

# WHO WILL BE HONORED AS A GIANT IN OUR PROFESSION?

**CALL FOR NOMINATIONS FOR THE 2008 HALL OF FAME AWARD**

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*Arthur W. Page*

ARTHUR W. PAGE SOCIETY

*Arthur W. Page*

ARTHUR W. PAGE SOCIETY

*"I've received more than my fair share of recognition over the last 40 years, much of which should have been lavished on those who worked around me, but obviously this is the ultimate honor for anyone who calls himself a 'communicator'."*

*– Steven J. Harris  
2007 Hall of Fame Award Winner*



Former President Roger Bolton (left) presented the Hall of Fame Award to Steve Harris at the 2007 Annual Conference.

# WHO WILL BE HONORED AS A GIANT IN OUR PROFESSION?

THE ARTHUR W. PAGE SOCIETY 2008  
HALL OF FAME AWARD

Who will be this year's honoree? Make your voice heard!

The Hall of Fame Award is the Arthur W. Page Society's highest recognition - honoring men and women whose esteemed careers have taken them to the summit of the public relations field. The winners are recognized as "giants" in the profession.

A nomination form is provided on the last page. You can also submit your nomination online or download a digital copy of the Nomination Form from our Web site at:

[www.awpagesociety.com/index.php/site/about/awards](http://www.awpagesociety.com/index.php/site/about/awards)

## WHO IS ELIGIBLE FOR THE HALL OF FAME AWARD?

Created in 1984, the annual Hall of Fame Award honors a leading senior level practitioner for career achievement and outstanding contributions to the public relations profession. Inductees have either had a significant career in the corporate world or done something significant that aided those who practice in the corporate discipline. Their accomplishments include major contributions to the profession, a strong commitment to the Page Principles and a career filled with recognition by their peers.

### Award Criteria

The Hall of Fame recipient should have a minimum of 15 years in a senior level public relations position for corporations or agencies in the U.S. or internationally. Nominees should be persons who, by practicing the Page Principles, have had a significant positive influence on the business he or she was serving and without question was able to advise or influence the CEO and other C-suite executives about both public relations and business issues.

There are many important criteria used to choose the next Hall of Fame recipient – but one qualification is of utmost importance. The Hall of Fame winner must have demonstrated commitment to the Page Principles throughout his or her career, thereby affirming the role of the Chief Communications Officer through effective practice and example:

- Serving as an engaged member of senior management
- Influencing his or her organization to act in the public interest
- Enhancing the reputation of his or her organization
- Making major contributions to the profession through significant participation in professional organizations, and/or by writing, speaking or teaching
- Gaining recognition by peers as an influential leader; being honored with other major professional awards and honors
- Holding significant leadership roles in major community organizations

## AN EXCEPTIONAL GROUP

The Page Society's Hall of Fame represents some of the most influential and well-known figures in the public relations profession. Copies of the lectures delivered by the inductees at the Page Society's annual conferences are available on our Web site at:

[www.awpagesociety.com/index.php/site/resources/hof\\_honorees/](http://www.awpagesociety.com/index.php/site/resources/hof_honorees/)



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2007

**Steven J. Harris**

*Vice President -- Global Communications  
General Motors Corporation*

Steve Harris has spent more than 40 years in communications, the vast majority of it with U.S. auto manufacturers. In his current capacity as head of global communications at General Motors, he leads a team of nearly 600 professionals who provide a wide variety of communications services to GM's 280,000 employees and in support of GM's operations and brands in 12,000 communities and 200 countries around the globe.

Harris first joined GM in 1967 as a lecturer with GM's Previews of Progress educational program after graduating from the University of Southern California with a BA in Journalism.

In late 1979, he joined American Motors as head of product public relations, moving on to Chrysler as the director of corporate public relations in late 1987. He was named Vice President – Communications for Chrysler in January 1998. Following the merger of Chrysler and Daimler-Benz in late 1998 he was named Senior Vice President – Communications.

In early 1999 Harris returned to General Motors after a 20-year absence as Vice President – Global Communications, a post he held until the end of 2003 when he retired and opened a communications consulting practice working with two agencies and a number of top U.S. companies. He was asked to return to GM in his current role in February 2006.

Harris has served on the boards of the Arthur W. Page Society, The Seminar, Institute for Public Relations, Foundation for American Communications and the University of Southern California Annenberg Center for Strategic Public Relations.

