

PRNews' 15 to Watch

14. Scott Sutton, 24



As a key player in Progress Energy's crisis communications' area, Sutton exhibits a maturity and poise beyond his years. Rallying colleagues behind several programs, Sutton easily commands respect from colleagues several decades his senior.

Defining Initiative

"It would be the implementation of a broad plan to improve management-employee relations after a failed union organizing drive. An attempt by an outside union to organize our workforce sent a strong message to senior management that something needed to change; it also revealed that employees had lost trust and respect of their management. I was approached and asked to develop a comprehensive plan to restore trust, respect and teamwork.

"One of the most successful tactics was the creation of a short, weekly video news segment. These videos allow senior managers to have face-to-face discussions with their 700 employees."

Yays and Nays

"In one day, I get to sit with executives as they make a multi-million-dollar decision and then go out into the field and chat with the mechanic turning the wrench. I also enjoy the strategic part of my job—taking a difficult subject and translating it into something easily understood by our key stakeholders.

There are a very few cons to the job, but if there is one, it's that the communications department tends to be the catch-all for projects and initiatives that don't fit nicely with other departments. This can lead to the communications staff overextending themselves and being distracted from their core mission of providing strategic support.

Age Is Only A Number

"I don't believe my age affects the way my managers treat me, as they are focused on performance. Mostly, they are surprised to hear that I am so young. In fact, after one meeting with senior executives where they asked my advice and later found out my



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age, one commented in mock disbelief: 'I have children older than you and I sure don't listen to them for advice...but I listen to you.'"

A World Beyond

"I started an organization called Voices for the Voiceless, which seeks to connect PR execs with important stories that need to be told. Having grown up in Eastern Chad prior to the current crisis, I learned to love the people and culture of this area. This work has given me the chance to travel around the country to speak, as well as to be interviewed by many media outlets. I'm also working on a book and multimedia project, both aimed at engaging my neighbors in America to help stop the atrocities facing my neighbors in Africa."

15. Eric Thain, 29

If you think China is an impenetrable market, you haven't met Eric Thain. A lawyer by trade, he now acts as an account director at Weber Shandwick's Beijing office, and to great effect. Possessing a mature skill set, he has been able to transcend cultural inconsistencies to launch initiatives for diverse global clients who are hungry for a piece of the Chinese market. Here, he considers a new form of word-of-mouth, what defines key influencers and how to be unbeatable in badminton.

Smells Like Teen Spirit

The Hugo Energise launch campaign

at the end 2005 was a consumer campaign for a fragrance brand that leveraged the Internet and gave the client an advantage over the crowded Chinese fragrance market. At that time, the Internet was already quickly becoming a primary influencer of purchasing behavior, and the impact of new media platforms such as BBS, MSN and blogs were redefining the term "word of mouth." Recognizing the close link between MSN and Hugo's consumers, we helped Hugo to take advantage of MSN's launch in China (November 2005) to interactively reach millions of male consumers for its launch of the Hugo Energise male fragrance.

System Overload

One of the biggest challenges in the Chinese market right now is the lack of talent there. The hardware is ready but the software is playing catch up. In that sense, we are constantly under pressure to deliver quality work with limited resources. The media

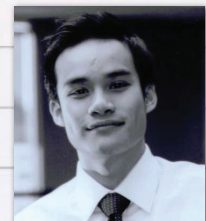
scene in China is also a very different one. Changes in media happen as quickly as the landscape in Beijing as the city and the whole nation gears up for the Olympics. This presents a lot of pressures for sponsors and more so for non-sponsors when the world will be watching.

The World Is Flat

Digital communications is here to stay. The Internet has made the world flat. The challenge is two-prong; the first is the speed by which information travels. Secondly, the term "influencers" takes on a new meaning. We are dealing with a new breed of influencers - the occasional influencers.

Out of Office Reply

I am an avid photographer, diver, sports and culinary fan. Badminton is also one of my favorite sports and playing this game with friends on the Chinese national team makes it a whole lot more fun. I have been told that I make a killer spaghetti carbonara.



Eric Thain
Account Director



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From the



PR News' Digital PR Guidebook is your blueprint for executing high-return digital communications initiatives and managing reputation online. Our editors culled information from all corners of cyberspace - and from the minds of its top visionaries - to offer you and your team the most comprehensive roadmap of digital communications best practices and strategies. This guidebook is filled with insider information from executing a digital pr program to maintaining one to improving upon existing digital initiatives.

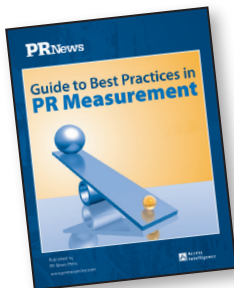
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- ▶ The Blogosphere
- ▶ Digital Video
- ▶ Social Media Networks
- ▶ Digital Integration
- ▶ Digital Measurement

PR News Top 100 PR Case Studies is one of a kind book that is packed with useful, specific, "how they did it" case studies - a resource that you and your team can use for years. You'll learn the strategies employed by corporate, nonprofit and agency PR professionals; you'll get budget breakdowns and measurement strategies; and you'll be equipped with fresh, new ideas about how to execute a campaign or program that produces positive results.

