1964 - 2014

2014 Golden Anniversary PRism Awards

Honoring the Best in Los Angeles Area Public Relations

WEDNESDAY, NOVEMBER 19, 2014

BLOSSOM BALLROOM AT THE HOLLYWOOD ROOSEVELT HOTEL

ROOSEVELT
A THOMPSON HOTEL

CHLA has one of Southern California's best PR & marketing teams.

For the past five years we have been proud to bring you the message and mission of the West Coast's best children's hospital. Our job is easy compared to the work of the amazing doctors and nurses whose commitment to providing the best care for our patients and families helped earn us our sixth consecutive "Best" ranking on the annual U.S. News & World Report Honor Roll. We are one of only a handful of children's hospitals in the nation, and the only one in California, to make the list. To learn more, visit CHLA.org or call 888-631-2452.

Children's Hospital LOS ANGELES
MARKETING COMMUNICATIONS DEPARTMENT

Los Angeles Chapter
PRSA

President's Welcome

Erik Deutsch, President, PRSA-LA
Principal, ExcelPR Group

The PRism Award is turning 50, and it's time to celebrate!

Tonight we mark its golden anniversary by honoring the best campaigns and tactics by PR professionals from across the LA region. It's a tradition we have embraced as a chapter for the past 50 years, and it just keeps getting better with age.

While its purpose hasn't changed, the awards ceremony has grown dramatically over the years to reflect LA's status as one of the largest, most diverse and most innovative PR markets on the planet.

It's often said that the PRism Award is our industry's version of the Oscar, and it's an especially fitting description tonight as we gather in the Hollywood Roosevelt's historic Blossom Ballroom, which hosted the first Oscar ceremony in 1927.

As we celebrate in true Hollywood style, it's also time to thank the many dedicated and talented individuals who helped make this 50th Annual PRism Awards show and all of 2014 a resounding success for our chapter. Tonight's ceremony is the culmination of a yearlong series of PRSA-LA events and initiatives focused on professional development, networking and community service.

None of these programs would have been possible without the dedication and support of our board of directors, committee members and sponsors. As chapter president, it has been a profound honor to lead this year's board, which is made up of 25 of the most talented, creative and hard-working professionals in the PR industry. And on behalf of the chapter, I want to express the most sincere gratitude to our phenomenal (and that's an understatement) executive director, Mindy Brundige, whose hard work and perpetual can-do attitude keep PRSA-LA on track.

Congratulations to all of tonight's finalists, and to everyone who has contributed to the PRism Awards tradition over the past 50 years.

Cheers!

E. Deutsch

Erik Deutsch
President, PRSA-LA | Principal, ExcelPR Group

PUBLIC RELATIONS SOCIETY OF AMERICA
PRSA
PRISM AWARD
LOS ANGELES CHAPTER

THE 2014 PRSA-LA PRISM AWARDS SHOW
PRESENTERS & AWARDS

WELCOME | Erik Deutsch (PRSA-LA President)

John O'Hurley
- Reputation - Brand Management

Marty Cooper | 50th Anniversary Tribute Video

John O'Hurley
- Diversity Communications
- Healthcare Programs

Deane Leavenworth
- Outstanding Achievement in Public Affairs
  Steve Nissen | Senior Vice President, Legal & Government Affairs | NBCUniversal

John O'Hurley
- Press Conference
- One-Time Media or Special Events

Peter Hidalgo, APR
- Outstanding Achievement in Publicity | CicLAvia

Barbara Shore | 50th Anniversary Tribute Video

John O'Hurley
- Digital Public Relations Programs / Social Media
- Digital Public Relations Tactics / Online Communications

Stefan Pollack
- Joseph Roos Community Service Award | Denis Wolcott, APR | The Wolcott Company

John O'Hurley
- Entertainment Programs
- Sports Programs
- Travel, Tourism & Hospitality Programs

KTLA Morning News Team
- Outstanding News Professional | Rich DeMuro | KTLA TV

John O'Hurley
- Creative Tactics

Susan Tellem | 50th Anniversary Tribute Video

John O'Hurley
- Media Placement
- Green/Sustainable Programs

Steve Roth
- Don Perkins Community Service Grant

John O'Hurley
- Newsletter
- Brochure
- Media/Press Kits

Corbin Bleu
- Corporate Citizen of the Year | Disney

John O'Hurley
- Writing

Bill Imada | 50th Anniversary Tribute Video

John O'Hurley
- Cause-Related Marketing Campaigns
- Community Relations
- Public Affairs

Holly Ferris
- Trevett Award

Brian O'Connor
- PR Team of the Year | SpaceX

John O'Hurley
- Public Education
- Non-Profit Campaign
- Pro Bono

Judy Johnson | 50th Anniversary Tribute Video

John O'Hurley
- New Product / Service Launch
- Internal Communications / Employee Relations
- Ongoing Product or Service Program
- Annual Reports

50th Anniversary Tribute Video - "The PRism Awards in One Word"

Michael Nyman
- PR Professional of the Year | Howard Bragman
  Reputation.com | Fifteen Minutes Public Relations

Jean Gonsoulin (PRSA-LA President-Elect)
- 2014 Best in Show

Erik Deutsch
- 2014 President's Award

ACKNOWLEDGMENTS

A HEARTFELT THANK YOU
TO THIS EVENING'S
PRESENTERS AND JUDGES

MEET OUR DYNAMIC 2014 BOARD OF DIRECTORS, WHO WORK TIRELESSLY TO PLAN PRSA-LA PROGRAMS YEAR-ROUND.

