strategies

PATRICK SUTTON
Paragon Public Relations

GABRIELLA TANCONA
Warschawski

MELANIE WALLNER
LeadDog Marketing Group

CARI WILDASINN
Fahlgren Mortine
Thanks, Barri, for leading the way. All of us at Ketchum are thrilled to celebrate Barri Rafferty on being inducted to the PRNews Hall of Fame.
Thanks, Barri, for leading the way.

All of us at Ketchum are thrilled to celebrate Barri Rafferty on being inducted to the PRNews Hall of Fame.
Aflac Congratulates

CATHERINE BLADES

for being inducted to the PR News Hall of Fame

You are an exemplary innovator who sets new standards of excellence.