

# Master of Science in Public Relations and Corporate Communication (PR&CC)

New York University School of Continuing and Professional Studies (NYU-SCPS)

Progress Report: Winter-Spring 2012



**Vanessa McGowan**, who is taking her final course (the capstone), was promoted to vice president of global communication for the emerging markets and established products at **Pfizer**, the world's largest pharmaceutical company. That business segment had total 2010 revenues of \$18 billion.

**Maneechai Chainuvati** was so impressed with NYU-SCPS PR&CC that she convinced the **Bank of Thailand** to pay for her Master's Degree and all her expenses. She is furthering her studies in a field that is unconventional for an Asian central bank. "The value of effective communication cannot be overstated, and the central bank realized that it is one of the keys for effective policy implementation, as well," she says. "We can learn much more about social media, writing skills, strategy, public affairs and reputation management that can help bring important messages to stakeholders clearly and professionally."



PR&CC alumnus **Dion Benetatos** recently relocated to South Africa to become head of Communication and Community Engagement at the **Desmond Tutu HIV Foundation**. Dion works to educate South Africans about their health, teaching them to take action and stop HIV. He runs public information campaigns for the community, but also works with government and medical leaders to influence national policy change.

**Klara Crocco**, Class of 2011, landed her "dream job" as assistant manager of public relations at **Kiehl's**, part of L'Oreal's Luxury Products Division. She works for Rob Imig, Class of 2007, vice president of public relations and global communication. Rob also has retained several practicum teams of PR&CC students, and another PR&CC student, Mandy Yeh, is an intern there.



## Program Introduces Courses in Crisis and Reputation Management

Two new concentration (elective) courses have been added to the curriculum for the Master of Science Degree in Public Relations and Corporate Communication, after a thorough review by NYU-SCPS and the New York State Department of Education. The crisis communication course was introduced in the second part of the Fall 2011 term, and the reputation management course will be introduced in the Spring (January) 2012 term.

The **crisis communication course**, designed by Adjunct Professor Helio Fred Garcia (pictured at right), will first focus on excellence in strategic and long-term communication strategies—that is, how to prevent a crisis. Then, realizing that the worst does sometimes happen, the course will focus on how to maintain the trust and the confidence of critical stakeholders when things go wrong. Effective crisis response is a competitive advantage and a critical attribute of leadership. It protects a company's reputation as well as its financial condition, operations, relations with key stakeholders, and strategic focus.



PR&CC faculty member Helio Fred Garcia taught crisis communication to graduate students at Beijing's Tsinghua University, China's top-rated institution of higher learning. He was there in September as a guest lecturer and will return as a visiting professor in the Spring 2012 semester.

See his biography on p. 10.

The **reputation management course**, developed by Academic Chair John Doorley in cooperation with reputation scholars and PR practitioners worldwide, is the first such graduate course anywhere. (He designed and taught academia's first course in reputation management for the undergraduate communication program at Rutgers University in 2002.) Professors Doorley and Garcia authored the field's leading text, *Reputation Management*, by the renowned academic publisher, Routledge, in 2007. The third edition will be released in 2013.

## Stockholm Accords Help Shape Future of Public Relations Worldwide

By PR&CC Adjunct Professor Toni Muzi Falconi, Senior Counsel, *Methodos spa*

Each individual—whether a professional, student, educator or employee of a professional association—now has the opportunity to help shape the future of global public relations, not just individual environments.

This unique characteristic describes the Stockholm Accords of the Global Alliance for Public Relations ([www.globalalliancepr.org](http://www.globalalliancepr.org)), a brief and a call to action to its 67 member professional associations in as many countries and, more importantly, to their 200,000 members worldwide.

Continued on page 3

## Brand the Decider

By Claude Singer, Ph.D., PR&CC Adjunct Professor

Years ago—as corporate speechwriter—I practiced a seasonal rite loosely known as “coming up with topics.” Our executives needed important things to say, and our company needed a theme for the annual report. Being the in-house literary talent, I naturally favored big, dramatic topics—like change or trust.



Dr. Singer is a leading brand strategist. See his biography on page 13. His students post their writing assignments on his blog, [www.brandsinger.com](http://www.brandsinger.com).

One executive, however, did not buy into the seasonal rite. His scribbles on my grand topics included potshots such as “Ugh!” and “Why?” I disliked him intensely for not appreciating the wisdom of my choices.

But you know what? He was right to carp and doubt. Why indeed choose these topics? There was no guiding standard other than personal conceit.

Now behold—come to the present—we are well into the era of King Brand. We now

accept the ascendancy of the concept of brand and the ubiquitous application of its principles. Where communicators once chose topics, tone and media based on their own insights and strategies, today’s professionals look to the brand for guidance. Serving the brand is as

fundamental to public relations and corporate communication as the idea of loyalty to client or honesty to public.

Key to tapping into brand power is the ability to define and to use each organization’s distinctive “brand voice.” Just as every person has a unique voice—the same voice whether to speak, shout or coo—so every well-defined brand has a unique voice that is cast across all communications. People modulate their tone and content according to audience and circumstances. Brand-guided communicators modulate their organization’s voice as well.

For examples we can look to Starbucks, Google and Virgin. Not a syllable or service emerges from these enterprises that is not shaped by brand values. Today, pulling the levers of social media is essential for creating a dialogue with audiences. As for determining “dialogue with whom” and “to what end” and “in what tone,” the brand decides, and a brand voice is the result.

Does creativity suffer? Not at all. An organization’s brand serves as a shared framework in which creative communicators flourish.

Putting any one message in brand voice aligns and leverages all messages. Nor is individual choice suppressed. A brand-driven organization attracts people who thrive within the collective consciousness set by the distinctive brand.

So when it comes to choosing how to leverage public relations, how to motivate key audiences, or how to choose the right topic, today—as never before—an organization’s brand is the decider.

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## Renée L. Harris Named Interim Assistant Dean of the Division of Programs in Business

Renée L. Harris, coordinating chair, marketing and public relations department and academic chair of continuing education programs in marketing, public relations, and leadership and human capital management, has been named interim assistant dean of the NYU-SCPS Division of Programs in Business. Dean Harris has 20 years of experience in developing, directing and marketing NYU-SCPS graduate, undergraduate and non-credit programs.

PR&CC founding Academic Chair John Doorley said of the appointment, “It was Renée who conceived of our graduate program. She helped to build and launch it in 2005, and she has been supportive every step along the way.”



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### CONTACT GRADUATE PR&CC PROGRAM

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## Gary Sheffer

### Vice President of Corporate Communications and Public Affairs, GE

"I had a great time. They are very sharp and confident young people. The questions about leadership, audience and authenticity were dead on and reflect some excellent NYU teaching."

Mr. Sheffer sent that note to Professor Helen Ostrowski after he lectured in her "Building Publics" class on

October 8, 2011. He was in the original focus group convened as part of the research effort to support the building and the introduction of the PR&CC graduate program in 2005, and has been a frequent guest lecturer in PR&CC courses.

## Exploring PR's Territorial Infrastructures Across and Within Geographic Boundaries

The adoption of generic public relations principles and specific applications was tested with remarkable results in a team project by the nine students in Professor Toni Muzi Falconi's Summer 2011 PR&CC Global Relations and Intercultural Communication class.

Proving that practicing public relations can be a completely different exercise not only in different countries, but also in different territories of one country, the students, divided into two subgroups, analyzed public relations infrastructures in Ohio and California. They explored legal, economic, political, active citizenship, media and socio-cultural systems in the context of a community PR outreach project by two units of the same global corporation, eyewear-leader Luxottica. While the corporation supplied the "generic principles" framework (mission, vision, values, strategy and tactics), the students recognized through their research that these are of little if any validity when not tightly

interconnected to specific public relations actions and applications.

Luxottica's management consulting firm will use the results to enhance its client's productivity and reputation.

The nine students involved in the project were: Bindiya Bandy, Amelia Gingold, Jeffrey B. Kalweit, Petra Kasparaviciute, Leone Kraus, Jacqueline Pezzullo, Maria Ramirez, Carol Richardson, and Valentina Vojkovic.



PR&CC Adjunct Professor Toni Muzi Falconi, left, joins PR&CC alumni Vanessa Theiss and David Johnson at the **Methodos spa** offices in Milan, Italy. Professor Falconi offered the two students internships at his firm to help apply the Luxottica communication strategies that his class prepared in the Summer 2011 PR&CC Global Communication course.

## LAGRANT Awards Chase First Burson Fellowship

PR&CC student Danielle Chase was named the first recipient of **The LAGRANT Foundation (TLF)** Harold Burson Fellowship. The fellowship highlights Mr. Burson's achievements and contributions in public relations as founding chairman of **Burson-Marsteller**, one of the world's largest public relations agencies, while simultaneously developing future leaders in the industry. He personally donated \$50,000 to The LAGRANT Foundation for the fellowship.