EXECUTIVE BOARD OF DIRECTORS

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Principal | ExcelPR Group

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Marketing Group

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Head of US Operations
(LA & NYC) | Dare

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Special Projects Manager
LAGRANT COMMUNICATIONS
and KLH & Associates

RITA TATEEL
President
The Celebrity Source

SHAWN TURNER
Senior Manager of
Communications
Disney Consumer Products

ANGELICA URQUIJO
Marketing & Communications
Strategy Consultant
The Imagen Group

DENIS WOLCOTT, APR
President
The Wolcott Company

MINDY BRUNDIGE
Executive Director
PRSA-LA

2014 PRSA-LA Committees

The Board of Directors gives its profound thanks and appreciation to the chapter volunteers who provided leadership during 2014 as a committee chair, co-chair or member. Our success this year was truly a team effort. For more information on committees and volunteer opportunities for 2015, please visit the *About PRSA-LA* section on the PRSA-LA website (www.prsala.org) or contact the PRSA-LA Office at info@prsala.org.

COMMUNITY

Membership
Chair: Denis Wolcott, APR
Board Liaison: Sallie Olmsted, APR; Rebecca Mikkelsen, APR
Committee: Julie Battaglia

Independent Practitioners Alliance
Co-Chairs: Charlie Gu, David Garcia

Multi-Cultural/Diversity
Co-Chairs: Charlie Gu, Angelica Urquijo

Accreditation (APR)
Chair: Rebecca Mikkelsen, APR
Committee: Denis Wolcott, APR; Keith Pillow, APR

PRSSA (Student Society)
Board Liaison: Holly Ferris
Committee: Denis Wolcott, APR; Natascha French, Emily Scherberth, Jade Stevens (PRSSA Conference)

Counselors Academy
Co-Chairs: Susan Tellem, APR; Stefan Pollack, Denis Wolcott, APR

Advocacy/Ethics
Chair: Dennis Kaiser
Committee: Peter Hidalgo, APR; Stefan Pollack

COMMUNICATIONS

Newsletter
Chair/Editor: Philip Sokoloski
Committee: Andrew Hindes

Web Site/Social Media
Chair: Clint Schaff
Board Liaison: Philip Sokoloski
Committee: Victoria Green, Kimberly Tronic
Webmaster: Brian Wold, Brian Wold Consulting

Public Relations & Marketing
Chair: Joe Marchelewski

BUSINESS DEVELOPMENT

Sponsorships
Co-Chairs: Peter Hidalgo, Erik Deutsch, Mindy Brundige

PRism Awards Call For Entries
Co-Chairs: Matt Myerhoff, Dennis Kaiser

PRism Awards Show
Co-Chairs: Steve Roth, Erik Deutsch
Committee: Francisco Aguirre, Mindy Brundige, Jackie Chase, Natascha French, Raul Gordillo, Shari Mesulam, Rita Tateel, Elizabeth Villafan
Tribute Book Editor: Joanne Lichtenstein
Event Coordinator: Ronni Estrada
Volunteer Coordinator: Susan Morrow, CSUN

PRSA-LA GIVES BACK

Don Perkins Community Service Grant
Chair: Kristin Samora

Trevett Award
Judges: Erik Deutsch, Jean Gonsoulin, Steve Roth

Quality Time With PR Minds
Co-Chairs: Victoria Lelash, APR; Dawn Wilcox, APR

PROGRAMS

Professional Development Programs
Chair: Jean Gonsoulin
Committee: Jackie Chase, Erik Deutsch, Charlie Gu, Peter Hidalgo, APR; Sarah Ingram, Drew Milford, Matt Myerhoff, Victoria Lelash, APR; Michael Strapazon, Jerry Swerling, Rita Tateel, Angelica Urquijo, Dawn Wilcox, APR; Denis Wolcott, APR

At Breakfast With…
Co-Chairs: Raul Gordillo, Alfredo Padilla
Committee: Katrice Candler, Javier Mendoza, Denisse Montalvan

SAVE THE DATE | JANUARY 28, 2015

Los Angeles Chapter PRSA
STATE of the STATE of PR

Prepare to be...
Informed, Inspired
and Well-Connected...

PRSA-LA kicks off the 2015 program year on Wednesday, January 28th with the annual *State of the State of PR*, featuring LA's top PR thought leaders. This year, we will also conduct the Chapter's first Annual Meeting of the Membership, when the 2015 Plan and new Board of Directors will be introduced. More details coming soon. Don't miss this special evening!