He has been named Automotive News' All Star for automotive public relations eight times, most recently in 2007. He was inducted into the Detroit Chapter of PRSA's Hall of Fame in 2002.

Harris was born December 9, 1945. He and his wife, Roddie, live in Birmingham, Michigan and Santa Fe, New Mexico.



2006

**Charlotte Otto**  
*Global External Relations Officer*  
*The Procter & Gamble Company*

Charlotte Otto has had an exemplary career, marked by exceptional leadership of public relations, advertising and brand management. As Global External Relations Officer for The Procter & Gamble Company, she is responsible for the company's external relations activities worldwide including news media relations, product publicity, consumer relations, employee and shareholder communications, government and community relations, and corporate contributions. She joined Procter & Gamble in 1976 in Brand Management after graduating from Purdue University with a B.S. in Consumer Affairs and a M.S. in Management.

Otto spent thirteen years in P&G's advertising department managing leading brands including Sure, Pert, Bounty, and Always. In 1989, she moved to Public Affairs. She was named a Vice President in 1991 and Senior Vice President in 1996. She is P&G's first female corporate officer.

Otto serves as chair of the Cincinnati USA Regional Chamber and is Past Chair of Downtown Cincinnati, Inc. She also serves on the Boards of the Port of Greater Cincinnati Development Authority, the Cincinnati Playhouse in the Park and Queen City Club of Cincinnati. She is Marketing Chair, Cincinnati USA Partnership. She has previously served on the Board of The Royal Bank of Canada.



2005

**James (Jim) E. Murphy**  
*Chairman and CEO, Murphy & Co.*

James (Jim) E. Murphy is the Chairman and Chief Executive Officer of Murphy & Co. Murphy & Co., based in Greenwich CT, is a management consulting firm specializing in corporate marketing, communications and internet services. He is also the Retired Chief Marketing & Communications Officer for Accenture, the world's leading management consulting and technology services firm.

In his role at Accenture, Murphy headed the company's Global Marketing & Communications Business Practice, comprising 500 professionals worldwide. Murphy was chairman of Accenture's Marketing Management Committee. He also served as a member of the Executive Leadership Team Murphy provided his management services to Accenture through Murphy & Co. which he and his partner and company President Jason Murphy, established in 1993.

Murphy led the effort to rebrand and reposition Accenture, which won widespread recognition for the company. Murphy was named "Business Marketer of the Year" by *BtoB* magazine; he was given the Public Relations Professional of the Year Award by the Public Relations Society of America (PRSA). The Arthur W. Page Society also recognized the Accenture rebranding program with its coveted Annual National Award. Most recently *BtoB* magazine named Murphy one of the top 25 newsmakers of the last five years. In addition, the Page Society selected him as a member of its prestigious Hall of Fame and the New York Chapter of PRSA this year presented him with the coveted John Hill award for career accomplishments.

Murphy & Co. has 100 professionals based in its headquarters office in Greenwich, as well as Charlotte, NC and Guangzhou, China. The company's offerings include market positioning and brand strategy, as well as the full range of internet services.

Murphy also chairs the PR Coalition, a group of 20 US-based professional organizations involved in corporate communications, public affairs and investor relations, representing over 50,000

professionals. The Coalition focuses on issues of interest to all communications professionals, such as internet ethics, corporate governance, diversity and the private sector's role in US public diplomacy. In 2007, he led that organization's efforts to co-sponsor, with the U.S. Department of State, the Private Sector Summit on Public Diplomacy.

Previously, Murphy was Chairman and Chief Executive Officer of the Americas operations of Burson-Marsteller and the senior corporate communications officer for Owens-Corning Fiberglas, Beatrice and Merrill Lynch.

Murphy has served on the boards of the Institute for Public Relations Research and Education, the Medill School of Journalism at Northwestern University, the School of Commerce of the University of Illinois, and the College of Media of the University of Illinois. He is past president of the Arthur Page Society and is an accredited member of PRSA. He is a journalism graduate of the University of Illinois and attended the Graduate School of Business at the University of Michigan.



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2004

**Al Golin**

*Chairman*

*Golin Harris International*

A 50-year veteran in the public relations industry, Al Golin is Chairman of Chicago-based Golin/Harris. In addition to handling the McDonald's account for more than 45 years, Golin/Harris also represents such companies as Bristol-Myers Squibb, Coors Brewing Co., Nestle, Owens Corning, and Levi Strauss & Co, to name a few. Golin was also a consultant to the U.S. Department of Commerce, where his work centered on a major public relations awareness program for U.S. companies on the benefits of exporting to help our economy, increase employment, and reduce the balance of trade deficit.