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- ▶ Targeting CEOs and Influentials
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In the book:

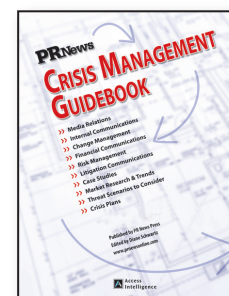
- ▶ CSR: The Nuts & Bolts
- ▶ Developments & Trends in CSR Communications
- ▶ Developing an Integrated CSR Strategy
- ▶ Proving CSR's Worth to Senior Management
- ▶ CSR & The Media
- ▶ CSR & Other Stakeholders
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PR Crisis Management Guidebook, the guide that you can't live without as a PR practitioner. This 200+ page guidebook is designed for communications teams at corporations, nonprofits, government organizations and PR firms - worldwide. This guidebook is your CRISIS COUNSELOR that you can refer to 24/7. In this easy-to-read guidebook, you'll get the strategies, tactics and lessons learned to help you stave off a crisis or manage one.

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- ▶ Change Management
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- ▶ Risk Management
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- ▶ Case Studies
- ▶ Market Research & Trends
- ▶ Threat Scenarios to Consider
- ▶ The Crisis Plan



13.

PRNews 15 to Watch

Amos Snead, 27



When Amos Snead was a child, his mother told him he would make a good lawyer because he was good at arguing. Now grown up and working as the press secretary for House Republican Whip Roy Blunt, Snead has taken his mom's advice to heart: "I have now found my dream job. I get to dress up and talk all day."

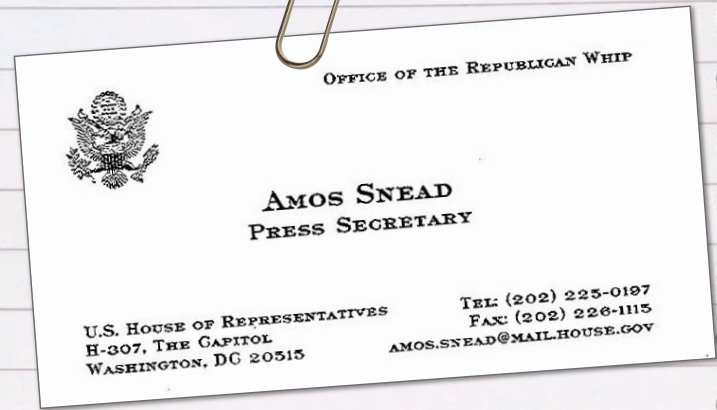
Gazing into the Future

"Our industry is moving towards real-time, citizen journalism and I believe we'll continue to see successful PR campaigns materializing from the bottom up. Advances in technology have enabled people to become media centers from their own computers and cell phones. Successful PR professionals will adapt to these changes and integrate new media outreach into their total communications strategies.

Using Social Media to Win Elections

"Following the 2006 elections, Congressman Roy Blunt was running to be the Minority Whip in the House of Representatives. In the past, elected leadership campaigns were conducted with limited mainstream-media outreach and one-on-one meetings. We continued this plan, but also incorporated conservative blog outreach. Congressman Blunt was the first Member during the race to hold a na-

"I was a political science major at the University of Montevallo located in Montevallo, Alabama. My first PR experience was promoting a Train concert on campus and after that I was hooked [on PR]."



tionwide conference call with interested bloggers and took his message directly to them. He ended up winning the position of Republican Whip and has continued his new media outreach. He re-designed his Web site to incorporate new media tools and has been quick to adopt new methods of communicating."

Rewards & Quibbles

Pro: "Every day is a new challenge and no one project, crisis or campaign is ever the same."

Con: "In our business, the news doesn't always happen between 9 a.m. - 5 p.m. so this sometimes makes it difficult to fully disconnect."

Gen Y Advantages

"I've been fortunate to work with managers who were willing to let me take chances with new media techniques they were unfamiliar with. Being a member of the Gen Y community enables me to utilize new forms of communication that are outside the traditional framework of Congressional outreach."

Newlywed Football Fans

"I enjoy spending time with my beautiful new bride, Whitney. We're dedicated Alabama Crimson Tide and Baltimore Ravens football fans."

Early Indoctrination

"I was a political science major at the University of Montevallo located in Montevallo, Alabama. My first PR experience was promoting a Train concert on campus and after that I was hooked."

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11. PRNews' 15 to Watch

Amanda Naiman, 28



Whether it's launching a new imaging technology system for Siemens Medical Solutions or promoting its first global initiative, Amanda Naiman is a 24/7 dynamo who runs on all cylinders.

Though the demands can get intense, Naiman wouldn't have it any other way.

All This And Larry King

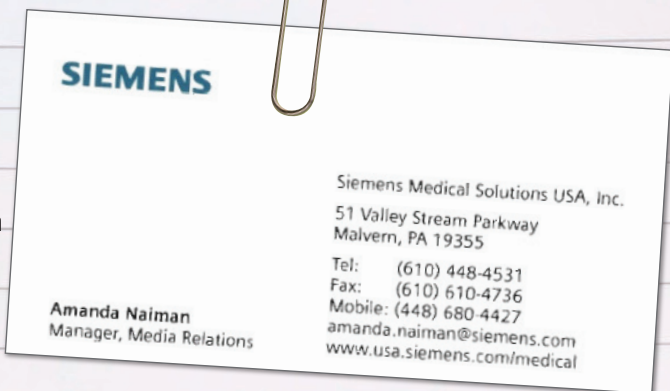
"There have been two key initiatives that have helped to grow my skill set and open my eyes to new career goals. The first was a global product launch for the SOMATOM Definition CT system, a one-of-a-kind imaging technology that has changed diagnostic possibilities for clinicians. The launch involved detailed coordination with our Division's U.S. and global headquarters in Germany, and really taught me about the strategy behind product launches and the value of having a collaborative program among the product stakeholders, PR, marketing, and customer communications. The program included a round table event with industry luminaries and company executives that

was moderated by Larry King, and an aggressive media push that resulted in national attention that carried through the following year.