Please visit www.prsala.org in the weeks ahead for details about *State of the State of PR* and other 2015 chapter events. Also connect with us on Facebook and Twitter for ongoing updates.

For information on event sponsorship opportunities, please contact Mindy Brundige at (818) 582-3233

COMING UP NEXT MONTH

bw At Breakfast With

visit www.prsala.org for details

Wednesday, December 3rd
At Breakfast With...
Meet the KPCC-FM Newsroom
PR Tips & Strategies to Reach Millions of Radio Listeners

ABOUT PRSA-LA

The Los Angeles Chapter of the Public Relations Society of America is comprised of nearly 600 agency, in-house and independent public relations professionals representing LA-area corporations, academic institutions, government agencies and nonprofit organizations.

PRSA-LA was incorporated in 1948 as one of PRSA's first five founding chapters. Members benefit from chapter events, educational and networking opportunities, industry advocacy and a wide range of professional development resources.

PRSA-LA also fosters the next generation of PR professionals though its support of eight regional Public Relations Student Society of America (PRSSA) chapters across the greater Los Angeles region.

Los Angeles Chapter PRSA
www.prsala.org

The In-House Writer

Congratulates the 2014 PRism Award winners and finalists!

In celebration of the PRisms' 50th anniversary, The In-House Writer is offering attendees of tonight's gala a 20% introductory discount on any of our popular PR Writing Tune-Up™ workshops.

A highly-effective half-day onsite workshop for up to 10 participants, the PR Writing Tune-Up will help you:

- Get better media coverage for your brand or clients by dramatically improving the quality of your staff's pitches, press releases and other written materials.
- Increase new business acquisition.
- Spend less time editing your associates' writing.
- Boost overall team productivity.

To learn more about the PR Writing Tune-Up and The In-House Writer's other training and coaching services, please visit our website at

www.theinhousetrainer.com

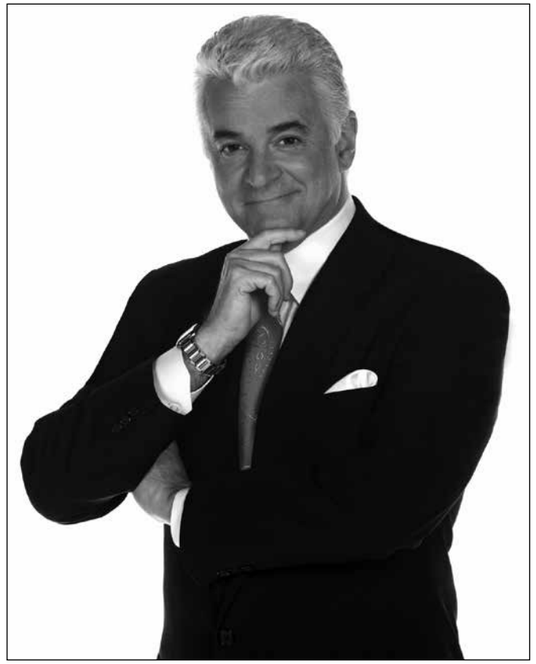
or contact Andrew Hindes at info@theinhousewriter.com

or **(323) 256-4950**

CONGRATULATIONS TO ALL OF TONIGHT'S FINALISTS

- Allied Integrated Marketing
- Allison+Partners
- ARC2 Communications & Media
- Ballantines PR
- Blue Shield of California
- Bluebeam
- Bob Gold & Associates
- Brower, Miller & Cole
- Caruso Affiliated
- Castillo & Ruig Communications
- Cerrell Associates, Inc.
- Children's Hospital Los Angeles
- Citizen Relations
- City of West Hollywood
- Davies Public Affairs
- DGWB
- Disney Consumer Products
- Edelman
- Edelman Digital
- FleishmanHillard
- Golin
- Hill International
- Hill+Knowlton Strategies
- Imprenta Communications Group
- Ketchum
- Los Angeles Department of Water & Power
- Los Angeles Tourism & Convention Board
- Manatt, Phelps & Phillips, LLP
- Marketing Maven
- MSLGROUP
- Olmstead Williams Communications
- Phase One Foundation
- Phelps
- PondelWilkinson
- Resolute Consulting
- Rogers & Cowan
- SCGA
- The California Wellness Foundation
- The Hoyt Organization
- Time Warner Cable/Cerrell Associates, Inc.
- Toyota Motor Sales, U.S.A.
- Union Bank
- Weber Shandwick
- Westbound Communications
- Zapwater Communications, Inc.

Master of Ceremonies
JOHN O'HURLEY



Award-winning actor John O'Hurley is one of television's busiest and most versatile actors and hosts. He is also a Broadway star, advertising hero, New York Times best-selling author and Billboard chart-topping composer! Perhaps best known as J. Peterman on *Seinfeld*, the #1 syndicated show in the world seen in 85 countries, John won a Screen Actors Guild Award for his role. It was his unique portrayal of the wry and witty J. Peterman that led to dozens of advertising campaigns for numerous companies, earning him multiple advertising and marketing industry awards.