In addition to his membership in the Arthur W. Page Society, Golin is also a member of the Public Relations Seminar and the Public Relations Society of America. He has lectured at Princeton

University, Dartmouth College, Yale University, Northwestern University, New York University and the Annenberg Communications School at USC.

Golin received Lifetime Achievement Awards from the Public Relations Society of America, Publicity Club of Chicago and *Inside PR* magazine. He was also named one of the "100 Most Influential Public Relations People of the Twentieth Century" by *PR Week*. Golin is a member of the Board of Trustees of The Goodman Theater of Chicago and Roosevelt University, a founding board member of Ronald McDonald House Charities, and is a public relations advisor to the National Multiple Sclerosis Society.



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2003

**Willard (Bill) D. Nielsen**

*Corporate Vice President (Retired)*

*Johnson & Johnson*

Willard (Bill) D. Nielsen retired as Corporate Vice President of Johnson & Johnson in December 2004, after serving 17 years with the Company. He was responsible for public relations and corporate communications for the worldwide health care products company, and he served as an Officer of the Corporation. He joined Johnson & Johnson in 1988, following 18 years as a public relations agency consultant, first with Carl Byoir & Associates, from 1970 to 1986, and then Hill and Knowlton.

From the corporation's headquarters in New Brunswick, New Jersey, Johnson & Johnson's public relations and corporate communications division oversees the public affairs responsibilities and activities of a widely diversified and decentralized "family" of 200+ operating companies in 57 countries around the world.

Nielsen's professional accomplishments include leadership of an eight-year public relations and advertising education program for the pharmaceutical industry, and a nationwide child injury prevention campaign, the National SAFE KIDS Campaign. This 20-year campaign is credited with helping to reduce the annual rate of unintended injury and death among children by more than 30 percent.

Nielsen continues to be active in the leadership of professional organizations in the field of public relations. He served two terms as president of the Arthur W. Page Society and was inducted into that organization's Hall of Fame in September 2003 and continues on the Society's board of trustees. He is a past chairman of The Seminar. He also chaired the board of the Institute for Public Relations and served on the Board of Directors and Executive Committee of the Global Public Affairs Institute. He is a member of, The Wisemen and of the Public Relations Society of America. He has won four PRSA Silver Anvils. He is also a Trustee of the Josephson Institute of Ethics.

In October 2003, Nielsen held the honor of delivering the Vernon C. Schranz Lecture at Ball State University. In November 2005, he delivered the 44th Annual Distinguished Lecture for The Institute for Public Relations, and in 2006 he delivered the Institute's Annual International Lecture in London.

Nielsen was a Trustee of the New Jersey Symphony Orchestra for ten years, and a Board Director of the Foundation of Children's Hospital, National Medical Center, Washington, D.C., for eight years.

In retirement, Nielsen consults with non-profit and for-profit organizations and businesses, and he is a frequent guest lecturer at public relations and corporate communications graduate programs at universities across the country.

Nielsen is a native of Sacramento, California. Following graduation from Oregon State University, he served for five years as a public information officer with the U.S. Air Force in Washington, D.C., and Japan. He is married and is the father of three daughters. He and his wife, Doris, live in Maryland.



2002

**Marilyn Laurie**  
*President*  
*Laurie Consulting*

As former Executive Vice President, Brand Strategy and a member of AT&T's 10-person Executive Committee, Marilyn Laurie led AT&T's brand building, advertising and corporate reputation activities worldwide. The first female senior vice president of AT&T, she headed their 500-person global communications organization and also served as chairman of the AT&T Foundation for a decade. Accountable for communications to the media, shareowners, employees and customers, Laurie managed AT&T's reputation through innumerable high-profile events. A co-founder of Earth Day in 1970, who handled all NYC communications, she was recruited by AT&T to create its first environmental policy. Currently, she consults on PR strategy for corporations and non-profits and lectures widely on corporate social responsibility.

Laurie is a past president of the Arthur W. Page Society and also served as Chairman of the Public Relations Seminar. She is Vice-Chair of the board of Columbia University and a director of the New York City Ballet and New York Presbyterian Hospital. She has also served on the Executive Committee of the New York City Partnership.