The LAGRANT Foundation was established in 1998 by Kim L. Hunter to address the lack of diversity in the advertising, marketing and public relations fields. TLF provides scholarships, career development workshops, professional development, mentors and internships.



## Stockholm Accords (continued from page 1)

From a societal and organizational perspective, the three key areas are: sustainability, governance and management.

From an operational perspective, the three key areas are: internal communication, external communication and alignment of internal and external communication.

"Never before has any profession undertaken such a global and intense effort to promote an advocacy program designed to improve its global reputation," notes Professor Falconi, who continues to actively coordinate this Global Alliance initiative. "The Accords include, from day one of their implementation, a structured effort to evaluate their impact, globally and locally, over a two-year timeframe."

## Student Helps Haiti Recovery Effort

PR&CC's **Alicia Adler** and a group of students from various NYU-SCPS programs traveled to Port Au-Prince, Haiti, as part of the **NYU-SCPS Schack Institute of Real Estate** Post-Catastrophe Reconstruction course, which explores the complex issues surrounding global post-catastrophe situations and developmental activities that occur after a crisis.



Alicia Adler (inset). The 2010 earthquake in Haiti, which killed 316,000 people, also damaged infrastructure and buildings, including the Presidential Palace.

## Capstone Highlights

*“Capstone: the crowning achievement, point, element or event”*—Random House Webster’s Unabridged Dictionary.

The capstone course requires students in the PR&CC graduate program to produce a major paper (about 50 pages) that makes a contribution to the field of professional communication, and is deemed “publishable” by faculty members. It has to include some primary research, excellent secondary research and be well written. Shown below is the abstract of a capstone paper by grad student Kimberly Goldstein, with Professor John Doorley as second author and Paul Turner, a reputation scholar from the U.K., as third author. It was recently published by the **Institute for Public Relations**.

Here are some other capstone reports:

**Patrick Canavan**, research associate in NYU’s Office of University Development and Alumni Relations, is examining how speeches fit into modern-day communication strategies. What separates the great speeches from the average ones, and how does social media affect speechwriting and speechmaking? These and other questions will be subject to a critical exegesis, drawing upon the texts of what are considered to be historically great speeches, the analysis of language experts, psychologists and noted speechwriters. His adviser is Professor Seitel.

**Mireille Chapuis**, educated as a barrister in her native Switzerland, is writing her capstone on the communication needs of the investing community in the context of evolving technologies, as well as regulatory

and legal standards. Her secondary research challenge is immense and she has set a high bar for primary research with investors and analysts. Her adviser is Professor Martin, who teaches investor relations in PR&CC.

**Aiman Kirmani**, Fulbright Scholar from Pakistan, is researching the role of negotiation in public relations practice. Her thesis explores the idea that negotiation might prove a better starting point in approaching certain public relations challenges than persuasion. She is interviewing leaders in the field and using a survey questionnaire she developed, attempting to get responses from a cross-section of practitioners at various management levels in agencies and corporations. Her advisers are Professors Muzi Falconi and Doorley.

## Corporate Reputation Management in the U.S. Pharmaceutical Industry

*Kimberly Goldstein, NYU-SCPS; John Doorley, NYU-SCPS; Paul Turner, Ashcroft International Business School, Cambridge, UK*

### Abstract

The reputations of firms may be linked to the degree to which they have formal reputation management programs. To examine that hypothesis, the authors surveyed firms in the U.S. pharmaceutical industry where reputation is a highly visible challenge. We compared the reputation measurement and management efforts of the most admired firms with those of less admired firms. The data indicate a positive correlation in five areas—that

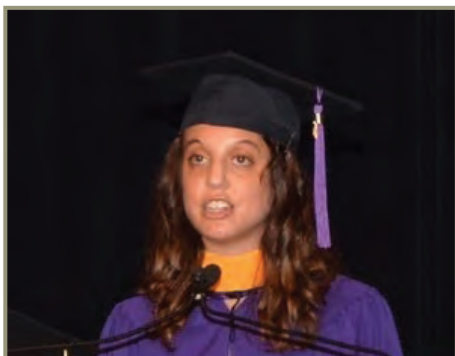
is, between reputation and having an ongoing reputation measurement program; having an active reputation management program; having a formal reputation management plan; having an individual or unit charged with responsibility for coordinating/overseeing reputation management; and having the chief communication officer as a member of the company’s executive committee...



## Three PR&CC Students Honored at 2011 NYU-SCPS Convocation

“It’s like being the class valedictorian, only better,” said PR&CC graduate **Kerry O’Grady**, who represented the 800 graduates of the 15 SCPS graduate programs at the May 2011 NYU-SCPS Convocation. This is the second year in a row that a PR&CC student was chosen as Convocation Speaker. Kimberly Goldstein earned that honor in May 2010.

Two other PR&CC students, **Chi-Chi Millaway** and **Madeleine Milan**, also received 2011 NYU-SCPS Convocation honors. Chi-Chi was named the program’s Most Distinguished Graduate. Madeleine, a Distinguished Graduate, was named Flagbearer for the PR&CC Class of 2011, an academic tradition that originated in her native England.



PR&CC student Kerry O’Grady delivered the valedictory speech at the May 2011 NYU-SCPS Convocation.



PR&CC 2011 Most Distinguished Graduate Janet Chi-Chi Millaway



PR&CC 2011 Convocation Flagbearer Madeleine Milan

## Practicum Projects Prepare PR&CC Students for Real-World Public Relations

*Much more than internships, the practicum (German for internship) calls for students to prepare, present and often launch a communication plan that meets a real communication need for a real organization.*

The NYU-SCPS PR&CC practicum course continues as one of the program's most distinguishing features. Much more than internships, practicum projects call for students to work directly with clients and formally present their communication plans to clients' senior management at the end of the semester.

"The practicum course is designed to give students as much real-world public relations experience as possible," says Professor Robert Noltenmeier, practicum course instructor. "The range of clients and communication needs allows students to choose an area of interest and to apply communication theory and practice. We are grateful to the many clients who provide the students with these learning opportunities."

Current practicum team projects include:

**United Nations Global Compact:** For the past eight semesters, PR&CC students have worked on a variety of communication projects to support this nongovernmental organization (NGO). The Global Compact is a UN strategic policy initiative for businesses committed to aligning their operations and strategies with 10 universally accepted principles in the areas of human rights, labor, environment and anti-corruption worldwide.

"Each semester we create a new practicum project that supports the Compact's principles," says Matthias Stausberg, UN Global Compact communication director. "We rely on NYU-SCPS PR&CC students to provide us with fresh communication thinking, strategies and tactics that we can and do apply immediately."

The current team is working on the Compact's Rio+20 initiative. Taking place in Brazil in June 2012, the global conference marks the 20th anniversary of the 1992 United Nations Conference on Environment and Development (UNCED), in Rio de Janeiro, and the 10th anniversary of the 2002 World Summit on Sustainable Development (WSSD) in Johannesburg. It is positioned as a conference at the highest possible level, and will include the participation of heads of state and government, as well as other representatives.

**UNICEF:** Two PR&CC student teams researched UNICEF's social media efforts and developed a strategic social media communication plan. The program encourages close monitoring of existing online efforts; audiences' needs, interests and responses; and establishing a UNICEF-wide social media policy. The current team is working on measurement of site visitors' comments and UNICEF's reactive and proactive communication efforts, which is unique in social media.

**Public Relations Society of America (PRSA) Foundation:** Under the guidance of PR&CC Adjunct Professor Lou Capozzi, a board member, two student teams will develop communication objectives, strategies and tactics to promote several new PRSA Foundation initiatives. The PRSA Foundation is an independent, 501 (c) 3 charitable foundation that enhances the role of the public relations industry in serving the public good by raising funds to support scholarships for public relations students, research projects that enhance the practice of public relations, and public education initiatives.

**Caribbean Media Exchange (CMEx):** Since its inception in October 2001, CMEx has created awareness among media, government, the travel and tourism industry, and island communities of the importance of Caribbean tourism in regional sustainable development. It also supports island communities by sharing relevant expertise, financial and in-kind assistance.

Through an increase in published and aired stories throughout the regional and international media, CMEx sponsors have become closely identified as champions of the sustainable tourism movement. At its annual conference in the Caribbean, where PR&CC students present their practicum projects, CMEx draws a distinguished group of international media. CMEx pays for all of the students' expenses.

**The Yale Stem Cell Center (YSCC):** Working with its third PR&CC practicum team, YSCC, part of Yale University Medical School, will enhance its external and internal communication through traditional and social media. The team also will develop communication objectives, strategies and tactics for development and recruiting initiatives. Past teams have conducted a communication audit and have developed a strategic plan based on the results.