"My current role has really had the greatest impact on my career to date. I'm now managing my company's first truly global PR initiative, promoting the newly formed Siemens Medical Solutions Diagnostics, which resulted from Siemens' \$7 billion+ acquisitions of Diagnostics Products Corporation and Bayer Healthcare LLC Diagnostics Divisions. This has been an incredible learning experience."

Job Pros & Cons

"I'm lucky enough to have many "pros" related to both my actual job and my company overall. For the past year, I've headed up the global PR efforts for a brand new business unit, so the ability to develop broad strategy and work with colleagues all over the world has been extremely rewarding. I also like the fact that PR in general, often involves a good mix of traditional office time and travel assignments, ranging from trade shows to media tours, so you never have



to worry about feeling stuck to your desk.

"I think the general cons of PR are probably pretty common - the hours can be demanding and competition for coverage is fierce so persistence and a thick skin are necessary for success. However, I think that is also what draws certain people into this field."

Spanning The Globe

"I love to travel and I love live music—my ideal situation is when I can combine them. I am also passionate about experiencing new cities and cultures."

From Easel To Paper

"I wanted to be an artist when I was young and I think that I've held onto that creative spirit. As I grew up, I realized that I also loved writing and working with people so communications was a natural fit for me."

12. Jaime Sarachit, 30

With more than seven years of agency and in-house communications experience, Jaime Sarachit has earned numerous industry honors for her wide-ranging work with recognizable brands such as the Grammy Awards, Nestle, Nokia, Red Bull and Barbie (yes, *that* Barbie). The latter generated high-profile attention as it dealt with engineering a tragic breakup between a beloved iconic couple.

Barbie, Ken and Bennifer Go Kaput

"The most defining campaign of my career was when I worked on the Barbie and Ken break-up at Ketchum PR for my Mattel client. In an effort to rebuild Barbie's relevance and increase flagging sales, we delivered an out-of-box idea when we suggested announcing the break-up of the world's perfect couple on the first day of Toy Fair, which happened to follow on the heels of Jennifer Lopez and Ben Affleck's breakup and a few days prior to Valentine's Day.

"Our strategy was to follow the trend of consumers' fascination with celebrity couples by humanizing Barbie and Ken as real people. To that end, we hired real-life celebrity publicist Ken Sunshine, who acted as Barbie and Ken's publicist, to deliver the news at a press conference. The result of this stunt was instant buzz from trade and lifestyle magazines to entertain-

ment and national morning, talk and variety shows.

I knew we had hit the jackpot when Dan Rather announced it rather seriously on the "CBS Nightly News," and when it inspired Jay Leno to create a skit on his show. I also knew we had delivered on our promise to build relevance when we received hundreds of concerned calls from consumers around the world."

Voice of Youth

"I find it to be a blessing because [my co-workers] look to me as the expert on what young consumers consider cool as well as what trends are happening within this demographic. So much of my generation is about connecting and gathering a lot of information and in an instant."

Social Media Aficionado

"I have profiles on Myspace and Facebook and am an avid iTunes user. I also read various entertainment and fashion sites/blogs to keep up on news and trends in the marketplace. In today's fast-paced world, it's important to stay connected."

Getting Into the Digital Groove

"Surprisingly, many companies are still apprehensive about the digital space because they feel vulnerable to negative publicity or opinions. What they need to understand is that technology is moving at a faster pace than anyone imaged, and it's happening with or without you. As long as you communicate honestly and with sincerity, the digital space can be a positive avenue to communicate your message."





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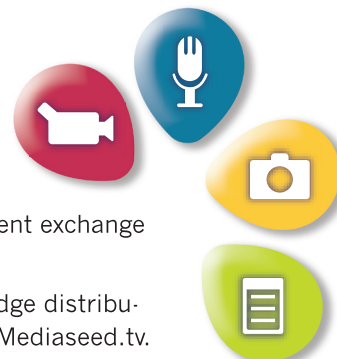
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PRNews' 15 to Watch

9. Lisa Del Colle, 29



Food TV is so hot right now, which by default would mean that Food Network PR Manager Lisa Del Colle is too. But it's a status she earns on her own, with innovative press strate-

gies that garner media attention in an increasingly crowded sector. Whether it's a "Meet and Eat" press event in the Food Network Kitchens or a hit launch for "Diners, Drive-Ins and Dives," her strategic insight is far beyond her years. Here, she elaborates on food, blogs and basketball.

A Tasty Delight

I just recently completed a campaign for season three of "The Next Food Network Star." With the advertising budgets getting smaller each year, we have become more creative on how to get coverage for our shows and talent. We worked to integrate media partners into the show (like *Bon Appetit* and *Star* magazines), so we would get more editorial coverage on the back-end. We created weekly elimination series' to get coverage online and on-air (radio) and we also

crafted specific, individual press plans for all 11 finalists to play off their strengths, backgrounds and local markets. The result: The series became the most-watched food show in cable history.