Among her honors are "New York's 75 Most Influential Women" (*Crain's*); "Woman of Achievement" (Barnard College); "Power 50" (*Ad Age*); "Star" (New York Women's Agenda); Matrix Award (Women in Communications); Human Relations Award (American Jewish Committee); Community Impact Award (Columbia University); the Hamilton Medal (Institute for PR); and the Distinguished Communicator Award (College of Charleston). She has been featured in several books and a TV documentary.



2001

**Kurt Paul Stocker**  
*Visiting Lecturer*  
*Northwestern University*

Kurt Stocker is currently a Visiting Lecturer at the Northwestern University's Medill School of Journalism, Integrated Marketing Communications program. He was Associate Professor and Director of Graduate Public Relations.

Stocker was Chief Corporate Relations Officer for Continental Bank Corporation, responsible for the company's marketing/public relations, internal communications, advertising, industry, financial communications and legislative relations. Prior to joining Continental in 1988, he was Senior Vice President of Corporate Communications for United Airlines from 1985, where he was responsible for global corporate communications and customer relations.

Stocker was Senior Vice President for the Chicago office of Hill and Knowlton and Director of their Denver office and managed their National Labor Relations and Media Training practices. Until 1980, he headed a number of functions at Allstate Insurance Company, including public relations, employee/labor relations, employee benefits, and human resources. Kurt earned a B.S. degree in Business from Marietta College in Ohio.

Stocker is a member of the New York Stock Exchange Regulation Board of Directors, Chairman of the NYSE Individual Investor Advisory Board, member of the Disclosure Advisory Board, member of the Board of Governors of the Financial Industry Regulation Authority, and a member of the Proxy Working at the NYSE.

He is also a member of the Editorial Advisory Board of the Journal of Integrated Marketing, past president of the Arthur W. Page Society, and a member of their Hall of Fame. He is involved with a number of community based youth groups and is past Commodore of the Chicago Yacht Club.

Stocker is also widely published in articles and books on corporate governance, public relations, integrated marketing, and crisis communications.



2000

**John D. Graham**  
*Chairman and CEO*  
*Fleishman-Hillard, Inc.*

John D. Graham is Chairman of Fleishman-Hillard Inc., one of the world's leading public relations firms.

Graham joined Fleishman-Hillard in 1966. He was elected Vice President, Director, and Senior Partner in 1970; was elected President and Chief Executive Officer in 1974; and was named Chairman in 1988. In 2006, he announced a restructuring of the firm's senior management team. At that time, he relinquished the title of Chief Executive Officer, but retained the role of Chairman. The company's revenues, less than \$1 million when Graham became CEO, are now the largest in the industry. During this period, the firm grew from a single office in St. Louis to more than 80 around the world. During his more than 30 years at the agency's helm, Fleishman-Hillard has built a strong reputation by using strategic communications to deliver what its clients value most: meaningful, positive, and measurable impact on the performance of their organizations.

Under Graham's leadership, Fleishman-Hillard was recognized by the Thomas L. Harris/Impulse Research Survey of Corporate Communications Executives as No. 1 in quality service to clients for 12 consecutive years among major full-service firms. The firm was named "Large Agency of the Year" in 2008 and "International Agency of the Year" in 2006 by *The Holmes Report*, which also has rated Fleishman-Hillard the "Best Big Agency to Work For" seven out of the past eight years. Over the past quarter-century, the firm has won 94 prestigious PRSA Silver Anvil Awards – a record of excellence no other agency can match.

During his career, Graham has personally worked in nearly all aspects of public relations, including: public affairs, financial strategy, corporate strategy, investor relations, crisis situations, employee relations, strategic media placement, opinion research, issues management, and general counseling. Although responsible for the overall operations of Fleishman Hillard, he remains active in planning and implementing communications programs for a

number of the group's largest clients. He has personally counseled CEOs of many *Fortune* Top 100 companies.

Graham was elected to the College of Fellows of the Public Relations Society of America and was named a Public Relations All-Star for agency management by *Inside PR* magazine in 1990. In 1994, he was selected as PR Professional of the Year by the readers of *PR News*. In 2000, Graham became only the third agency PR executive to be inducted into the Arthur W. Page Society Hall of Fame. He received the Thomas Mosser Award from St. Bonaventure University for contributions to the public relations profession in 2000. In 2001, he was named PR Professional of the Year by *PRWeek*, and in 2002, the University of Missouri-Columbia awarded him the Missouri Honor Medal for Distinguished Service in Journalism. He received PRSA's Gold Anvil award in 2003 for his many contributions to the public relations industry, and in 2005 the International Communications Consultancy Organization (ICCO) named him to its International Hall of Fame. In 2008, Graham received *The Holmes Report's* SABRE Award for Outstanding Individual Achievement in Public Relations.