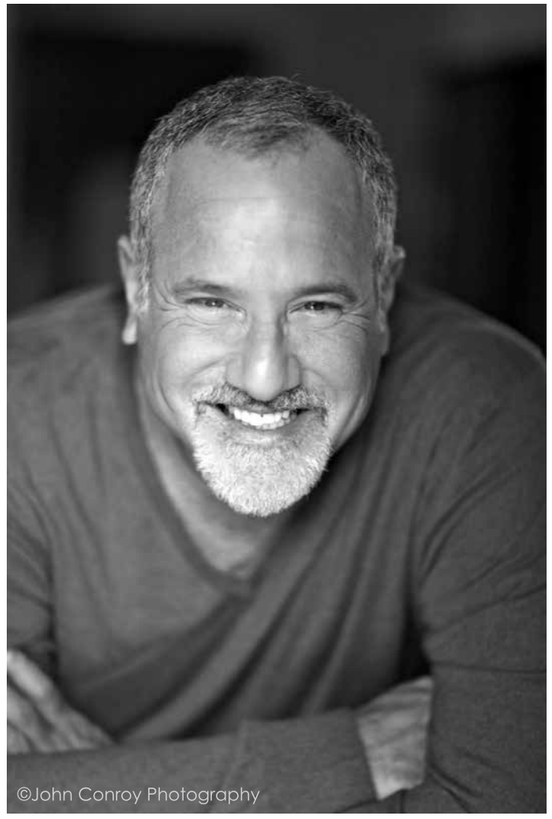
John captured America's heart when he was crowned the ultimate champion of ABC's hit *Dancing with the Stars* in 2005. The same year he was dubbed one of People Magazine's Sexiest Men Alive. He is now the host of NBC's top-rated yearly show, *The National Dog Show Presented by Purina*, a thirteen year-old Thanksgiving tradition seen by 22 million viewers annually. He was also host of the long-time popular game shows *Family Feud* and *To Tell The Truth*. One of the most recognizable voices in entertainment, he is the voice of many animated characters, including King Neptune on *SpongeBob Square Pants* and the Mayor on Disney's hit *Phineas and Ferb*.

On Broadway and on stages across the country, John is best known for his many performances as King Arthur on Monty Python's *Spamalot* and his continuing portrayal of slick lawyer, Billy Flynn in the Broadway legend *Chicago*.

As a composer/pianist, both of his albums, *Secrets From The Lake* and *Peace Of Our Minds*, have reached the Billboard charts.

John's unusual versatility as both entertainer and businessman continues to be the focus of many features in magazines like Business Week and Time Magazine. In addition, life imitates art, for John is now the business partner of the J. Peterman Company, along with the real J. Peterman!

In 2012, John was awarded the Ellis Island Medal of Honor in recognition for his many accomplishments in the Arts and Philanthropy. He lives in Beverly Hills with his wife Lisa and their son, William.



PR Professional of the Year

HOWARD BRAGMAN
Reputation.com
Fifteen Minutes

Howard Bragman is one of the most recognized public relations professionals in America. He has taken his 30+ years of agency experience, in virtually every area of PR, and has become the "go-to" guy on television to explain celebrity misbehavior, corporate crisis and the role of "spin" in our everyday lives. He serves as an ABC News Consultant for *Good Morning America*, resident Public Relations Expert for *Entertainment Tonight*, and also appears on CNN and MSNBC. In addition, he is often quoted in magazines, newspapers and on-line media outlets.

Howard is the Vice Chairman of the world's leading online reputation management firm, Reputation.com. This multi-faceted role entails raising awareness about the importance of managing one's online image, improving the company's products and helping its customers build their reputations.

Howard founded Fifteen Minutes in 2005, and it has evolved into one of the most respected boutique entertainment public relations agencies in the US. His personal participation includes high-level strategy, top-tier media contacts, crisis communications, media training and agency vision and values. Prior to Fifteen Minutes, he founded BNC, which has become the largest entertainment PR agency in the world. He sold the agency to IPG in 2000. Prior to that, he was a Vice President at PR giant Burson-Marsteller.

In addition to his agency work, Howard was an award-winning adjunct professor at the University of Southern California's Annenberg School for Communications, and is the author of the bestselling book, *Where's My Fifteen Minutes?* (Penguin/Portfolio, 2008). He has received numerous awards and recognition for his work as a political activist for those with HIV/AIDS, GLBT Civil Rights and Jewish causes. He resides in Los Angeles with his husband, a nationally-respected horse trainer.