Pros & Cons

The biggest pro is that I get to be involved in many different types of PR. In addition to working with the Food and TV/Entertainment categories, our brand allows me to dabble in other PR areas like publishing, public affairs/charitable and events. The downside to my job is that we have so many shows to launch each year, I am constantly moving from one launch to the next. I never have as much time as I would like to continue to grow and expand my brand & talent because I have to start working on the next premiere.

The Gen Y Perspective

We in the PR department are brought into all kinds of areas (programming, marketing, creative services, production) to give our thoughts on how press-worthy an idea is and how we can work together to get

more exposure for a show or talent. They rely on our expertise and trust our opinion when it comes to the press world. For example, we have been working on informing our execs about the world of blogs and the expanded world of online.

In 10 Years ...

... the industry will keep expanding, especially with many companies combining marketing and PR even more as their money gets tighter. There will be brand new technology to play with, and those who want to succeed will need to keep adapting as opposed to clinging to the ways that things used to be.

Now & Then

When I was a kid, I wanted to be a physical therapist for the Duke Blue Devils men's basketball team until I took biology in high school, when I realized I didn't like science.

10. Jessica Merz, 30

Internal communications is wrought with challenges as it is, and those are only exacerbated when the company at hand has approximately 40,000 employees across the U.S. That is precisely what Jessica Merz manages for DHL, and, among other initiatives she drove, the "I'm On It" campaign has garnered national recognition (including a Platinum PR Award from *PR News*). Here, she discusses integration, the unpredictability of crises and the movie "Jaws."

She's On It

I am most proud of the "I'm On It" campaign developed for DHL employees. Prior to launching an advertising campaign focused on customer service, in a post-integration environment, we needed to educate employees about our new brand promise of delivering a superior customer experience. The campaign was incorporated into every communications tactic available including print newsletters, courier cards, Web casts, executive communications, recognition programs, road shows, promotional items, and videos featuring our very own employee



heroes. Executing the campaign challenged me to think about new communications vehicles to address all of our audiences, identify internal branding opportunities, and establish close collaboration with other departments to incorporate "I'm On It" into their programs.

Pros & Cons

Biggest pro of working for my job is that DHL allows me to be creative in implementing and executing communications programs. Our leadership team understands the value of internal communications and as a result, we can count on their participation and support. The con is a side effect of being in an industry that operates 24 hours a day, every day of the week around the world. At any moment a crisis can strike and that tends to happen on weekends, holidays or late nights.

The Gen Y Perspective

Management expects us to come up with new and creative tactics. They are looking for us to use innovative communications to help drive business results.

An Integrated Outlook

At DHL, we use video Webcasts, blogs and online contests through our corporate intranet. We are looking to implement new digital channels for 2008. The challenge is reaching an audience that does not have access to computers. Couriers spend most of the day delivering packages on the road and so we still need to maintain some "old school" communications tools in place to make sure we can reach them as well. Courier engagement is key to our company's success.

Now & Then

As a kid, I wanted to be a marine biologist. After watching "Jaws," I decided I needed to find a new profession.

CONGRATULATIONS
AMANDA NAIMAN



MANAGER, MEDIA RELATIONS, IN VITRO DIAGNOSTICS,
SIEMENS MEDICAL SOLUTIONS

PRNews 15 TO WATCH
THE IMAGE OF A TRUE PROFESSIONAL

7.

Tina Couch, 30



Tina Couch's resumé contains a few companies you might have heard of: Match.com, Chemistry.com and, most recently after a move to Seattle, Microsoft.

Now a PR manager for the software behemoth, she uses her background at the most ubiquitous name in online dating to continuously promote digital communications. Here she discusses celebrity blogger Perez Hilton, Microsoft's Windows XP Tablet PC and, of course, MySpace.

Bringing Microsoft to the Masses

"In terms of my most rewarding/defining campaign, I'd have to say the launch of Windows XP Tablet PC Edition was wildly successful. My team secured almost 90% positive reviews on a version-one product, we had over a billion media hits from the launch event and we worked seamlessly with hundreds of top-tier OEM and ISV partners bringing it to the masses."

Pros & Cons

"The biggest 'pro' is seeing a company's brand awareness grow through successful PR strategies and tactics. The biggest 'con' is the lack of understanding around the PR industry and what goes into telling a truly great story for a company."

Talent Management, Gen Y Style

"Generation Y was born with computers, the Internet, cell phones, the iPod and MySpace, so at their core, this is what defines them. It's how they communicate, it's how they share their information and it's where they get their information. It will be critical for companies looking to attract and retain top talent within this generation to recognize flexibility in the workplace; because you can use your Smartphone or laptop for work, you no longer have to be in an office from nine to five."

Digitally Speaking

"Digital communication platforms are critical for the

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Couch is currently awaiting her new Microsoft business cards; in the meantime, she can be reached at tina_warner@hotmail.com.

future of PR. As communicators, it will be important for us to think of creative ways to leverage mobile platforms and blogs to get our message out. We're no longer getting our news from the paper - we're getting it online, instantly."

Practicing What She Preaches

"I read blogs daily; one might say I'm addicted to PerezHilton.com. I also watch TV over the Internet, and, while I was a late adopter, I finally have a MySpace page. It's proven to be a great tool to meet new people and to reconnect with old friends."

Out of Office Reply

"My husband and I enjoy traveling, working out and playing with our three Chihuahuas, Barkley, Tyson and Sadie."

8.