Graham has authored many articles on public relations and is a frequent speaker to industry groups. He is a founder and a past Chairman of the Council of Public Relations Firms, and is a member of various public relations organizations, including the Public Relations Seminar, Arthur W. Page Society, the Public Relations Society of America, and the International Public Relations Association.

He attended the University of Missouri on both an athletic and a curator's scholarship and graduated from the School of Journalism.



1999

**Richard R. Mau**

*Senior Vice President (Retired)*

*Rockwell International Company*

Richard Mau retired in 1996 as Senior Vice President of Rockwell International Corporation in Los Angeles concluding an esteemed 42 year career in public relations and advertising. Prior to Rockwell, he held similar senior executive positions with the Raytheon Company and Sperry Rand Corporation over a span of 20 years.

During his professional career, Mau was a member of several professional and non-profit Boards of Directors. He chaired the PR Seminar and San Francisco Academy, and was a board member of the Arthur W. Page Society, Association of National Advertisers and The Advertising Council.

In recent years, Mau has been Chairman of the Global Public Affairs Council, member of the Advisory Council to the Dean of the Graduate Business School of William and Mary College, President of the La Jolla (CA) Country Club, and taught an advanced course in Public Relations Strategies to seniors and graduate students at San Diego State University. He is involved in a number of civic and cultural organizations in San Diego.



1998

**Grant N. Horne**

*Vice President of Public Relations (Retired)  
Pacific Gas & Electric Company*

Grant Horne has long been active in various public relations organizations. He served as chairman of the Public Relations Seminar and is a founding trustee of the San Francisco Academy, a graduate seminar in public relations affiliated with the University of California, Berkeley. In addition to the Arthur W. Page Society, his memberships include the International Association of Business Communicators and the Public Relations Society of America, from which he received the Award for Excellence in Corporate/Institutional Identity.

Horne began his public relations career as a consultant in New York. Thereafter, he was Vice President of Public Relations at Pacific Gas and Electric Company, then the nation's largest energy utility company. At PG&E he was in charge of strategic communications planning for the CEO and Management Committee, corporate branding and identity, advertising, opinion research, media relations, employee communications, crisis and issues management, as well as corporate philanthropy.

Since retiring, Horne has been Principal of Grant Horne Consultants, Inc. based in San Francisco and Cuernavaca, Mexico. His clients include Fortune 200 companies in the energy services, manufacturing, logistics and transportation sectors. He is a member of the Board of Governors of the San Francisco Symphony.



1997

**Daniel J. Edelman**

*Founder and Chairman  
Edelman Public Relations Worldwide*

Daniel J. Edelman is recognized as a leader and innovator in the development of public relations practices, standards and ethics in the U.S. and internationally. He is Founder and Chairman of Daniel J. Edelman, Inc. Edelman is the largest privately-held and independent firm and fifth largest international public relations company in revenues.

Edelman believes a cornerstone of the practice is to counsel corporations to do the right thing and to communicate information on corporate governance and newsworthy developments in an open, transparent manner. He is the recipient of Columbia University's Distinguished Alumnus Award and John Jay Award. He is the first winner of the new Dean's Award for Professional Achievement and Public Service from Columbia University Graduate School of Journalism. He is the 1992 Jewish United Fund of Chicago "Communicator of the Year." He received the Ball State University 1996 National Public Relations Achievement Award. He was awarded the 1997 Top Gun Award from the Chicagoland Public Relations Society of America and the Lifetime Achievement Award from Inside PR magazine in 1998. He was selected for the Chicago Business Hall of Fame by Junior Achievement in 1998. Edelman was the 1999 Gold Anvil Award recipient from PRSA, and in 1999 he also received the first-ever Outstanding Achievement Award presented in Beijing by the China International Public Relations Association "for bringing modern public relations practices to China." He was awarded the Lion of Finland for professional public relations services to that country. His firm has won 40 Silver Anvils from the Public Relations Society of America for outstanding programs.