HOWARD BRAGMAN

MENTOR, BUSINESS PARTNER AND FRIEND -

I AM SO PROUD OF YOU
CONGRATULATIONS ON RECEIVING THE
PR PROFESSIONAL OF THE YEAR AWARD

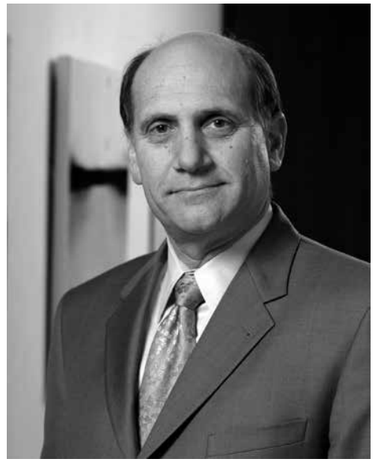
Love,
Michael

FOR IMMEDIATE RELEASE:

Congratulations to
Steve Nissen and all
of tonight's honorees.

Proud to support
PRSA-LA

COMCAST NBCUNIVERSAL



Outstanding Achievement in Public Affairs

STEVEN A. NISSEN

Senior Vice President | Legal & Government Affairs

COMCAST NBCUNIVERSAL

Steve Nissen is responsible for developing and coordinating NBCUniversal's comprehensive state and local government agenda, including anti-piracy, intellectual property protection, tax, digital, broadcast, film production, land use and government compliance. In addition to his responsibilities at NBCUniversal, he is currently Chair of the Board of the Los Angeles Biomedical Research Institute, FilmLA and the Central City Association. He also serves on the Executive Committees of the Los Angeles Police Foundation, Valley Industry & Commerce Association (VICA) and Los Angeles Area Chamber of Commerce, where he was honored as Chamber Board Member of the Year for 2013.

From 2002 to 2008, prior to joining NBCUniversal, Steve was a partner in the national law firm of Manatt, Phelps & Phillips, representing a wide range of clients, from Fortune 500 companies to nonprofits. His practice focused on litigation, land use, nonprofit governance, government affairs, and administrative law work. He was also a partner at the Manatt law firm in the 1980's.

In early 1999, Steve became a senior official in the Administration of California Governor Gray Davis, where he served as Interim Staff Director, Director of the Governor's Office of Planning and Research, and Senior Special Assistant for Innovation in Government. In those capacities, he oversaw statewide initiatives involving technology, land use, government efficiency and environmental matters, and organized the Governor's Summit on Philanthropy. He also chaired the Energy Reliability Task Force and the e-Government Task Force, and served as the Governor's liaison to the Blue Ribbon Panel on Hate Groups, chaired by former Secretary of State Warren Christopher and former California Governor George Deukmejian.

Before joining the Governor's staff, Steve was Executive Director of the State Bar of California, taking charge in the midst of a political crisis that arose when the Bar lost its legislative funding. He worked closely with the office of Governor Pete Wilson, the California Legislature and the state Supreme Court to restore funding, while streamlining the Bar to be efficient and effective for the state's consumers of legal services. Previously, he was Executive Director of Public Counsel Law Center, which he built into the largest pro bono law firm in the US, and for which he was often recognized, including being honored as So Cal's Professional in Philanthropy, as well as by the American Bar Association, the State Bar of California and the Association of Corporate Counsel. Under his leadership, Public Counsel built a staff of over 40 and a cadre of 10,000 volunteer attorneys providing more than $200 million worth of legal services to disadvantaged children, the elderly, low-income families, and nonprofit organizations.

Steve has continued his commitment to the underprivileged by serving as 2009-2010 Co-Chair of the California Legal Services Trust Fund Commission, as a member of the American Bar Association Standing Committee on Pro Bono and Public Service, and as a Board Member of Public Counsel Law Center. He gained his undergraduate degree from Stanford University and his law degree from U.C Berkeley (Boalt Hall) School of Law.

Corporate Citizen of the Year

Disney

Disney's concern for the happiness and wellbeing of kids and families extends beyond their entertainment to the world in which they live. Disney Citizenship is our commitment to help people create the brighter future we've already encouraged them to imagine. Through our own actions, our example and our philanthropy, we believe we can strengthen communities near and far, and inspire the next great dreamers, doers and builders of a better tomorrow.

BE INSPIRED
Disney CITIZENSHIP

Los Angeles Chapter PRSA

The work of our Chapter would not be possible without the generous support of our chapter and event sponsors

PLATINUM Chapter Sponsors

Children's Hospital LOS ANGELES — We Treat Kids Better

GOLIN — go all in

Time Warner Cable

GOLD Chapter Sponsors

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UCLA Extension

SILVER Chapter Sponsor

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blue of california

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Powerful Results

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BusinessWire
A Berkshire Hathaway Company

Blue Shield of California is proud to support PRSA and congratulates our associates on being finalists in 3 categories!

Verne Brizendine
Anchulee Raongthum
Raul Guerridos
Maria Sanchez
Emma Reyes
Elizabeth Molano
Mark Anthony Paredes
Ricardo Jimenez
Qwendolyn Price
Patricia Bigay
Amelia Herrera-Robles
Stacy Anderson

blue of california
blueshieldca.com

COVERED CALIFORNIA
coveredca.com

Outstanding Achievement in Publicity

CICLAVIA

Winner of the 2014 PRIsm Award for Outstanding Achievement in Publicity

CicLAvia has earned this recognition for doing what many thought was impossible–turning the Car Capital of America into a place where tens of thousands of people eagerly explore their city on foot, on bike and by using many other forms of non-motorized transportation. Since its first incarnation on 10/10/10, CicLAvia has brought hundreds of thousands of Angelenos to more than 100 miles of car-free streets and is now partnering with Metro to expand throughout Los Angeles County.