For the eighth consecutive semester, PR&CC students worked with the United Nations Global Compact on a strategic communication initiative. The project was Rio+20, a worldwide sustainability platform. From the UN Global Compact are Kristen Coco, right, public affairs and media relations manager, and Matthias Stausberg, center, director of communications. PR&CC Clinical Assistant Professor Robert Noltenmeier, left, teaches and coordinates the PR&CC practicum course among 15 clients.



Professor John Doorley with Carlos Manzano, PR&CC class of 2009. Carlos recently received the Bart Lawson Award for Service from the NYU-SCPS alumni organization for his work as director of the **Latin Media and Entertainment Commission** in New York City.

## Message From the Academic Chair

As we enter our seventh year, we have much to be proud of and many challenges to approach. We are now the world's largest on-site graduate program in public relations, with 320 students. That is substantial, even for NYU-SCPS and for New York University, the nation's largest private university. We also are one of the most diverse programs. Our student body is approximately 65 percent American and 35 percent international. There is a richness of experience and backgrounds, with the career-changer, professional communicator and recent-college-grad segments each contributing about one-third of our students.

Our students include several Phi Beta Kappas, Fulbright scholars and LAGRANT scholars. Our new students each semester have an undergraduate grade point average of 3.1 to 3.3 (4 point scale).

I do not know if we have the best program, though we aspire to do so. I do know that our faculty would be hard to beat, and that is partly a function of being based in the communication capital of the world. But it is also a function of reputation, relationships, and of an intellectually stimulating environment where students expect our

faculty members to bring their "A game" to each class. Our faculty members include many of the most accomplished public relations and corporate communication professionals, from the U.S. and abroad, who by being here, help to elevate our field as a social science.

For a profession that has suffered for so long from an image problem that says public relations is a lot of shine and little substance, this is very important. Together with PR programs at other universities; texts; peer-reviewed papers; our professional organizations; and the overall good work of our professional communication colleagues in agencies, corporations and other organizations, we are all helping to advance the field.

Here's to what many are calling "The Golden Age of Public Relations."

A handwritten signature in black ink that reads "John Doorley". The signature is fluid and cursive.

**John Doorley**  
**Academic Chair**  
**Clinical Assistant Professor**  
**M.S. in Public Relations and**  
**Corporate Communication**

## Professors Falconi and Noltenmeier Honored for Outstanding Service and Teaching Excellence

### AWARD FOR OUTSTANDING SERVICE



Professor Toni Muzi Falconi, an international leader in the public relations field, was instrumental in conceiving the global **Stockholm Accords** agreement that will have far-reaching effects throughout the profession. A PR&CC adjunct professor, he teaches the Global Relations and Intercultural Communication and Public Affairs courses. An Italian national, he is chair of Methodos, a change-management consulting firm in Rome and Milan, and has consulted with ExxonMobil, 3M and Fabbri Publishers. He was chair of the Italian PR association, FERPI, and founding chair of the Global Alliance, an organization of 67 national associations of communication professionals in as many countries.

### AWARD FOR TEACHING EXCELLENCE



Clinical Assistant Professor Robert Noltenmeier has been full-time in the PR&CC program since 2009. Previously, he was an adjunct professor in the program, in the **NYU-SCPS Certificate Program** and in the **NYU-SCPS Paul McGhee Undergraduate Division**. He holds a certificate from the NYU Teaching Effectiveness Program and is proficient in distance learning. Before joining NYU-SCPS, he had a distinguished corporate communication career with ExxonMobil, Hoechst Celanese and Unisys, and an agency career in Manhattan, where he still counsels Citibank Private Bank, Polo/Ralph Lauren and AT&T. He teaches PR&CC writing, ethics, strategic communication and social media courses.

## The Miracle on the Hudson

By PR&CC students Aubrey Gooden and Molly Palm

When it comes to access, the NYU-SCPS Public Relations and Corporate Communication program does not disappoint.

We are reminded of this access every day. Not only do our professors hold the highest ranks at some of the most well-respected public relations agencies and corporate communication departments in the country, they also bring prominent guest speakers into our classrooms. The presentation on March 29, 2011, was no exception.

Several NYU-SCPS PR&CC classes had the privilege of attending a special presentation titled, “The Miracle on the Hudson,” by Elise Eberwein, executive vice president of People and Communications at **US Airways**, and James Olsen, vice president of Corporate Communications there. They visited at the invitation of Professor Tony Plohoros, who, according to PR&CC academic chair John Doorley, “has relationships with the media and corp comm folks that are as good as anyone’s.”

The room was filled with bright-eyed students excited to learn first-hand how US Airways managed public relations after Flight 1549 landed in the Hudson River on January 15, 2009.

After a video that left many of us teary-eyed, Elise and James led us through what really happened behind the scenes. How did they turn this potential PR crisis into one of the most celebrated public relations stories? Their success rests largely on the fact that US Airways was prepared for the unexpected. They had an integrated plan, and they had tested it. In addition to pre-approved (and lawyer-approved) press release templates, they had a dark “crisis site” that was used to house all internal and external communications. They also had “care teams” ready to provide immediate assistance.

Following the landing on the Hudson River off Manhattan, the US Airways communication team acted expediently; they issued the first press release 40 minutes after the landing and held the CEO press briefing within two hours. They had a media “war room” that served as the central hub for all communications. The communication team fielded 350 calls within the first 90 minutes of the landing and shared as much information as they could with the media. Their historically good relationships with the media supported this entire process because they had already established a foundation of trust.



Elise Eberwein, executive vice president of People and Communications at US Airways

Among the biggest takeaways from this presentation was how social media played a role from beginning to end. When Flight 1549 landed in the Hudson, the communicators used personal Twitter accounts to break the news.

“Now everyone has the tools to be a journalist and to report the news as it happens,” Professor Plohoros said.

## On Point: Writing for the World’s Greatest Communicators

In September 2011 when hundreds of international nonprofit leaders, heads of state, corporate executives, and celebrities converged on Manhattan, one PR&CC student was in the middle of it all. Kirsten Simmons served as a talking points writer for the **Clinton Global Initiative** (CGI), helping the organization prepare for its 2011 Annual Meeting.

Kirsten was selected as one of three writers tasked with developing talking points for CGI Commitments to Action announced during the three-day event. A collection of notable figures, including President Bill Clinton, Her Royal Highness Princess Ghida Talal of Jordan, Irina Bokova of UNESCO, Reeta Roy of the MasterCard Foundation, and Nicholas Kristof of *The New York Times*, announced commitments based on the talking points prepared by Simmons and the other two writers. The CGI Annual Meeting was also a rare opportunity to learn from some of the world’s most celebrated minds, as panelists shared their thoughts on many of today’s pressing domestic and international issues.

Commitments to Action are plans to address challenges in communities around the globe, including topics such as basic healthcare access and economic development. New York University, Merck, JPMorgan Chase, MTV Networks, United Nations World Food Programme, and the Government of Liberia are just a few past and present commitment-makers.



Kirsten Simmons (inset), Michelle Obama and Bill Clinton at CGI.

Kirsten came to the PR&CC program from Michigan after eight years in state government. She worked as executive director of the Michigan Food Policy Council and as an issue specialist/writer for Michigan Governor Jennifer M. Granholm.

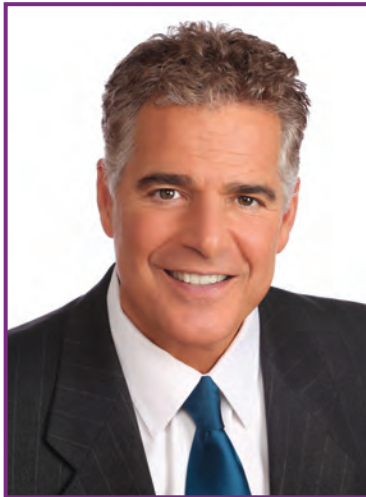
## PR&CC Faculty Members

*Our faculty members are all highly accomplished professional communicators who also are wonderful teachers. They are dedicated to the development of professional communicators who understand communication theory, history and practice; think, plan and act ethically and strategically; write and express themselves well; and have a broad, thoughtful view of the organizations they work for and of the world.*

**Steve Aduato** is an Emmy Award-winning THIRTEEN (PBS) anchor, media analyst and *Star-Ledger* columnist. He also is a best-selling author, a university lecturer, and a professional communication and leadership coach whose company Stand & Deliver offers invaluable workshops, seminars and executive one-on-one coaching. As a media and communication expert, Professor Aduato appears regularly on the TODAY Show, CNN, FOX News, FOX 5 in New York, MSNBC as well as on CBS/2 in New York. He also has provided expert on-air commentary for National Public Radio (NPR). He has published over 800 articles on a variety of communication, leadership and business-related issues in *The Star-Ledger*, *New Jersey Monthly*, the *Daily Record*, the *Atlantic City Press*, and *NJBiz*, as well as online through NJ.com. He is the author of three books, *Speak from the Heart*, *Make the Connection* and *What Were They Thinking?* His fourth book titled *You Are the Brand!* will be available this spring.