1996

Ronald E. Rhody

*Executive Vice President and Director  
Bank of America*

Ron Rhody's public relations programs have earned many national and international honors, including Silver Anvils from the Public Relations Society of America, the Gold Quill from the International Association of Business Communicators, the Oscar of Industry from Financial World magazine, and Nicholson Awards from the National Association of Investment Clubs. He speaks and writes extensively on public relations issues and is a visiting lecturer at the University of the Pacific. He is past chairman of the Public Relations Seminar and founding chairman of the San Francisco Academy.

Currently, Rhody is Chief Executive of The Rhody Consultancy. He works with and advises CEOs and senior executives in the business, academic, and not-for-profit sectors on a wide range of communications and public relations issues. Previously, he was Executive Vice President and Director, Corporate Communications and External Affairs for Bank of America and BankAmerica Corporation and a member of the corporation's Senior Management Council.

Rhody has received a variety of honors during his career. He was named Public Relations Professional of the Year by the professional journal Public Relations News; received the Rex Harlow Award for outstanding professionalism; was selected as one of the top ten public relations professionals in the United States by Public Relations Reporter; received the International Association of Business Communicators Distinguished Communicator Award; was named a Fellow of the Public Relations Society of America, and received the Lifetime Achievement Award of *Inside PR* magazine.



1995

John A. Koten

*Senior Vice President of Corporate Communications (Retired)  
Ameritech*

John A. (Jack) Koten is a founding member of the Arthur W. Page Society; was the first president of the Page Society, and served on its Board of Trustees for 20 years. Recently, he was named to the Board of Advisors of the Arthur W. Page Center at Penn State University. He also serves on the advisory board of the Plank Center for Public Relations Studies at the University of Alabama. Koten has authored numerous articles for professional publications and lectured at management conferences, academic seminars, and civic meetings throughout the United States. He was Deputy Chairman of the VII Public Relations World Congress held in Boston in 1976.

Jack is the retired Senior Vice President of Corporate Communications for Ameritech, the Chicago-based \$22 billion international telecommunications company. When Ameritech was divested from AT&T in 1984 as one of the seven "Baby Bells," Koten headed the team that successfully created a new independent identity and reputation for what became overnight one of the 30 largest corporations in the U.S. Among his responsibilities were advertising, government relations, media relations, employee information, community relations and financial information. In addition to his duties as senior vice president, he was President of the Ameritech Foundation. Previously, he served as Vice President of Corporate Communications for Illinois Bell and New Jersey Bell, and was AT&T's Public Relations Director. He is a lifetime member of the boards of trustees of the Great Books Foundation, Chicago Symphony Orchestra and North Central College.



1994

**Lawrence G. Foster**  
*Corporate Vice President (Retired)*  
*Johnson & Johnson*

Larry Foster was night editor of the *Newark News* in New Jersey before joining Johnson & Johnson in 1957 to help form its first public relations department. He was Director of Public Relations and Assistant to the Chairman before becoming Corporate Vice President of Public Relations. During his 33 years with Johnson & Johnson he reported to three Chairmen/CEOs, and the company grew forty times larger.

He was managing public relations at Johnson & Johnson when the company was widely acclaimed for its handling of the Tylenol crises in 1982 and 1986. His professional awards include the Alexander Hamilton Medal (2007) from the Institute for Public Relations, the Gold Anvil (1989) and the Atlas Award (1998) from the Public Relations Society of America, and the Hall of Fame Award (1994) from the Arthur W. Page Society. He was president of the Arthur W. Page Society (1990-92), and chairman of The Wisemen (1986-90). *PRWeek* named him one of the ten most influential public relations professionals of the 20th century.

He is author of three books: *A Company That Cares*, a history of Johnson & Johnson (1986); the biography, *Robert Wood Johnson: The Gentleman Rebel* (1999); and *Robert Wood Johnson and His Credo: A Living Legacy* (2008).

He is a founder and chairman of the Advisory Board of the Arthur W. Page Center for Integrity in Public Communication at Penn State University's College of Communications.

A 1948 graduate of Penn State, he received the Distinguished Alumnus Award and the Lion's Paw Medal for service to the University. He was a University Trustee and president of the Alumni Association.



1993

**Edward M. Block**  
*Senior Vice President (Retired)*  
*AT&T*

Edward (Ed) M. Block was Senior Vice President, Public Relations, Advertising and Employee Information for the AT&T Corporation for 12 years until his retirement in 1986. He was responsible for corporate communications during AT&T's historic divestiture of the Bell telephone companies and its expansion into international markets. He also held the additional post of Assistant to the Chairman of the Board from 1980 until his retirement and was a member of the Office of the Chairman.