Ellen Davis, 29

For Ellen Davis, working as a PR professional in the retail field encompasses so many fascinating challenges, which include consumer psychology, economic trends and yes, fashion, she can't imagine ever working in another industry. If there's anyone who has the bug, it's Davis.

A Cyber Campaign

"Two years ago, we identified and pitched a trend to reporters that we called 'Cyber Monday,'—the Monday after Thanksgiving when many retailers see shoppers coming online in droves. After a front-page *Wall Street Journal* story in November 2005, the story caught a tremendous amount of steam. Cyber Monday is now

seen by many retailers, reporters and shoppers as the official kickoff of the online holiday shopping season—the online equivalent of the day after Thanksgiving. This year, our Cyber Monday initiative will be even bigger, with a Shop@Lunch event at the ESPN Zone in Washington, D.C., and a tremendous PR push around our Web site, CyberMonday.com."

Joys and Headaches

"Working for an association instead of a large corporation or agency has given me a tremendous opportunity to make a mark at an early stage of my career. NRF places a high value on PR, which means that we are consulted when making even the smallest strategic decisions. Additionally, our executive

staff trusts our instincts, so if a reporter calls about a shoplifting incident that caused a death in Arizona or a gift card scam that is running rampant in Chicago, we can respond quickly without having to jump through too many hoops or an unending approval process.

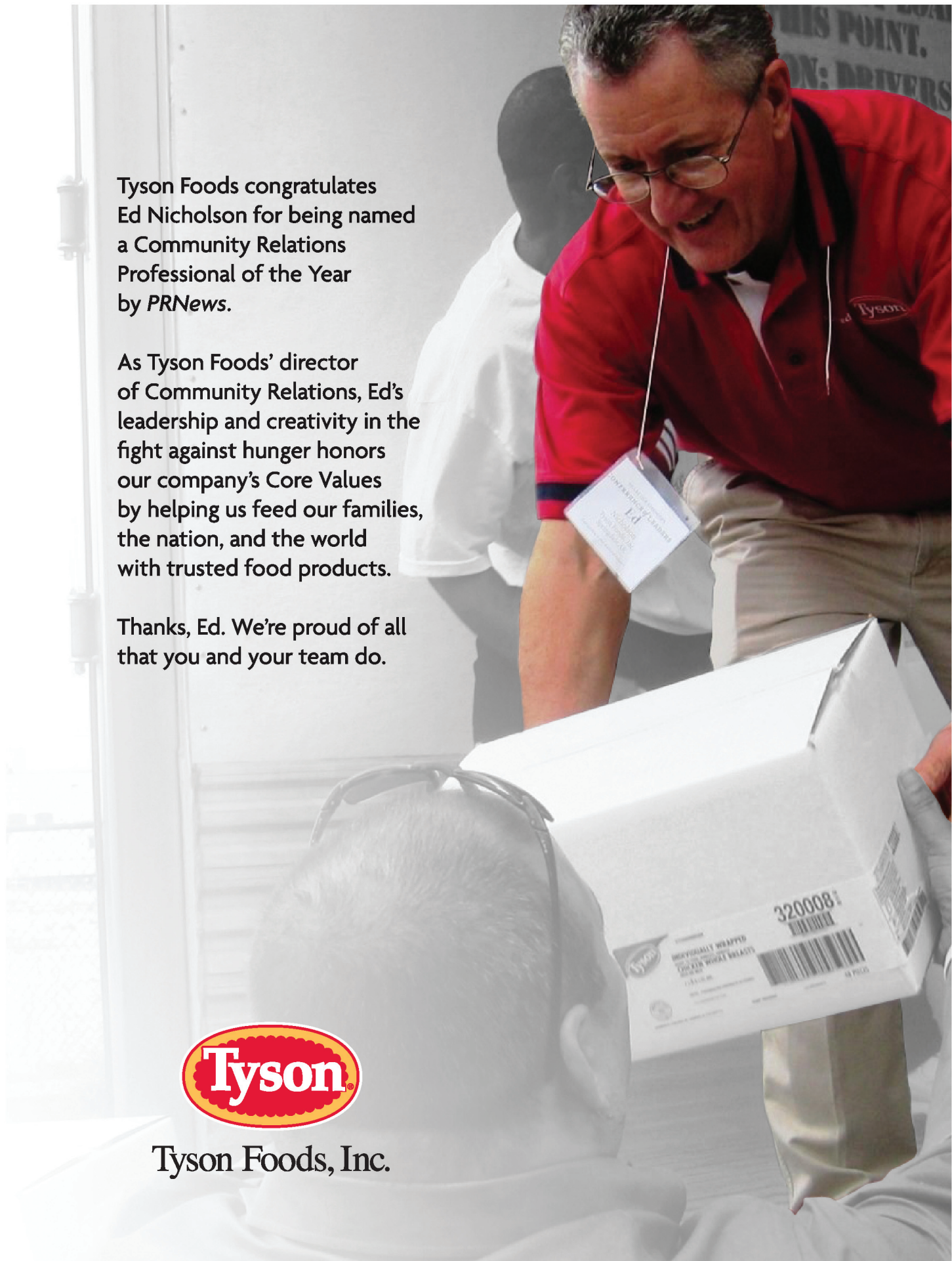
"I love being the conduit between reporters and retailers, providing the media with trends and insights and pointing retailers in the right direction when they feel they have a good story to tell. It is always so gratifying to identify a trend through research and shape it into a story, then see it in the newspaper."