**Ken Banta** is head of corporate strategic affairs at Bausch + Lomb Incorporated, the global eye health company. He is a member of the top leadership team working to transform the company to once again be the innovation and performance leader in its field. Professor Banta is a leading corporate affairs practitioner with a strong track record in change leadership and organizational transformation. He played a key role in the turnaround and transformation of three global, research-based pharmaceutical companies: Pharmacia & Upjohn, Pharmacia Corporation, and, most recently, Schering-Plough Corporation. Before entering the corporate world, Banta served for five years as a senior counselor with the global public affairs and public relations firm Burson-Marsteller, based in London. Prior to that, he spent 10 years as a writer, reporter and foreign correspondent with *Time* magazine.

**Don Bates**, APR, Fellow PRSA, is a public relations and public affairs educator, as well as a senior public relations and public affairs consultant. Before entering management communications, he was a newspaper reporter in suburban Boston and subsequently worked in corporate public relations for the Bell System, North American Rockwell, and McDonnell Douglas (merged with Boeing in 1997). For more than a decade, he owned his own public relations firm, which he sold in the mid-1990s. Currently, he conducts writing workshops for the PRSA New York and Washington D.C. chapters, in addition to private workshops and tutorials for corporate and not-for-profit clients. Professor Bates was founding director of George Washington University's Graduate School of Political Management Master's Degree Program in Strategic Communications. He is a senior advisor with Stevens/Gould/Pincus, merger and acquisition specialists for the public relations industry, and a writer and editor for several international organizations.



**Steve Aduato** is an Emmy Award-winning THIRTEEN (PBS) anchor, media analyst and *Star-Ledger* columnist.

**Melissa Burdick Harmon** began her career in public relations and corporate communication as an account executive at KCSA Public Relations, where she rose to vice president before going on to become director of corporate communication for FSC Corporation. She then opened her own corporate and public relations writing business where she has written everything from corporate speeches to annual reports to Facebook pages to Twitter campaigns. Her client list includes more than a dozen Fortune 500 companies, as well as numerous nonprofits, universities, hospitals, law firms, consulting groups, government agencies, and tourist boards. Professor Harmon has published over 200 consumer magazine and newspaper articles and a book. She holds an M.A. in English and Comparative Literature from Columbia University, and is a past president of the International Association of Business Communicators, New York Chapter.

**Natalie Canavor** is a business writer and communication consultant who leads writing workshops for groups and organizations. She is the author of *Business Writing in the Digital Age*, a textbook for business, communication and other students who need the competitive edge of good writing. She also co-authored *The Truth About the New Rules of Business Writing*, a popular guide for writing at work. Her teaching draws on her experience as a national magazine editor, journalist and corporate communicator. She has written frequently for *The New York Times*, as well as for business and specialized publications, earning dozens of national and international awards. Her clients include companies and nonprofits for whom she develops strategic messaging and creates print and e-media projects. Professor Canavor is a graduate of Binghamton University, Magna Cum Laude with High Honors, and pursued graduate studies at the University of Rochester and at London University.

**Lou Capozzi** is the former chairman and CEO of Manning, Selvage & Lee (MS&L), one of the world's largest public relations consulting firms, and before that was vice president of corporate communication at Aetna. He earlier held senior communication positions in both corporations and consulting firms. A graduate of New York University, with an undergraduate degree in journalism and marketing, Professor Capozzi holds an M.B.A. from the Bernard Baruch Graduate School of Business, CUNY.

**Anthony Carter** is vice president of Global Diversity & Inclusion and chief diversity officer for Johnson & Johnson. He is the former vice president of corporate communication, with responsibility for organizational, executive and change management communication, as well as the management of all communication for human resources and the Office of Diversity globally. Previously, he held various positions in public affairs for the Bristol-Myers Squibb Company. Prior to that, he was assistant press secretary for Mayor of New York City David N. Dinkins. A member of the Board of Development Team for Howard University, he holds a B.A. in Communication and Journalism from Fordham University.

**Deirdre Dapice** has 15 years of corporate communication and consumer marketing experience. She has held agency and corporate roles at the Publicis Groupe and its global public relations firm, Manning Selvage & Lee (MS&L). Most recently, she was director of corporate communication for the firm's Public Relations and Corporate Communications Group, a role she also held at MS&L.

During the time Professor Dapice led corporate communication for MS&L, Publicis was named agency of the year by The Holmes Report, received multiple awards for best employee communication program and an honorable mention from *PRWeek* for agency of the year. She holds a Bachelor of Arts in Communication from Loyola University in Baltimore, MD.

**Kelly Dencker** is senior vice president and director of healthcare at Coyne Public Relations. Formerly, he was director of the healthcare practice at MS&L New York for 18 years. He manages all aspects of the business including strategic and creative account planning and management, digital health communication, issues management, and the creation of new products and services for clients. He has developed several award-winning campaigns and high-profile launches within the pharmaceutical and consumer health space in such categories as men's health, children's health, vision care and respiratory health.

**John Doorley**, academic chair of this program, is approaching a decade of teaching experience, first at Rutgers, as an adjunct instructor and then as a member of the full-time faculty, and now at NYU-SCPS. His most recent position in industry was as head of corporate communication at Merck, then the world's largest and most admired healthcare company. Previously, he was chief speechwriter for the CEO of Hoffmann LaRoche Inc. He holds a B.A. in Biology from St. Vincent College and an M.A. in Journalism from NYU. He is the winner of numerous writing awards and is co-author with Helio Fred Garcia of *Reputation Management*, a leading public relations text, the second edition of which was released 2010-2011 by the publisher Routledge, Taylor & Francis Group. He has received the NYU-SCPS PR&CC Award for Outstanding Service.

**Mark Edelman** is senior vice president, Fund Development, at Jewish Child Care Association (JCCA), the 188 year-old child and family services agency in New York. Prior to joining JCCA, he was chief external relations officer at the American Red Cross in Greater New York during the 9/11 World Trade Center attack. Before that, he was director of marketing and communication at the national office of the Anti-Defamation League. Professor Edelman spent nearly 20 years in the advertising business, including several years as president of his own ad agency before becoming a nonprofit executive. He graduated from the United States Military Academy at West Point and has been an adjunct instructor at the NYU Steinhardt School of Culture, Education and Human Development since 1991.

**Mel Ehrlich** has been a marketing communications professional for almost 30 years. He has held senior executive positions, specializing in healthcare and pharmaceutical communications, at major global PR agencies, including Hill & Knowlton, Edelman, and the Grey Healthcare Group where he created and supervised award-winning PR programs. At NYU-SCPS, Professor Ehrlich teaches Public Relations Functions & Practices, as well as Public Relations Writing Seminar I. For the past three years, he has been the faculty leader of the NYU-SCPS international Summer Institute in Public Relations Strategy and Execution, an intensive program. He conducts training workshops for PR agencies in writing and delegation, and teaches English as a second language at The International Center, New York. He has taught English, drama, theater, and public speaking at the college level in the U.S. and in Sendai, Japan. He is a member of the editorial advisory board of *Communiqué*, the PR and medical communications publication. He holds a Master's Degree in English

from the University of Pennsylvania and completed graduate work in English and linguistics at Oxford and Harvard Universities.

**Carl D. Folta** is executive vice president of corporate communications for Viacom Inc., and is responsible for Viacom's overall communication activities, both internally and externally, as well as the coordination of communication at its operations, including MTV Networks, BET Networks and Paramount Pictures. He oversees all financial communication and directs the company's media relations activities for industry issues and public affairs, including regulatory, legislative and legal matters. He is responsible for the company's philanthropic activities, corporate responsibility programs and events. Professor Folta also serves as senior advisor and spokesperson for the executive chairman of Viacom and CBS Corporation, Sumner Redstone. He joined Viacom in April 1994 as vice president, Corporate Relations, from Paramount Communications, Inc. He earned a B.S. from Boston University's College of Communication and received the school's Distinguished Alumni Award in 1998. He serves as a director of the International Radio and Television Society, Literacy Inc., and Staying Alive.