While at AT&T, Block was a director of AT&T International and IT&T Information Systems. He established the AT&T Foundation and was its first chairman of the board. It was on his initiative that AT&T provided the funding (\$10 million a year for five years) to establish the *MacNeil/Lehrer NewsHour* on PBS. He twice received the Blue Ribbon Award from the University of Missouri's School of Journalism. In 1980, he was chosen Public Relations Professional of the Year by PR News. In 1993, he received the lifetime achievement award from *Inside PR* and in 1997 he received PRSA's Gold Anvil. Most recently, he was cited by *PRWeek* as one of the most 100 influential public relations people of the 20th century.



1992

**Chester Burger**

*Senior Partner*

*Chester Burger & Company*

Chester Burger is a pioneer in the field of media consultancy, spending most of his 48-year career establishing many “firsts”. Not only was Burger the nation’s first CBS television news reporter in 1946, he also founded Chester Burger & Co., Inc., in 1964, which was the nation’s first communications management consulting firm. During a 24-year period, his clients included the American Bankers Association, Sears Roebuck, Minnesota Mining & Manufacturing, Communications Satellite Corporation, American Cancer Society, Occidental Petroleum Corporation, Texas Instruments, Inc. and Bell Canada.

After he retired in 1998 from Chester Burger & Co., he became counsel to James E. Arnold Consultants, Inc., the successor firm. In 1995, the U.S. Government awarded him the Medal for Outstanding Service to the United States. The United States Information Agency presented Burger with its Award for Outstanding Service to America’s public diplomacy efforts. PRSA honored Burger with the Gold Anvil, and its Counselors Academy designated him “The Counselors’ Counselor and its First Life Member.” The United States Marine Corps awarded him its first Drew Middleton Public Affairs Award for Distinguished Service. He is the author of six books on management subjects, including *The Chief Executive*.



1991

**Harold Burson**

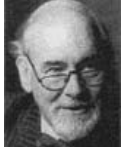
*Founder and Chairman*

*Burson-Marsteller*

Harold Burson, in a survey conducted by *PRWeek*, was described as “the century’s most influential PR figure.” This recognition is a culmination of more than fifty years of serving as counselor to corporate CEOs, government leaders and heads of public sector institutions.

As architect of the largest public relations agency in the world today, Burson started practicing the concept of integrated marketing decades before the term was even invented. He personally sponsored and supported programs, industry bodies, universities and charities to improve the profession. He created a unique Burson culture that still unites former employees. His personal counsel has enlightened the thinking of boardrooms at many Fortune 100 companies and others across the globe.

Burson has contributed to the public relations industry and world community as a member and leader of several organizations, among them: Presidential appointee to the Fine Arts Commission, Washington, 1981-1985; Chairman of the National Council on Economic Education; Trustee of The Economics Club of New York; Chairman of the USIA Public Relations Advisory Committee; and board member of the World Wildlife Fund (Geneva). He was elected to the Horatio Alger Society in 1986 and is an Executive Council Member of the Center for the Study of Southern Culture at the University of Mississippi. He was Chairman of the Public Relations Seminar in 1984.



1990

**Tim Traverse-Healy, O.B.E**

*Director*

*Centre for Public Affairs Studies, London*

Tim Traverse-Healy is one of the pioneers of PR in the United Kingdom. Tim helped found the British Institute of Public Relations in 1948, and he was made a fellow of the Institute in 1956. He served as its president from 1967 to 1968. He also served as Vice President of the European PR Federation, was president of the International PR Association, and is Fellow of the Institute of Advertising.

From 1947 to 1993, Traverse-Healy was Senior Partner in Traverse-Healy LTD, advising numerous international and European organizations on their corporate affairs activities, including Associated Newspapers, Ford, AT&T and Unilever. Over the years, he has also been heavily involved in the world of education. He has been a professor in the UK and US, and served as president of the International PR Research and Education Foundation. He helped found the Public Relations Educators' Forum in 1992. He has given numerous lectures around the world, and has written many articles for professional journals. In the 1990s, he helped draft the Codes of Ethics & Professional Charter adopted by the Institute of Public Relations and Public Relations Consultancy Association.



1989

**W. Howard Chase \***

W. Howard Chase was a key figure in the field of public relations and "issues management," a term he coined in 1976 to describe a strategic process to anticipate and direct the affects outside forces can have on an organization. Chase was one of the Public Relations Society of America's six founding members, and he served as president of PRSA in 1956. In addition to serving as its

\* Deceased

president, Chase was also the chairperson of PRSA's first executive committee and was the first recipient of the prestigious Gold Anvil Award in 1948.