"The only con is that reporters expect us to be available 24/7, especially during the holiday season. A small part of me is already looking forward to February."

Growing Up

"I was always dreaming up new and exciting careers for myself. I started reading at a very early age and remember wanting to write books when I was as young as eight. Since I have always loved writing, throughout most of high school and college, I thought I wanted to be a reporter. But I also wanted to own a daycare center, be a cosmetologist, a real estate agent, and a nurse...it just depended on the day."





Tyson Foods congratulates Ed Nicholson for being named a Community Relations Professional of the Year by *PRNews*.

As Tyson Foods' director of Community Relations, Ed's leadership and creativity in the fight against hunger honors our company's Core Values by helping us feed our families, the nation, and the world with trusted food products.

Thanks, Ed. We're proud of all that you and your team do.



Tyson Foods, Inc.



PRNews' 15 to Watch

5.

Emily Coghlan, 28



Whether it's managing high-level accounts such as global silicone manufacturer Dow Corning Corporation or consulting with a major academic institution on integrative health care

the creation of the Green Committee, which identified numerous opportunities to revive and raise awareness of existing policies while simultaneously instilling new practices for reducing waste, increasing recycling efforts and saving energy."

approaches, Emily Coghlan leadership skills and inexhaustible energy make her a shining star in the PR firmament. As one colleague says of her, "Emily is so well organized and on top of things that sometimes I feel like we have to prepare to meet with her."

Going Green

"Earlier this year, I saw an opportunity to review and build upon APCO's existing environmental policies and practices. I recognized that our efforts in this area are likely to become more critical as an increasing number of our clients are going green and will therefore expect that we (as their consultants and communications partners) do the same. While we already had a number of environmentally friendly practices in place, many employees were unaware of them. My ideas were well received by senior management and led to

Not A Typical Gen Y'er

"Since I didn't grow up in an age of Facebook, My Space or even Instant Messenger, I do not have the same mentality and perspectives that Gen Y members stereotypically have. That said, I like to think that I bring a fresh perspective to the work I do, and I feel lucky to work for a company that pays attention to the ideas as opposed to the age of its employees."

The Digital Age

"Digital communication is essential for success in the PR industry because it makes information and news easily accessible. It is hard for me to even imagine a business world before e-mail or the Internet. Sites like Washingtonpost.com and CNN.com, rather than blogs, are my primary destinations for news. I also depend on the instantaneous news that the In-

ternet provides. Tools such as Google alerts allow me to be informed as soon as any of my clients are in the news so I can stay one step ahead of them in order to anticipate their needs. CNN alerts also keep me up to date on any national breaking news stories.

"I am pretty old fashioned when it comes to blogs and social media sites. Other than LinkedIn, which I recently joined since it provides a good way to network, I tend to stay away from the other popular social media sites, opting for more personalized e-mails to friends and colleagues instead."

Outside Work

"I take yoga classes and cycle on the many paths in the Washington area. This year, the lingering summer weather provided an especially long biking season."

Emily Coghlan
manager



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Public Affairs & Strategic Communications

6. Tegwyn Collins, 29

Strategic alignment problems? Global coordination challenges? In search of organic growth? No problem. Tegwyn Collins' six-year stint at Porter Novelli has been defined by tactics and strategies that streamline even the most complex initiatives, making her an invaluable resource to her agency and clients alike. Here, she contemplates disease awareness, stakeholder communications and how she almost became a professional ballerina.



"I attended the School of American Ballet and performed in the Nutcracker."

Spread the Love, Not the Germs

"One defining campaign for my career has been a global disease awareness initiative, targeting various stakeholder groups with a range of programmatic elements on a global, regional and local level. I played a leading role in the program's concept creation, development and sell-in, and overseeing its successful execution."

Pros & Cons

"The biggest pro is getting to practice PR across borders, and learning the nuances of the trade in different cultures and regulatory environments. The biggest con is work/life balance, particularly in this 24/7 culture."

Moving Beyond Media Relations

"I firmly believe that PR is about stakeholder communications, not just media relations. The digital communications platform provides another avenue to reach key stakeholders."

Out of Office Reply

"My hobbies include reading, dancing and trying new restaurants and wines. And, if sitting on the beach counts as a hobby, then that's one too."

Now & Then

"As a child, I wanted to be a ballerina. In fact, I attended the School of American Ballet and performed in the annual *Nutcracker* show at NYC's Lincoln Center, as well as a tribute performance to George Balanchine with Mikhail Baryshnikov."



