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PRSA ANNOUNCES 2004 INDIVIDUAL AWARDS RECIPIENTS
Hill & Knowlton Executive Honored With Prestigious Gold Anvil Award

NEW YORK (SEPTEMBER 27, 2004) – For their outstanding contributions to the public relations industry, four professionals have been chosen as the 2004 Individual Awards recipients by the Public Relations Society of America (PRSA).

In making the announcement, Gerard F. Corbett, APR, Fellow PRSA, 2004 PRSA Honors and Awards committee chair and vice president of Hitachi America, Ltd., said, “The Individual Awards honorees for 2004 are being recognized for their professionalism and significant contributions to the public relations field. Through their excellent performance, these individuals represent the pinnacle of practice, community service, education and service to PRSA.”

The recipient of the 2004 Gold Anvil Award is Thomas W. Hoog, chairman, Hill & Knowlton, Longmont, Colo.; the Outstanding Educator Award recipient is Kathleen S. Kelly, Ph.D., APR, Fellow PRSA, University of Florida, Gainesville, Fla.; the recipient of the Patrick Jackson Award for Distinguished Service to PRSA is James E. Lukaszewski, ABC, APR, Fellow PRSA, chairman & president, The Lukaszewski Group, White Plains, N.Y.; and the recipient of the Paul M. Lund Public Service Award is Herbert R. Brown, senior vice president, Western-Southern Life Insurance Company, Cincinnati, Ohio.

“These professionals stand as bright examples of the importance of public relations in a world that is skeptical, yet thirsty for credibility and truth. We are proud of their accomplishments and advocacy and their contributions to advancing the profession,” said Corbett.

The Individual Awards recipients will be honored during PRSA's 2004 International Conference, "Architects of Change, Advocates of Understanding: Advancing the Public Relations Profession," in New York, October 23-26.

The Gold Anvil, first awarded in 1948, is the Society's highest individual honor and is presented to a public relations professional whose accomplishments have advanced the profession and its positive visibility. This year's recipient, Thomas W. Hoog, is widely recognized as one of the industry's leading practitioners. He personifies the leadership qualities and reflects the values that public relations professionals in this country and around the world respect and seek to communicate in their daily practice of the profession. He not only carries the banner for public relations and public affairs business, but also provides the strategic counseling that meets clients' needs.

Hoog's background and experience in public affairs, government relations, public service and firm management have led to his recognition as one of the "gurus" of the profession and he has been selected by *PR Week* as one of the 100 most influential public relations practitioners of the 20th century.

The Outstanding Educator Award recognizes excellence in public relations teaching based on contemporary, research-based knowledge of public relations and contributions to the advancement of public relations education. Kathleen S. Kelly, Ph.D., APR, Fellow PRSA, has made contributions to public relations education that are as substantive as they are numerous and have garnered widespread respect for her credentials as teacher, researcher and author and contributor to the profession. In particular, she has demonstrated excellence in teaching, based on contemporary, research-based knowledge of publics and research and writing that advances the teaching and practice of public relations. She is a noted authority on fundraising and public relations for nonprofit organizations and is the author of two award-winning books and more than 55 articles, book chapters, monographs and papers.

The Patrick Jackson Award for Distinguished Service to PRSA recognizes a member who has significantly contributed to advancing PRSA from the Chapter to the national levels, as well as furthering the Society by inspiring fellow practitioners professionally and personally. In addition to advising, coaching and counseling the leaders of large corporations and organizations facing serious internal and external problems, the 2004 Patrick Jackson Award recipient, James E. Lukaszewski, ABC, APR, Fellow PRSA, continues his role out of the spotlight serving PRSA through his work with national leaders and PRSA staff over the years. He shares his experience with members through his many speeches, publications and other activities. He has represented the Society as a trusted third party to help resolve

questions or difficult issues. The most recent example is helping move the process of establishing an international Code of Conduct forward through the Global Alliance. In addition, he serves as an active mentor to students and young professionals through the College of Fellows, as well as an editorial advisor to *The Strategist*.

From his own perspective, Lukaszewski is proudest of advancing the profession through his involvement in developing a new and ongoing series of professional standards advisories for PRSA's Board of Ethics and Professional Standards (BEPS). His insights and expertise have made him an effective and strong senior board member of BEPS.

Lukaszewski's 24 Web seminars, 3 books and 22 monographs co-published with the Society have generated significant revenue for PRSA through a partnership initiated in the year 2000.

The Paul M. Lund Public Service Award is awarded to a PRSA member whose participation as a volunteer, in their community, has increased the common good and reflected credit on the Society and on the public relations industry as a force for good. Herbert R. Brown, 2004 recipient, is being recognized for his dedication as a community leader – in education, business, civic organizations and health and human services. In the Greater Cincinnati community and on a state and national level, a broad range of nonprofit organizations look to Brown for vision, counsel and leadership, often in challenging situations. Throughout 30 years of volunteerism with United Way, Brown has been one of the organization's most valued counselors and most enthusiastic proponents. In 2001, United Way recognized him by naming its African American leadership initiative, which he helped establish, The Herbert R. Brown Society.

“We are proud to honor these extraordinary public relations professionals as the 2004 PRSA Individual Awards recipients,” said PRSA President & CEO Del Galloway, APR. “Their outstanding work and tireless commitment exemplifies PRSA's mission to advance the profession and the professional.”

About the Public Relations Society of America (PRSA)

The Public Relations Society of America (www.prsa.org), based in New York City, is the world's largest organization for public relations professionals. The Society has nearly 28,000 professional and student members. PRSA is organized into 116 Chapters nationwide, 18 Professional Interest Sections along with Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit

organizations. The Public Relations Student Society of America (PRSSA) has 250 Chapters at colleges and universities throughout the United States.

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