Chase began his career as an instructor in international relations at Harvard in 1935, and then went on to write editorials for the Des Moines Register & Tribune. He then oversaw the public relations efforts of General Mills in the 1940s, later General Foods. He also played a key role in the election of President Eisenhower and became a leading public relations consultant in the 1950s and 1960s. In the 1970s, he served as Vice President and Assistant to the Chairman for Public Affairs of the American Can Company.



1988

**Hale Nelson \***

Hale Nelson, former Vice President of Public Relations, Illinois Bell, was recognized as a driving force behind the growth and professional development of public relations in corporate America. He began his career in 1927 when he joined Southwestern Bell Telephone Company in St. Louis as a student in the commercial department. He progressed through a series of managerial positions before transferring to Illinois Bell in 1937.

Throughout his career, Nelson was involved in civic organizations, including the Chicago Commission on Human Relations and the Citizens Committee of the Chicago Board of Education. Through these activities, he was instrumental in enhancing the reputation of his community. In 1967, his keen awareness of changing social needs led to the development of a symposium by the University of Illinois on "The Corporation and Social Responsibility."

In addition to his civic responsibilities, Nelson served as President and Director of the Chicago chapter of the PRSA and as PRSA's National Director, helping to establish an accreditation plan for members. PRSA awarded him three citations for meritorious service for his contributions.

\* Deceased



1987

Scott M. Cutlip, Ph.D.\*

Scott Cutlip was a pioneer in public relations education who served as dean of the University of Georgia’s Grady College of Journalism and Mass Communication from 1976 to 1983. He was co-author with Allen H. Center of the 1952 book *Effective Public Relations* which has been published in seven editions and is considered the “bible of public relations.” His 1994 book *The Unseen Power* is the first detailed history of the public relations profession in America from its beginnings in 1900 through the 1960s.

*PRWeek* cited Cutlip as the person who gave legitimacy to public relations education through strong research and scholarship, and creation of a teaching model for future generations of educators. *PR Week* listed Scott among the 20th century’s 10 most influential figures in the field, crediting him with “structuring the model of university-based public relations education for decades to come.” The University of Wisconsin – Madison School of journalism and Mass Communication created the Scott Cutlip Scholarship in his honor.



1986

Allen H. Center \*

Allen Center is one of the most noted public relations leaders and co-author of *Effective Public Relations* – known as the “bible of public relations.” The bestselling book has introduced students and practitioners worldwide to the theory and practice of public relations for more than five decades. Center was known as a pathfinder, setting standards and aspirations for the emerging profession that he saw as his “calling.” He was also a role model for generations of students and practitioners who share his vision of the social value and nobility of purpose in building harmonious relationships.

Center’s first position in public relations was as Public Relations Director at Parker Pen Company in Janesville,

\* Deceased

Wisconsin. Working for Parker Pen meant that he was in periodic contact with the New York media and with a small group of practitioners who were in the process of establishing the PRSA. Center joined their efforts. Consequently, he held various leadership and service roles in PRSA. He left Parker Pen to join Motorola, where he served as public relations director, helping to introduce color television to consumers.

Center took early retirement in 1973 to write the first of five editions of the renowned advanced public relations case studies textbook, *Public Relations Practice*. In 1976, he taught part-time at San Diego State University, and later became the first and only person to hold the title Distinguished Resident Lecturer.

Center served as President of the then-named Foundation for Public Relations Research and Education (now, Institute for Public Relations) from 1973-1974. He received the PRSA’s Gold Anvil in 1981, and in 1989, he was inducted into PRSA’s College of Fellows. The San Diego PRSA Chapter awarded Center its Otto Bos Lifetime Achievement Award in 2001. Center and his wife endowed the Allen H. Center Lectureship in Public Relations at San Diego State University.



1985

John H. Page \*

Just like his father Arthur W. Page, John H. Page began his career in public relations in the Bell System after graduating from Harvard. After a number of positions, Page became vice president of public relations for Pacific Northwest Bell. He later left that position to accept a public relations position with Radio Free Europe, where he remained for a number of years. He left Radio Free Europe to join International Nickel Corporation, one of Canada’s best known companies and a leading international producer of nickel. There, Page oversaw the company’s Public Relations and Public Affairs department. He later became CEO of the company.

\* Deceased