**Adam Friedman** has more than 25 years of experience in public and investor relations. At Adam Friedman Associates (AFA), a firm he founded in 1999, he works closely with world-class companies such as Turner Construction, Dollar Tree Stores, Tesoro Corporation, Cabot Corporation, Cadence Design Systems, Rush Enterprises and Federal Realty Investment Trust. Prior to forming AFA, he was a managing partner of KCSA Public Relations Worldwide. In that capacity, he served scores of companies from diverse industry sectors, including high tech, biotech, banking, manufacturing and financial services, assisting them to enhance their profiles on Wall Street and Main Street. Before joining KCSA in 1987, he served as the senior communication executive for The Continental Group (packaging), General Instrument Corporation (technology and cable), and General Host Corporation (retail and consumer goods). Professor Friedman holds Graduate Degrees from New York University and also is a graduate of the Baruch School of Business where he earned an M.B.A. in Marketing.

**Terry Fassburg**, with over 30 years of senior level experience, is a seasoned communication executive. He recently retired as vice president, Brand & Corporate Communications, for Philips Electronics North America, where he headed the corporation's U.S. brand advertising and public relations programs. Equally skilled in both advertising and public relations environments, Professor Fassburg worked for Pepsi-Cola International, Frito-Lay, and General Foods. He also worked at advertising and public relations agencies including Grey Advertising, Ogilvy Public Relations and Burson-Marsteller. In addition to his PR&CC classes, he consults and serves on the board of trustees of Independent Curators International (ICI).

**Kathy Fitzgerald** has more than 35 years of industry experience at companies like AT&T, Lucent Technologies and KPMG. She was recently named head of corporate communication at PSEG, the New Jersey utility. Previously, she was head of Global Communications for KPMG, a Big Four accounting and consulting firm with locations in over 160 countries, where she was responsible for leading both internal and external communications. Prior to joining KPMG in 2006, Professor Fitzgerald served as senior vice president of public relations and advertising for Lucent Technologies, a spin-off of AT&T formed in 1995. She was instrumental in developing both the original brand positioning and the launch of Lucent



PR League officers with Professor Carl Folta.  
From left to right: Petra Kasparaviciute, Carl Folta,  
Katie Hutchinson, Aubrey Gooden

as a company. She led an integrated global communications team responsible for employee and external communications, advertising and marketing communications and investor relations. Her team executed communication programs that helped Lucent become one of *Fortune* magazine's top 10 "Most Admired Companies" within four years after its launch. She holds journalism degrees from St. Peter's College and Boston University.

**Helio Fred Garcia** joined the NYU faculty in 1988 and has received NYU-SCPS awards for Teaching Excellence and Outstanding Service. He is president of Logos Consulting Group and is also on the adjunct faculty of the Starr King School for the Ministry, Berkeley, Calif., and the Swiss Federal Institute of Technology in Zurich, Switzerland. He is co-author with John Doorley of *Reputation Management* and is author of *Crisis Communication* (AAA Press). Professor Garcia received his B.A. with honors in politics and philosophy from NYU, where he was elected to Phi Beta Kappa. He received his M.A. in Philosophy from Columbia. He studied classical Greek languages and literature in the Latin/Greek Institute of CUNY Graduate Center, and received an Honorary Doctor of Humane Letters from Mount Saint Mary College.

**Ellen Golden** is a leader in public relations and integrated marketing who has counseled Fortune 500 companies and world-class brands in many industries. Her primary focus has been promotion of consumer products and services and re-imaging of traditional brands. Professor Golden's market-leading clients include AT&T, Burger King, Diageo, Intel, Johnson & Johnson, Merrill Lynch, Pfizer, Playtex, Procter & Gamble, Schick and Unilever. She counseled these clients while working at top-10 global PR firms and cutting-edge PR boutiques. She is known for her strategic counsel for a portfolio of Procter & Gamble beauty brands, such as Clairol. Her work on that brand led to a new global model for integrated communications. She began her career as an assistant account executive at Burson-Marsteller, where she worked on crisis management for the historic Tylenol tampering case. She graduated with honors from the Medill School of Journalism at Northwestern University.

**Michael Greece** is a managing director at Pollack PR Marketing Group. Formerly, he was managing director of Padilla Speer Beardsley. Previously, Professor Greece held senior positions at Manning Selvage & Lee and other notable New York City agencies. He has guided successful corporate and marketing communication programs for Coppertone, Western Union, General Electric, MetLife, Yankelovich Partners, and Starter Sportswear. He is an accredited member of the Public Relations Society of America (PRSA) and a member of its Counselors Academy. He earned his Bachelor of Science from the U.S. Air Force Academy and worked on global assignments such as the European and American introduction of the F-16 aircraft. He also holds a Master's in Mass Communication from the University of Denver. His articles on public relations and marketing communication have appeared in the *PR Strategist*, *PR Tactics*, *PR Week* and *PR Intelligence Report*. He also is the recipient of The Phillip Dorf Award for Mentoring from PRSA's New York Chapter.

**Laurel Hart** is a partner at the crisis management firm Logos Consulting Group and a senior fellow at the Logos Institute for Crisis Management & Executive Leadership. She helps corporate and nonprofit clients to understand the evolution of social media and its relationship to organizational communication, reputation and crisis. She also is a frequent guest speaker at the Wharton School of Business at the University of Pennsylvania. She has worked in the

communication field since 2000. Professor Hart wrote the social media chapter in the second edition of *Reputation Management* by PR&CC professors John Doorley and Helio Fred Garcia. She holds a B.A. in English from Colby College and an M.S. in Public Relations and Corporate Communication from NYU-SCPS, where she was the program's first "Most Distinguished Graduate" in 2007.

**Sean Healy** is a corporate communication executive with 25 years of experience working for some of the world's best-known companies. He founded Healy Corporate Communications to support the communication efforts of a range of corporate clients, including The Coca-Cola Company, Cardinal Health and Blumberg Capital Partners. In addition to his own company, he is a senior consultant to Fleishman-Hillard, one of the world's largest public relations firms. Before starting his own consultancy, he had been a senior vice president and partner in Fleishman-Hillard's corporate practice. He specializes in media relations strategy and supports many high-profile clients, including Philips. Before joining Fleishman-Hillard, he managed national and financial media relations at EDS. During his career, Professor Healy also has served as vice president of media relations at Visa and as a deputy communications director at AlliedSignal. He holds a B.S. in Public Relations from Boston University's College of Communication and an M.B.A. in Finance from New York University's Stern School of Business.

**Bill Healey** is director of Grants & Philanthropy for Novo Nordisk Inc., the American affiliate of the Copenhagen-based Novo Nordisk A/S. Professor Healey joined Novo Nordisk in June 2009. He was previously executive vice president of the HealthCare Institute of New Jersey, a state-based trade association of the research-based pharmaceutical and medical technology industry. Professor Healey served from 1994-97 in the office of former New Jersey Governor Christine Todd Whitman as the director of the Office of Business Ombudsman. He has held other notable positions in government and politics, including serving as vice president and chief lobbyist of the New Jersey Chamber of Commerce, and as a staff aide to former U.S. Congressman Jim Courter. He earned a B.S. in Communication from Seton Hall University and an M.S. in Public Administration from Fairleigh-Dickinson University.

**Chris Henick** is founder & co-chairman of Blueprint Advisors LLC, a Washington, D.C.-based messaging and strategy firm that employs a coherent approach to managing brands, using a unique sphere of top-tier partners. He was senior advisor to the Rudy Giuliani Presidential Committee and was an independent business consultant and advisor. In this capacity, he consulted with Giuliani Partners LLC. Professor Henick served President George W. Bush in the White House as deputy assistant to the president and deputy to the senior advisor, and also was deputy director of strategy for the Bush-Cheney 2000 presidential campaign. Professor Henick was named a Fellow at the Institute of Politics at Harvard University's Kennedy School of Government during the Spring 1995 term. He attended the University of Mississippi and earned a B.A. in Liberal Studies from Georgetown University. He currently serves on the Advisory Committee at the University of Mississippi's Center for the Study of Southern Culture.

**Denise Hill, APR**, is vice president of corporate communications at Delhaize America. She has more than 25 years of corporate and agency experience. She has held senior communication positions at Fortune 500 companies, including CIGNA, Novartis Pharmaceuticals, Quest Diagnostics and Wyndham Worldwide. Professor Hill received Bachelor's and Master's Degrees, both in communication, from



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Temple University, and is pursuing a doctorate in communication at the University of North Carolina-Chapel Hill. She is a member of the PR Seminar, the Arthur W. Page Society, PRSA, IABC, the Council of Communication Management, and the Executive Leadership Council.

