

All-Stars

A Publication of PR News

issue

prnewsonline.com/prpeople2010

Featuring the Top PR People & 15-to-Watch

At PR News, we chronicle the most innovative and effective communications strategies and campaigns. In 2010, despite a challenging economic environment, the great work just kept on coming. But we never lose sight of what drives this incredible body of work: the people. Behind every press release, word-of-mouth campaign and corporate blog are creative thinkers and bold leaders. We honor these top communicators every year via PR News' PR People Awards and our Hall of Fame inductions. Also included in this special issue is a nod to the up-and-comers—PR News' 15-to-Watch. (To gain more insight into what makes these luminaries tick, we asked some finalists to address a question concerning their work in PR—their responses are included here). All of these All-Stars were honored at a Nov. 30 awards luncheon at the National Press Club in Washington, D.C. (For extended profiles of all the winners and honorable mentions, visit prnewsonline.com/prpeople2010.)

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★ 15-to-Watch

15 to Watch

We present the young guns of communications, our 15-to-Watch PR pros (agency and corporate/nonprofit). Whether writing a White House blog or leading a Facebook campaign for a Fortune 500 company, all of these age 30 or under pros are making a big impact in their organizations.

Melissa Perlman

Manager, Public Relations, Office Depot

No one embodies Office Depot's Taking Care of Business maxim more than Melissa Perlman. As part of Office Depot's corporate dedication to environmental sustainability, Perlman produced several campaigns that yielded exceptional results. In particular, her "Grow Greener" campaign secured Office Depot's role as an environmental leader within the office supply industry through extensive national and localized media pitching. —BM

Typical Day: "For me, taking care of business includes writing a speech for a senior executive on interview tips for the female business professional; working with Office Depot's supply chain diversity team on developing and launching a corporate coaching initiative for companies with struggling diversity programs; organizing a Ribbon Cutting Ceremony, press conference and media tour for Office Depot's new innovative distribution facility; and talking to USA Today, Forbes.com, South Florida Business Journal and Chain Store Age about environmental sustainability."