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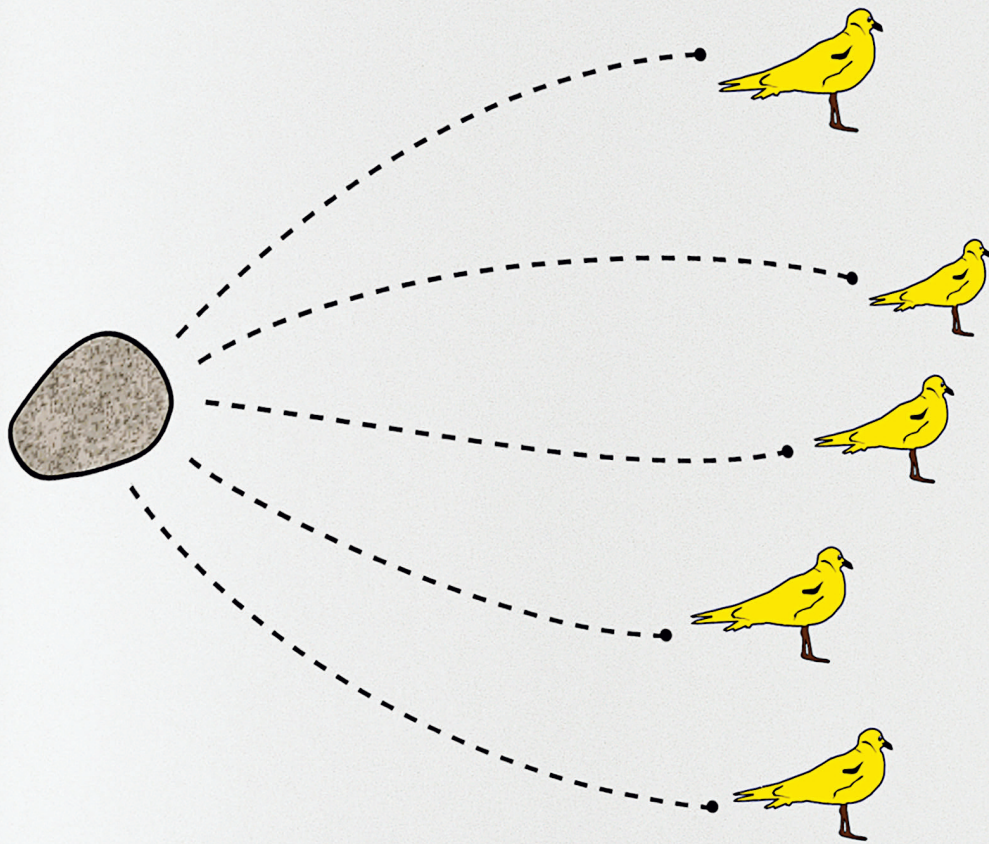


Fig. 1 - Method for leaving the competition completely speechless.

Two birds with one stone? These days, you're better off getting four or five. Yet few PR firms offer anything beyond mere fractions of what's needed to truly connect with consumers today. Or they're forced to cobble it together with "network partners." At CKPR, however, everything from brand planning to interactive is built in to how we work. So you're able to amplify your strategy and build a brand that changes the conversation. Keeping you right on target. For more information about CKPR, please visit ckpr.biz.

3. PRNews' 15 to Watch

Kelly Caraher, 27



When Caraher began her position three years ago at CDW Corporation, a leading provider of computer hardware, software and supplies, the company's Web newsroom was simply a repository for press releases. Seeking to drive traffic and increase hits to the Web site, Caraher ramped up the content with case studies and in-depth material, turning this once perfunctory online newsroom into one that generated \$462,267 in revenue the first half of 2007 alone. That number was determined by e-commerce analysis tools and data mining techniques that track visitor behavior and provide metrics for revenue. As a result of her efforts, she is the go-to expert on a number of PR issues among her company's senior executives.

Reaching Out

"In September I traveled to a small rural K-12 school in Spalding, Nebraska, with a group of colleagues to present the school with over \$50,000 in technology, which they won as part of our annual CDW-G and Discovery Education Win a Wireless Lab sweepstakes. In a day-long event held in the school's gym, we trained the students and teachers on how to use the new equipment and invited the local

The proliferation of digital communications has been nothing short of spectacular in recent years.



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media to come out and observe the training sessions. In the end, the event was a big success and secured both television and print coverage locally, but most importantly, it helped put technology into the hands of the school's 90 students."

My Generation

"I think members of the Gen Y community bring an energetic and creative perspective to the workplace and are certainly accustomed to the technology tools that enable mobility, convergence and positive collaboration."

Digital Rules

"The proliferation of digital communications has been nothing short of spectacular in recent years. At CDW, we've recently launched a social networking site of our own, called ConduLT@CDW.com, which is a place for small business IT professionals to connect with peers, participate in technology-related polls and access thought leadership pieces on current industry trends."

Beyond The Sea

"Somewhere deep in the family home movie archives there is a video of me when I was about 10 years old explaining how I wanted to be a marine biologist when I grew up."

4. John Carter, 28

John Carter has a track record that would make any statistician green with envy, as the calculation would be easy: Since joining SHIFT in August 2006, his account-win ratio is 4/4 - and he built the firm's East Coast consumer technology team. His new business development skills, coupled with his propensity for social media strategies, make him an immeasurable asset to his team. According to Account Services VP Bob Collins, "John brings culture, comedy, character and commitment, not only to his time, but to the entire agency."

Here Carter speaks for himself about receipt scanners to bar trivia.

From Newsrooms To Mommy Bloggers

"The most rewarding campaign to date has to be NeatReceipts, a company that has turned a receipt scanner geared toward road warriors into a cult favorite. These guys are fearless - they're interested in trying all sorts of new things, whether it's a social media newsroom or reaching out to mommy bloggers with a contest. They're eager to be the guinea pig for a number of new social media tactics, and they constantly push us to come up with new ways to speak to their audience."

Pros & Cons

"The best part of the job right now, hands down, is building and developing the team we've got in place. We've got a team that isn't afraid to tackle things that lie far outside their job descriptions, and our clients are reaping the benefits. The only 'con' is that PR isn't the kind of gig that lends itself to an easy checklist. There's never a day when I look at my to-do list before I leave and

everything's crossed off."