**LaNella Hooper-Williams** is president of Hooper Williams Communications (HWC), a strategic communication firm specializing in public relations, change/organizational communication and marketing communication. She also specializes in helping organizations with their brand and has shared her expertise with clients such as Johnson & Johnson, Aramark, Rutgers University and Carnegie Mellon University. Previously, she held vice president and director communications positions with Johnson & Johnson, Lincoln Financial Group and PNC Bank. A winner of numerous industry awards, she holds a bachelor's in business administration and a Master's in Marketing Communication from Duquesne University. She is a member of the International Association of Business Communicators.

**Ed Ingle**, managing director of government affairs for Microsoft Corporation, oversees the company's federal lobbying activities in Washington, D.C. Previously, he served in the White House during two administrations: as a senior aide to President George W. Bush, and in the White House Office of Management and Budget during President Reagan's administration. In the time between those government positions, he worked for 12 years as a consultant and lobbyist for WPP's Wexler & Walker government relations firm. He holds a B.A. in Journalism/Public Relations from the University of Tennessee and a Master's in Public Administration from Indiana University.

**Judith H. Jones** is executive director of employee communication for The New York Times Company, where she works closely with The Times' newsroom and business leaders. Previously, she was a senior manager of communication with The Dun & Bradstreet Corporation and, before that, served as a manager of communication at MeadWestvaco, a leader in the paper and box industry. Professor Jones holds a B.F.A. in Theatre from Boston University. She has written for several professional publications, including *Business Communicator*, *Journal of Employee Communication Management*, *Ragan Report* and *Strategic Communication Management*. She is a past president of the New York Chapter of the International Association of Business Communicators.

**Anita Kawatra** is a communication and public affairs executive specializing in crisis management, organizational turnarounds, and public policy and advocacy. She is now vice president of public affairs at Elan Pharmaceuticals. Previously, Professor Kawatra held senior communication and policy positions at Merck, at Medco Health, and in government and politics, including speechwriter for New York Governor Mario Cuomo and New York City Mayor David N. Dinkins, for whom she also served as chief of staff after his tenure as mayor. She holds a B.A. from Yale College and an M.A. from Columbia University, where she was founding chair of the Conference on American Studies. She is working on a novel, and had a short story published in 2008.

**Ken Koprowski** is a strategic and crisis communication advisor, writer and educator. For more than 30 years, he has advised public and private energy, financial, forest products, professional services, and transportation companies including GE Capital's Energy Financial Services and Structured Finance Group, Price Waterhouse, Texaco, Lehman Brothers, American Express, Wells Fargo and others on strategic, crisis, investor, branding, marketing, digital/social media, and organizational communication, as well as public policy and corporate citizenship. He teaches public relations writing in the PR&CC program and crisis communication in the M.B.A. program at UConn and the Public Relations Master's program at Quinnipiac University. He also teaches international marketing at Pace University's Lubin School of

Business. He earned his M.A. in Creative Writing and was a doctoral candidate at Syracuse University. He is president of the Westchester/Fairfield Chapter of the Public Relations Society of America.

**Kathryn Metcalfe** is a seasoned communication professional who has held multiple leadership positions both at major corporations and top agencies. She currently leads communication efforts for Deloitte's new CEO who presides over the largest professional services company. Previously, Professor Metcalfe was a vice president at pharmaceutical giant Pfizer Inc., where she was responsible for communication efforts supporting four business units. She also led Pfizer's efforts to enhance its reputation worldwide. Before joining Pfizer, she served on the Executive Committee of Novartis Pharmaceuticals Corporation. She was chief executive officer for international public relations agency Cohn & Wolfe's New York Office and held senior positions at leading PR firms and international and boutique agencies. Metcalfe holds Master's and Bachelor's degrees in journalism from Northwestern University.



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**Brian Martin** is a corporate communication consultant with over 30 years of professional experience. He was most recently senior vice president, corporate affairs, at The Thomson Corporation (now Thomson Reuters), a global enterprise where he was responsible for all internal and external communications, including investor relations and corporate philanthropy. Prior to joining Thomson, he had the same responsibilities as senior vice president, corporate communications, at Avon Products, Inc., a Fortune 500 company with operations in over 35 countries. He started his career as an account executive at two prominent public relations agencies: Robert Marston and Associates, and Bozell & Jacobs PR, Inc. He also served as a public affairs officer in the U.S. Navy Reserve for over 10 years. He is a member of the National Investor Relations Institute (NIRI) and a graduate of the University of Massachusetts (Amherst), with a B.A. in English and Journalism.

**Gail L. Moaney**, APR, is executive vice president and director of Finn Partners' Travel and Economic Development Group. She has 20 years of experience in agency and corporate public relations and in television broadcasting, implementing communication programs for destinations, transportation companies, hotels and resorts, and economic development entities worldwide. Professor Moaney was the chief of communication for the State of Ohio Department of Economic Development, managing radio, television and print communication for tourism, international trade, science and technology, and business development. Earlier, she worked in broadcasting as a producer and executive producer for NBC/WRC-TV, PBS (Public Broadcasting System) and Warner Amex Cable Communications. A fine arts graduate of Howard University, she holds an M.A. from American University in Broadcasting Production and Management.

**Michael Morley** is senior consultant to Echo Research, Inc., following a 40-year career at Edelman, where he founded and built the firm's global network. He served as Edelman's president of international operations; president of Edelman, New York; and as deputy chairman of Edelman Worldwide. He has served as chairman of the jury for IPRA Golden WorldAwards, and is the author of the books *How to Manage Your Global Reputation* and *The Global Corporate Brand Book* (Palgrave Macmillan). He holds PRSA's Atlas Award, CIPR's

Alan Campbell-Johnson Medal, and is in the ICCO Hall of Fame. He was created Knight of the Order of the Lion by the president of Finland for his contributions to international communication.

**Toni Muzi Falconi** is adjunct professor of Global Relations and Intercultural Communication. An Italian national, he has been teaching in various Italian universities since 1998 (IULM, Udine, Forlì, Lumsa at the Vatican). His professional activity began in 1962 and developed in employee, media, corporate, financial, international relations and public affairs inside companies such as Exxon, 3M Company, Fabbri Publishers; as entrepreneur and CEO of SCR, Italy's largest and most reputed public relations agency; then chair and shareholder of Methodos, a change-management consulting firm. He was chair of FERPI (Italian PR Association) and founding chair of the Global Alliance (an umbrella organization of 67 national associations of professionals from as many countries). Professor Falconi is author of four books in Italian and co-author of as many in English.

**Robert Noltenmeier** has been a full-time clinical assistant professor in the NYU-SCPS PR&CC program since January 2009. Before his full-time appointment, he had been an adjunct professor in the program since 2004. He remains active in the profession as executive vice president and principal of Quadrant Communications Co., Inc., a Manhattan-based integrated marketing agency that counsels leading financial services, retail, and telecommunications firms, such as the Federal Reserve, Citibank Private Bank, Polo/Ralph Lauren and AT&T, along with nonprofits and private foundations. Before joining Quadrant, Professor Noltenmeier held senior corporate communication and public relations positions with Exxon Mobil, Hoechst-Celanese and Unisys. He has served in several board positions with professional communication associations, including three terms as president of the New York Chapter of the International Association of Business Communicators (NY/IABC). He holds a Master's in Public Relations from the Boston University College of Communication and is a recipient of the 2010 NYU-SCPS PR&CC Award for Teaching Excellence.



Adjunct Professor Paul Oestreicher teaches Research Methodology and Strategic Communication.

**Paul Oestreicher** is president of Oestreicher Communications, LLC, which specializes in corporate and marketing communications, business strategy and development, and issues, crisis and reputation management. A scientist by training, he has held executive positions in public relations and public affairs at corporations and agencies. Professor Oestreicher is one of the early architects of global communication planning, direct-to-patient communications and third-party alliance building. He is the author of *Camelot, Inc.: Leadership and Management Insights from King*

*Arthur and the Round Table*, which uses quotes from Arthurian legends to illustrate the dos and don'ts of modern leaders and institutions. He holds a Bachelor's in Biology from the University of Rochester, an M.S. and Ph.D. in Nutritional Sciences from Rutgers University, and completed a Post-Doctoral Fellowship in Pharmacology.

**Helen Ostrowski**, the retired chairman and chief executive officer of Porter Novelli, one of the world's leading public relations firms, is a senior counselor to APCO Worldwide, a leading public affairs firm. Her career, which includes extensive agency and corporate experience, began at American Cyanamid in the public affairs department.

During her time there, she enrolled at the NYU School of Continuing Education (now NYU-SCPS), and obtained her B.A. in Humanities. She has written and lectured extensively on public relations, served as chairman of the Council of Public Relations Firms, and is currently on the boards of the Arthur W. Page Society, the International Youth Foundation, and Roger Williams University. In 2008, she was named by *PRWeek* as one of the 20 most influential public relations executives in the past decade.