In less than four years, CicLAvia's communications efforts have shifted the conversation regarding Los Angeles streets and traffic. Now called a "civic institution" by many, CicLAvia has changed the way Angelenos see the future of their city and has allowed them to fall in love with Los Angeles all over again. Public officials acknowledge the success of the project with substantial support that allows Angelenos to discover new neighborhoods and diverse cultures, that encourages public health and active transportation, that helps small business grow and reimagines the urban infrastructure of the city itself.

- CicLAvia's messaging started with grassroots outreach by several communications consultants– Maynard Consulting Services, Brad Rehak, and Alaine Azcona and Ashley Rodgers to promote the event and encourage participants to attend. As the organization expanded and local officials embraced the positive impact of CicLAvia, the organization brought communications in-house and hired its first full-time communications director, Robert Gard, in 2013. Executive Director and co-founder Aaron Paley and Robert Gard now serve as the primary voices of the organization. Consultant Lissette Flores works with Spanish language media.

The event that National Geographic called "One of the Top 10 Must-Dos in the World" in 2013 has expanded messaging beyond day-of promotion to have media examine the larger social, cultural and policy impacts that can be found within the CicLAvia model. In the last 18 months, CicLAvia has received nearly 1,000 print, broadcast and online mentions in local, national and international media, including pieces by Forbes, NPR and the BBC.

The success of CicLAvia prompted Metro to award $4 million for open streets events in Los Angeles County from 2014–2016. The next CicLAvia will be December 7 in South LA. Four CicLAvias are planned for 2015—The Valley, Pasadena, Culver City and the Heart of LA.

info@ciclavia.org **213.355.8500** **ciclavia.org**

Joseph Roos Community Service Award

DENIS WOLCOTT

President | The Wolcott Company

Denis Wolcott APR, is president of The Wolcott Company, a full-service public relations, public affairs and strategic communications firm based in Los Angeles. The Wolcott Company has provided winning strategies for a range of companies, public agencies and organizations involved in real estate, finance, water and more. Denis' CorporateEco subsidiary provides sustainable-related consulting services.

Prior to opening The Wolcott Company, Denis was a section manager for the Metropolitan Water District of Southern California. Prior to joining Metropolitan, he was a vice president and director of media relations for the Stoorza Communications public relations agency. Before entering public relations, he was an editor, assistant city editor and reporter at newspapers in the Midwest and Los Angeles.

A member of PRSA's Counselors Academy, Denis was co-chair of the 2009 PRSA International Conference, the 2008 chair of PRSA's Western District and a past president of PRSA-LA. His service to PRSA also includes co-chairing a national PRSA task force examining the Student Affiliate program, and he will co-chair the PRSA Western District Conference in Los Angeles, March 2015. When not spoiling his three daughters, Denis enjoys photography, skiing, hiking, camping and golf.

Congratulations to

DENIS WOLCOTT

for receiving the

Joseph Roos Commmunity Service Award

From your friends at Cerrell

CERRELL

www.cerrell.com

Outstanding News Professional

RICH DEMURO | KTLA TV

Rich DeMuro is the tech reporter for KTLA-TV Channel 5 in Los Angeles and his "Tech Report" is seen on dozens of television stations nationwide, including WPIX New York, WGN Chicago and KRON San Francisco. He has more than a decade of experience reporting and producing news for TV, radio, print and the internet.

Before joining KTLA, Rich was the technology reporter for CBS 2 and KCAL 9 TV in Los Angeles and served as editor at technology websites CNET and Techmeme. At CNET, his show *The Queue* was a fast and fun way to keep up with the digital world.

Rich often lends his tech opinions to various other media outlets. He is often heard discussing the latest tech news with Carson Daly, Kevin & Bean, KFI AM 640 & KOST 103.5 in Los Angeles. He has appeared on G4TV, CNBC, NBC's *Today Show*, ABC News, Fox News Channel, the BBC and more. He was also a reporter with Channel One News, a daily newscast shown in middle and high schools nationwide. Before that, he was a reporter for TV stations in Washington and Louisiana.

Originally from New Jersey, Rich graduated from the University of Southern California with a degree in Broadcast Journalism. He lives in Los Angeles with his wife and sons and enjoys traveling, reading, running, magic, movies, music and writing.

UCLA Extension

Congratulations PRSA-LA on Celebrating Your 50th Annual PRism Awards!