Gen-Y Perspective

"Being a member of Generation Y comes with the expectation that you don't spend too much time worrying about the way things were. At SHIFT we're encouraged, even expected, to come up with new pitch tactics, team initiatives and campaign ideas. The flip side, of course, is once you come up with that great idea, the onus is on you to make it happen."



Continued page 33 →

"I'm pretty fierce on the bar trivia circuit. PR pros need to know their pop culture."



Carter, continued from page 32 →

Balancing Act

"PR has a great opportunity to take advantage of some truly cool and innovative opportunities. It's incumbent on us to explore them, both as tools to reach customers directly and as a way to maintain relationships with traditional media. However, I think the most important thing is to balance these new tools against the needs and temperament of your clients. We have to start with client and customer goals, and work our way back to the tactics that fit. Despite all the great work being done in digital communications, too often PR professionals are still seen as gatekeepers or BS artists. It's important for us to realize that these new means of communications are not just channels for the same old pitch, but a shift in how we connect."

In 10 Years ...

"...I think we'll see PR take on a bigger role in the marketing mix than it has traditionally, and an increasing focus on helping companies speak to their customers more openly, and in new ways."

Out Of Office Reply

"I like to cook and entertain, and I'm constantly reading. I'm also known to be pretty fierce on the local bar trivia circuit - every good PR pro needs to know their pop culture."

Now & Then

"When I was in first grade, we went around the room and picked professions. The kid in front of me picked fireman, so I went with President."

Bonney, continued from page 34 →

amongst the digital communications platforms. With that in mind, personal identity management is going to become more important. As digital communications become more pervasive, people will want to delineate between work and their personal lives."

Speaking Of A Personal Life

"When I'm on vacation, I love making the most of my time by checking out new

places and enjoying the local sights, food and wine. In my spare time, I make sure I have time to get to yoga and play a bit of tennis, and I always have a few good books on the go."

Now & Then

"As a kid, I wanted to be a makeup artist and a hairdresser."

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PRNews' 15 to Watch

1.

Rebecca Andersen, 28



When Rebecca Andersen joined Opnext in 2001, the laser technology company was on the cusp of major growth. Earlier this year, it went public, which not only globalized Opnext but has expanded and diversified

Anderson's communications responsibilities. Here, Andersen discusses NASDAQ, shipping and graduating to digital communications.

Going Public

"On February 20th, Opnext closed its initial public offering on the NASDAQ Global Market. An IPO is one of the most significant events marking a company's progress. While the day-to-day goals and objectives of this company remain consistent, the company, its actions and those of its employees become more visible and available to the public. The increased level of exposure for the company has been both exciting and rewarding at the same time."

Gains and Pains

Pros: "Working hard to help a new company grow successfully has been an opportunity of a lifetime. I feel honored to be able to represent the company to the international industry and financial press. I feel as if, in some small part, I have helped Opnext position itself as a leader in its competitive industry."


Cons: "Simply put - shipping. One of my responsibilities is to also manage the logistics of our international tradeshow program. Opnext exhibits at

seven to eight tradeshows per year in the U.S., Europe and Asia. Packing and unpacking boxes, completing customs forms and making sure everything gets to where it needs to be can cause a headache I could easily live without."

Old Lang Syne...The 2.0 Version

"Recently, I was asked to manage communications for my 10-year high school reunion. The first thing I did was update our high school alumni Web site with the event details. Then I set up a class site on MySpace and Facebook and sent out a 'save the date' using Evite.com. After all of this was completed, it hit me that all of the communicating I had done was completely digital. No need for paper invitations with this reunion."

"In 10 years, I plan to be directing the corporate communications for one of the many companies driving the actual technological changes in the way we communicate."



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Pamela Bonney, 29



Pamela Bonney went from down under to the top of her game. A native of New Zealand, she arrived stateside after a stint across the pond, first in Hill & Knowlton's London office, and then with HP as corporate communications manager in the U.K. capital. Now, after just a year on U.S. soil at the HP headquarters in Palo Alto, she has more than a few "American" experiences under her belt, including leading the event planning and PR for a state visit to the HP labs by, among others, U.S. Secretary of State Condoleezza Rice. Here, she contemplates cultural differences, digital

communications platforms and makeup artistry.

One Language, Three Cultures

"The defining professional moments for me have come from working in different markets rather than from specific campaigns. I've learned to work with new cultures, seen how they do things and used that experience to inform the way I work. What I have found interesting is that, while cultures are different, a lot of the issues are similar, such as being competitive against the rest of the world and encouraging innovation and entrepreneurship in the local economy."

balance the local interests with the overarching company interests and vice versa, as in every situation there is an opportunity cost."

The Gen Y Perspective

"Coming from a generation that hasn't worked without e-mail and the Web, I think we are more reliant on social media as a form of communication socially. That can have a downside: We subconsciously edit out other forms of communication - particularly those that other generations rely on. I would like to see our generation as inclusive."

Hello My Name Is ...

"In the future, I think there will be consolidation

As a kid, I wanted to be a makeup artist and a hairdresser.

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PRNews

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15 to Watch

Ah, to be young. Well, maybe it's not always all it's cracked up to be, but these PR professionals, all of whom have yet to enter the territory of thirtysomethings, sure don't seem to mind. Their perspectives, drawn straight from the trenches of PR, are shaping the future of the industry - all while benefiting their clients/companies' bottomlines. Here, they discuss firsthand the challenges and opportunities associated with being a young communications executive. Listen up, because they just might be your boss one day - that is, if they aren't already.



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