**James Perry** is a vice president in the Municipal Securities Division of Morgan Stanley where he provides investment banking services for state and local governments, nonprofit hospitals and universities. Prior to joining Morgan Stanley, he served as deputy chief of staff and director of policy for Mississippi Governor Haley Barbour. In those roles, he coordinated policy development and implementation, communication, scheduling, political affairs, and federal government relations on behalf of the governor. He previously served as legislative director for then-U.S. Congressman Roger Wicker. Professor Perry earned a Bachelor's Degree with majors in Economics and Government from the University of Virginia.

**Tony Plohoros** is founder and principal of 6 Degrees Communications, which leverages a virtual model to provide senior-level strategic and tactical support to leading and emerging biopharmas, insurers, as well as companies that serve the life sciences industry. Previously, he served as director of media relations at Bristol-Myers Squibb Company, where he oversaw the company's strategic media relations efforts and served as the company's primary external spokesperson. Before that, he directed financial communication and media relations at Merck, where he played a critical role in guiding the company through issues related to the withdrawal of Vioxx. He holds a Bachelor's in Public Relations from the S.I. Newhouse School of Public Communication at Syracuse University, and an M.B.A. from the NYU Stern School of Business.

**Ken Rabin** has more than 40 years' experience as a PR practitioner, educator and writer. He lives in Warsaw, Poland, where he is senior counselor at Alert Media Communications, a Polish firm, as well as a director of GlobalHealth Public Relations, an international partnership based in Washington, D.C. He retired from Ruder Finn in 2008, where he had been an executive vice president and director of international healthcare. Prior to joining Ruder Finn in Washington, D.C., he was managing director of Burson-Marsteller's worldwide healthcare practice. He was previously chairman of InterScience, a global healthcare PR company acquired in 1995 by Medicus DMB&B. From 1984-92, he directed healthcare at Hill & Knowlton, which he joined after three years as director of public affairs at Squibb (now Bristol-Myers Squibb). He was associate professor and director of the graduate public relations program at American University in Washington, D.C. (from 1974-80). Professor Rabin was co-author of *Informing the People*, for many years the standard text on U.S. government information practice. He is on the editorial boards of the *Journal of Health Communication* and *Public Relations Review*. He has a Ph.D. in Education from George Peabody College of Vanderbilt University. His B.A. is from Cornell University, and he has Master's Degrees from Yale and the University of North Carolina.

**Barri Rafferty** is a senior partner and director of Ketchum New York. She also is a member of Ketchum's Executive Committee and oversees the global digital transformation of the agency, which includes oversight of Ketchum Digital and the agency's global network of digital strategists. Professor Rafferty counsels key clients on integrated communications, branding initiatives, and corporate reputation, and leveraging experiential, online, and mainstream communications tactics. During her tenure, she has counseled and has worked with many industry-leading companies, such as Pfizer,

Ikea, Kodak, Monster, The Home Depot, DuPont, Cingular Wireless, Philips, Levi Strauss & Company, Johnson & Johnson, and Frito-Lay. She has led award-winning projects for Kodak, Maxwell House, Levi's, Staples and Hallmark. She was president of the Public Relations Society of America (PRSA), N.Y. Chapter, and is a member of Women in Communication. Her undergraduate and graduate degrees are from Tulane and Boston University, respectively.

**David Rockland** is responsible for Ketchum's research products and developing innovative approaches to public relations and measurement globally. He serves as CEO of Ketchum Pleon Change and managing director of Ketchum Global Research. Formerly, he was senior vice president and managing director for Roper Starch Worldwide and previously owned his own firm, The Rockland Group, specializing in environmental issues management and marketing. Professor Rockland served as chairman of the board of the Congressional Sportsmen's Foundation, and as chairman of the Institute for Public Relations Commission on Measurement and Evaluation, 2007-2008. He recently was elected to the board of the International Association for Measurement and Evaluation of Communication.

**Craig Rothenberg** is vice president, corporate communication at Johnson & Johnson, the world's most broadly based healthcare company. In this role, he links employees across seven enterprise functions to the organization's strategic priorities, deepening their engagement and alignment to the business. He was responsible for developing and launching the Academy for Communication Excellence and Leadership (ACCEL)—an in-house development program for communication professionals, regarded as a best practice in its field. NYU-SCPS is the ACCEL academic partner. Before joining Johnson & Johnson in 1995, he started the Public & Professional Affairs Department at Organon, Inc., the U.S. pharmaceutical operating company that was part of the Akzo Nobel Group.

**Jay Rubin**, president of Jay Rubin & Associates, is a public relations writer and consultant to some of America's best-known companies. He conducts media training seminars for business executives, and is a frequent speaker on topics involving communication and pop culture. Earlier in his career, he was a corporate communication executive in the cable television field and was an editor and writer at several business publications. He received the NYU-SCPS Award for Teaching Excellence and is a graduate of the S.I. Newhouse School of Public Communications at Syracuse University.

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**Claude Singer** is founder of Brandsinger LLC, the independent brand consultancy known for a unique blend of strategic expertise and creative flair. Recent clients include CIGNA, Numoda, New York Life, and Brasstown Beef. He is a veteran of New York-based branding agencies Lippincott and Siegel+Gale, where he led strategic engagements for clients such as National Australia Bank, Medtronic, Blue Cross, and Morgan Stanley. Before turning to branding, Professor Singer was a vice president of corporate communication at Aetna, and prior to that, he was

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**Saralie R. Slonsky** is an independent consultant at SRS Strategic Communications. She formerly was an executive vice president for leading global agencies Burson-Marsteller and Cohn & Wolfe. She has more than 30 years of public relations experience, including marketing and corporate communication, counseling, creative development, strategic planning, public affairs, public policy support, issues management and internal communications. Professor Slonsky recently served as director of training at Magnet Communications and teaches courses in both the PR Certificate and the Master's degree programs. She holds a B.A. from Emerson College and the University of Wisconsin, in addition to graduate certificates from the University of Leiden, Netherlands; University of Mexico; New York Institute of Finance; and the Sorbonne.

**Shelley J. Spector** is president of Spector & Associates, an integrated communications firm founded in 1991. The firm is known for creating award-winning campaigns for global corporations, such as AT&T, Bayer Corporation, ITT, Goldman Sachs, Forest Laboratories, HP and Philips. Since its founding, the firm has earned more than three dozen national awards, including the Gold Creativity in Public Relations Awards, which it won in its first year of operation. The firm founded the Museum of Public Relations in 1997, in honor of Spector's mentor, Edward L. Bernays. Prior to founding the firm, Professor Spector worked for Hill & Knowlton, Ruder Finn and the American Stock Exchange. She earned a B.A. in Journalism at University of Rhode Island and an M.S. in Television/Radio from Syracuse's S.I. Newhouse School.

**Rachelle Spero** specializes in digital and social media communication. She is an expert at developing social media strategies for companies in the highly regulated pharmaceutical, financial and consumer product sectors. She is a partner at Brunswick Group where she is responsible for collaborating with colleagues, clients and partners on engaging in conversational communications through the use of blogs, online communities, social networks, search engines and mobile devices. Prior to Brunswick Group, Professor Spero led the Digital Practice at Cohn & Wolfe, a WPP company. She has counseled Colgate-Palmolive, GSK, McKesson, and others on establishing global social media programs for thought leadership, reputation management, CSR and brand communication purposes.

**Susan Tardanico** is a leadership expert and 25-year communication veteran. She is CEO of the Authentic Leadership Alliance and executive-in-residence at the Center for Creative Leadership. As a leadership and strategic communication consultant, she advises and coaches CEOs, executives and emerging leaders at major corporations, nonprofit organizations, entrepreneurial ventures and in politics. She is published regularly in *Forbes*. She spent two decades in corporate communication leadership roles, most recently as vice president of communication and a corporate officer of Textron, a \$14 billion multinational corporation. Formerly, she was a Boston-based TV news reporter and anchor. She graduated Phi Beta Kappa and valedictorian of her class at Boston College and completed graduate work at Harvard University and the Wharton School of Business at the University of Pennsylvania.

**Peter Thonis** is chief communications officer for Verizon, responsible for all external communications and media relations strategy and execution across the corporation, both domestic and international. He also handles corporate-wide issues management and executive and employee communications. Previously, he was senior vice president of

external communications for Verizon, and helped make the new company, known for its premier networks and innovative broadband solutions, one of the most recognized names in America. Prior to the creation of Verizon from the merger of Bell Atlantic and GTE in 2000, he was vice president of external communications for GTE, a position he held since September 1997. From 1995 to 1997, he worked for BBN Corp. He was vice president of communications when GTE purchased the company, and also was vice president of marketing in 1996. Before joining BBN, Professor Thonis spent 14 years with IBM. He has a Bachelor's in Communication and English Literature from Syracuse University, and a Master's in Journalism from the University of Missouri.