Celebrate 50 years of PRSA by enjoying up to 10% off on courses in our new certificate. Use code P7755. Offer expires 12/7/14. Visit ***uclaextension.edu/public-relations*** to learn more about our NEW and Improved Strategic Branding & Public Relations Certificate!

explore. experience. expand.®

16167-14

DON PERKINS COMMUNITY SERVICE GRANT

For the past 24 years, PRSA-LA has presented the Don Perkins Community Service Grant to assist a worthy nonprofit in Southern California with the cost of public relations activities. This $10,000 grant is made possible through an endowment from the late Don Perkins, who was a local journalist, public relations professional and World War II veteran.

This year's recipient is Los Angeles Maritime Institute (LAMI), a nonprofit organization that uses hands-on experiences at sea to provide an array of social, education and leadership development opportunities to at-risk middle school and high school students throughout the Greater Los Angeles Area. LAMI's award-winning TopSail Youth Program is offered aboard the twin brigantines, Irving Johnson and Exy Johnson, 110-foot traditionally rigged wooden vessels named after experiential learning pioneers who sailed around the world seven times with young crews. The purpose-built vessels and their crews were proclaimed the Official Tall Ships and Maritime Ambassadors of the City of Los Angeles at their launch in 2002.

LAMI plans to use the Don Perkins Grant toward a PR initiative to increase community awareness about the benefits of adventure education at sea, produce a short promotional video, create a media kit, and design a more effective social media engagement strategy.

www. lamitopsail.org

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The Port of Long Beach congratulates Denis Wolcott, APR, our friend and colleague on the Gerald Desmond Bridge Replacement Project – recipient of PRSA-LA's 2014 Joseph Roos Community Service Award.

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Trevett Award

Each year, the Young Professionals (YP) section of PRSA-LA honors two outstanding Young Professionals from the greater Los Angeles area at the PRism Awards. Hill & Knowlton, Forward Communications, GolinHarris, Blaze and Ketchum became the founding sponsors for the award in 2006.

The award was established to honor the memory of Tom Trevett, APR, a tireless worker for the advancement of the profession. A co-founder of the Los Angeles Chapter's Young Professionals Section (the first in the nation), Tom also served on PRSA's National Young Professionals Task Force, advising PRSA on national programs to reach out to young professionals. He also served on the Board of Directors for the Los Angeles Chapter and chaired numerous committees during the course of his career. A graduate of Pepperdine University, Tom was accredited by the Society in 1988 at the age of 26, and was a firm believer in the value of the accreditation process.

Tom was one of the many thousands of brilliant young individuals felled at an early age by the AIDS epidemic. Before his death in 1991 at the age of 29, he asked that the cause of his death not be withheld in the hope that even after his passing he could contribute to our understanding of the impact of this disease on society. He is fondly remembered by members of the public relations community.

JADE A. STEVENS

Special Projects Manager | LAGRANT COMMUNICATIONS and KLH & Associates

As Special Projects Manager, Jade Stevens is the lead for The California Wellness Foundation (TCWF) and Community Health Council accounts. She also works alongside the President & CEO on new business development and media and community relations for key accounts. Additionally, she manages the internship program and external communications for KLH & Associates, a multicultural executive search firm. She was recognized as the 2013 Employee of the Year by LAGRANT COMMUNICATIONS.

Jade's responsibilities include developing media materials such as press releases, feature stories, media advisories, photo captions, new business proposals and communications plans; and collateral materials such as newsletters and flyers. She is also responsible for providing support on searches done within the executive search firm.

Prior to assuming her current role, Jade served as the Special Projects Associate. In that capacity, she worked closely with the President & CEO and the senior management team to execute public relations campaigns for numerous clients, including Zimmer Inc., Broadway Federal Bank, Northwestern Mutual Foundation and The California Wellness Foundation.

Committed to growing in the profession, Jade currently serves as President for Young Professionals of Public Relations Society of America-Los Angeles (YP), an affiliate that provides professional outreach programs and services to public relations practitioners with less than five years of experience. Jade has a bachelor's degree in communications with an emphasis in public relations and a minor in advertising from California State University, Dominguez Hills.

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PRisms Still Sparkle for Past Winners

Longtime PRSA-LA members discuss the awards, how they've changed, and why they're still as important today as they were 50 years ago

by Andrew Hindes, The In-House Writer

It's been 50 years since PRSA-LA handed out its first PRism Award. Over that tumultuous half-century, tremendous changes have taken place in the world, the public relations profession, PRSA-LA and the awards ceremony itself. Five longtime PRSA-LA members who have witnessed many of these changes firsthand recently shared some of their memories of PRisms past and the dramatic shifts the organization has undergone.

When **Barbara Shore** joined PRSA-LA fresh out of college in 1970, it was still an overwhelmingly male-dominated organization. Burns Lee, who helped found PRSA-LA in 1948, hired Shore to manage the chapter as its first paid staffer. "Back then, the chapter was run almost exclusively by older men," says Shore, who today serves as executive vice president of Luxe Hotels. "The board meetings were all smoke-filled rooms. The first woman president was Pat Penny, in 1965. She was a wonderful woman and an inspiration to us all. Today there are not only more women PRSA-LA members, but more young people, and I think that is a really refreshing change."

Shore, who says she has missed just one PRism Awards in the past 40 years, observes that the ceremony has come a long way since she joined PRSA-LA. "In the early days they weren't as professionally done, let's just say. It was more like a family gathering than a formal awards show. They were fun, they did fashion shows. One year the board did a talent contest, and that was kind of crazy."

She also recalls one year when the ceremony was nearly derailed by a presidential visit to Los Angeles. The awards were being held at the Luxe Sunset Boulevard Hotel. On the evening of the show, President George Bush's motorcade was in town and the Secret Service shut down Sunset Boulevard and the 405 Freeway. "We were standing in the middle of the ballroom and the waiters were ready to serve dinner—but there was no one there to serve it to. I went down to Sunset and started screaming at the Secret Service that they had to open the street because the PRism Awards show had to go on. It didn't work, but it was a good try."

Bill Imada, founder and chief collaboration officer of IW group, has fond memories of his first PRism Awards. "It was 1992 and I had never heard of PRSA. Someone at Rogers Associates said, 'this is a group you probably need to get involved in. It's group of your peers that will be there to support you even if they're competing with you.' Most of the other firms were large, well-known agencies like Hill+Knowlton, FleishmanHillard, Edelman and Rogers Associates. It was really intimidating, but as soon as we got there we were greeted by all the large and mid-sized agencies. They said, 'Welcome, you are part of our family now.'"

Another PRSA-LA veteran, **Marty Cooper, APR**, was introduced to PRSA-LA by his boss in the early 1970s at an organization luncheon at Taix restaurant. "PRSA was the place where all the senior public relations executives went," explains Cooper, who for the past 32 years has run his own agency, Cooper Communications. "So you wanted to go to PRSA because you wanted to meet the movers and shakers of the profession." Cooper, who went on to serve as PRSA-LA president, received his first PRism Award in 1979 for a program publicizing the 50th anniversary of the Association of Motion Picture Arts and Sciences.

Susan Tellem, senior partner at Malibu-based Tellem Grody, has won several PRisms, including a Joseph Roos Community Service Award. But she says her favorite PRism moment was winning her first award in 1980. "It was a luncheon at the Century Plaza Hotel," she recalls. "In those days we were all having three-martini lunches—that's why we had a lunch not a dinner. I received my award from Jack Smith, one of the best L.A. Times writers ever, who later became a friend."

Judy Johnson, chief marketing & communications officer for Caruso Affiliated, is a 30-year PR veteran who has served as a PRSA-LA board member and, in 1988, helped found the organization's Young Professionals (YP) group. She says she's proud of the numerous PRism Awards she has earned for work done on behalf of clients, but the award that really stands out for her was being named Professional of the Year in 2012. "That was a very deep honor, looking out and seeing so many great people I had experienced my entire career with."

Although the ceremonies have become more formal over the years, Shore says the core value of the PRism Awards remains the same: honoring Los Angeles-area public relations professionals for doing excellent work. "That's important because PR people are not always recognized for their achievements; they're usually behind the scenes. PR is the machinery that makes things happen, but other people usually get the accolades."

The warm glow of a PRism Award can extend beyond a winning agency, however, says Imada. "Our clients love it when we enter these awards. Not only is it a validation among our peers that our work is good, it also validates for the companies and foundations and non-profit groups that their work is appreciated and valued."

Receiving a PRism Award is especially meaningful, says Cooper, "because it's given to you as an honor by the people who know your capabilities better than anyone else: your professional peers."
Or as Johnson puts it: "The PRism Awards are like the Oscars of our profession—but without the celebrities, the gold statues and the seat fillers. "

Even for those who don't take home a trophy, the PRism Awards offer a once-a-year chance to spend time with colleagues in a fun, relaxed environment. "Whenever we get together we feel this sense of camaraderie, this energy, this explosion of enthusiasm," says Imada. "Whenever I go to the PRisms I feel that excitement in the air. It really brings back a lot of fond memories of the many years I've been involved with PRSA-LA."

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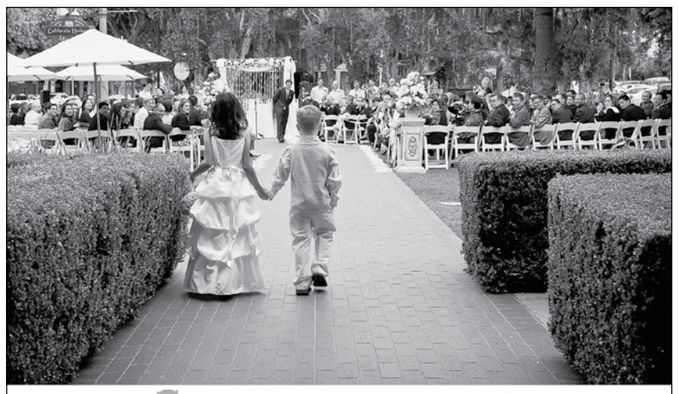

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