**Elizabeth Weinmann** has more than two decades of senior-level experience and expertise as a business unit leader, strategist, marketing consultant, public relations counselor, and operations manager. She has led marketing, PR and corporate communication campaigns serving clients at global, publicly traded marketing services firms, and has served in senior marketing positions with large nonprofit organizations. In 2005, she founded Weinmann & Associates, LLC, a business-to-business consultancy, and in 2009 launched The DARE-Force Corporation, an educational resources company for women over 40. She also is the author of *Get DARE From Here!*<sup>TM</sup>—12 Principles and Practices for Women Over 40 to Take Stock, Take Action and Take Charge of the Rest of Their Lives. Professor Weinmann earned her M.B.A. in Finance and Leadership from the NYU Stern School of Business.

## J&J Establishes a Fellowship and a Research Assistantship in PR&CC

Johnson & Johnson has established a fellowship and a research assistantship for our M.S. Degree in Public Relations & Corporate Communication Program. All PR&CC students who completed one-to-four PR&CC courses by the end of the Fall 2011 semester and who are in good academic standing (GPA of 3.0 or above), may apply.

For the one student who is chosen as our first fellow, J&J will pay tuition, as well as a competitive stipend for working at J&J, where the student will gain valuable career experience. Selection criteria emphasize a strong academic record, management and leadership potential, and excellent writing and interpersonal skills.

The one student who is chosen as the research assistant will work on a healthcare research or delivery project under the supervision of a PR&CC faculty member and a J&J person toward the goal of publishing a paper that contributes to the advancement of healthcare research or delivery. The student will receive a competitive stipend for this work. Selection criteria call for a strong academic record, along with excellent research and writing skills.

**Johnson & Johnson** executives Anthony Carter and Craig Rothenberg are PR&CC faculty. Raymond C. Jordan, corporate vice president of public affairs and corporate communication, has been a supporter of and frequent guest lecturer in the PR&CC program since the beginning.

## PR&CC Alumni Lead PR 2.0 Initiatives in Colombia, New York and D.C.



### Google Finds Valentina Humar in Colombia

After graduating from the PR&CC program and successfully completing multiple interviews that stretched over four months, Valentina Humar joined **Google** to help manage the company's relationships with clients and sector agencies. Based in Google's fast-paced Colombian office, Valentina acts as a client advocate within the company, a role that requires her to be both proactive and creative.

Drawing from the client relationship and team management skills she developed during her PR&CC practicum experience, Valentina employs strategic thinking in her Google client management role as she works with teams and groups within and outside the company.

The fun and supportive work environment that Google has created, she says, helps to make her challenging role easier to cope with.



### Graduate Turns Capstone Idea Into Business Venture

When Allan Margulies completed the PR&CC program in December 2009, the economy was in terrible shape—corporations and agencies implementing hiring freezes, and some had already started to lay off workers. His choices were waiting and hoping for an eventual job opportunity or launching a start-up company. Having written his thesis on the concept of a fully integrated agency model with significant cost-reduction potential, Allan decided to prove his capstone hypothesis in the real business world.

Much has happened in the meantime, but the bottom line is that what started as an idea and became a thesis, is now a successful full-service advertising agency. After only 18 months, Allan's **Quadriga Visual Identity LLC (QVI)** can boast a broad range of high-profile clients from diverse industries in the U.S. and Europe.



### PR&CC Student Joins KaBOOM! With a Bang!

PR&CC student Ebonie Johnson Cooper recently started her new position managing the Do-It-Yourself (DIY) Projects for KaBOOM! in Washington, D.C. ([kaboom.org](http://kaboom.org))

Committed to KaBOOM!'s mission of creating playspaces for all of America's children, Ebonie will motivate and engage with the community of KaBOOM!'s Do-It-Yourself project managers from start to finish.

Using KaBOOM!'s online Project Planner, Ebonie will develop creative ways to promote to DIY project managers playground build resources, such as grants and how-to guides. She will engage her audiences through external e-communication including social media, newsletters, and e-blasts.



PR&CC PR League  
President for 2011-2012  
Aubrey Gooden

## ABOUT THE PR LEAGUE

The NYU-SCPS PR League is the student-run organization for students in the NYU-SCPS M.S. in Public Relations and Corporate Communication program. Our mission is to build “Connections, Conversation, and Credibility” through professional networking opportunities and social events. These events include seminars with alumni and industry leaders, PR League mixers and socials, and community service projects.

This year, the PR League is emphasizing building connections with other programs at NYU-SCPS. Socials have included a Mets game with the NYU-SCPS Management and Systems Program and a back-to-school social with the NYU Schack Real Estate Program.

Also popular with student members is the PR League’s monthly Breakfast Series with faculty members.

Having an online presence and the ability to connect with members and industry leaders is important to the NYU-SCPS PR League. New this year is the [@NYUPRLeague](#) Twitter account. The PR League uses Twitter to update its members and followers on activities, job/internship opportunities, and student news.

Every PR&CC student is encouraged to join the PR League. With record new membership this year, the PR League is off to an exciting start.

### The 2011-2012 PR League Executive Board

President Aubrey Gooden [@AubreyGooden](#), Vice President Petra Kasparaviciute [@Petra\\_PR](#), Treasurer Mariano Gallego [@mariano\\_ga](#), Secretary Angelina Martinez [@angelinainNYC](#), Alumni Director Katie Hutchinson [@kthutch](#), Graduate Council Representative Blaec Kalweit [@vonKalweit](#)

## Faculty Publications Elevate Program’s Reputation

PR&CC faculty members have authored six notable books in the field of public relations, all released by prestigious publishers.

Fraser Seitel’s book, *The Practice of Public Relations*, is in its 11th edition from Prentice Hall. It is used in hundreds of colleges and universities throughout the world and is one of the largest selling books ever on public relations.

Michael Morley’s first book, *How to Manage Your Global Reputation*, from New York University Press, was recently followed by *The Global Corporate Brand Book* from Palgrave Macmillan.

*Reputation Management*, by John Doorley and Helio Fred Garcia, was one of three books cited by *PRWeek* Career Guide as “must reading” for PR professionals. Just three years after publication by Routledge, Taylor & Francis Group, it is now in its second edition with a commitment to a third.

Paul Oestreicher recently wrote *Camelot, Inc., Leadership and Management Insights from King Arthur and the Roundtable*. He discussed the book at a 2011 PRSA International Conference session.



*The Truth About the New Rules of Business Writing* by Adjunct Professor Natalie Canavor is fast becoming a leading text in the ever-important area of effective public relations writing.



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## PR&CC Students Organize 9/11 Observances—on Both Coasts

Two PR&CC students played key roles in the 9/11 10th anniversary events. On the East Coast in New York, **Jacqueline Pezzillo**, class of 2012 and communications manager at the architectural firm Davis Brody Bond, is at the helm of the PR campaign for the **National September 11 Memorial Museum**, scheduled to open in September 2012 at the site of the former World Trade Center. Jacqueline has coupled her professional training as an architect with the NYU-SCPS PR&CC program to carve out a specialization in the public relations and corporate communication industry.



Jacqueline Pezzillo

On the West Coast in San Diego, **Allyson Noonan** arranged a 9/11 observance that attracted international media coverage. Here's how she described it: "The events of 9/11 have always been important to me because my father is a former FDNY firefighter who was at the WTC for the recovery efforts. When he organized the 10-year 9/11 memorial anniversary aboard the USS Midway in San Diego, I knew I could apply my PR skills. The event included reading names of the deceased, tolling of bells, memories from FDNY firefighters, and speeches from the San Diego mayor and a Navy admiral, an F18 Navy flyover, the playing of taps, and a 21-gun salute."



Allyson Noonan

## PR&CC Sponsors Two Prestigious Professional Development Events

More than 135 corporate communication professionals from across the U.S. attended the recent **Conference Board Senior Communication Management Conference** at the NYU Kimmel Center, which NYU-SCPS PR&CC cosponsored. It focused on achieving and measuring corporate communication results, creating action-oriented communication strategies, enhancing social media efforts, and influencing opinion leaders and decision makers. **The Conference Board**, a leading corporate professional association, and PR&CC hope to make this an annual event at NYU.

Our program also co-sponsors the **Public Relations Society of America's (PRSA) Digital Impact Conference: Building Knowledge, Skills and Value for the New Decade**. The event features industry leaders' insights on social media integration and measurement, mobile social media marketing, branding, digital media strategy, B2B social marketing, emerging technologies and social media tools, globalization, crisis communication and more. PR&CC faculty members and students attend to keep up with the latest digital trends.