

# 2011 BULLDOG STARS OF PR AWARDS

FOR OUTSTANDING  
ACHIEVEMENT BY  
COMMUNICATIONS AGENCIES AND PROFESSIONALS

Date: September 1, 2011

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## **Winners of the 2011 Bulldog Stars of PR Awards for Outstanding Achievement by Communications Agencies and Professionals Have Been Announced**

(Oakland, CA) More than 50 winners of the 2011 Bulldog Stars of PR Awards for Outstanding Achievement by Communications Agencies and Professionals were announced today by Bulldog Reporter. Winners enter a pantheon of exemplary communications practitioners, and their campaigns will be summarized in the Bulldog Awards *Stars of PR Hall of Fame* magazine, which is to be published in October 2011.

Winners were chosen exclusively by working journalists from hundreds of entries representing the very best strategic and tactical prowess that PR/corporate communications has to offer. Campaigns were judged by a team of working journalists, who assessed them on the basis of their ability to achieve extraordinary visibility and influence opinion, as well as on their creativity, command of media and technology, and tenacity.

This year's **Grand Prize: Communications Agency of the Year** was awarded to Waggoner Edstrom Worldwide, which also won Gold Stars of PR awards as Technology Agency of the Year, Large Agency of the Year (\$50 million or greater) and Digital Agency of the Year. Judges were impressed not only with the agency's achievements in the individual categories in which it won, but also with the firm's commitment to corporate responsibility, the results of which it measures and publicly reports.

This year's **Grand Prize: Communications Professional of the Year** was awarded to Ken Makovsky, who also won Gold Stars of PR awards as Agency Professional of the Year and PR Blogger of the Year. In addition, judges especially noted Makovsky's implementation of a transparent workplace culture, his fostering the intellectual development of his firm's employees, and the innovative ideas he has contributed over the years to the field of public relations. Makovsky's firm, Makovsky & Co., also won this year's Gold award for Best Midsize Agency of the Year (\$10 million - \$20 million).

Bulldog Reporter publishes the Daily 'Dog online trade journal, the PR/communication industry's largest circulation publication, and is the industry's premier provider of professional development events and materials.

Here is a complete list of the 2011 Bulldog Stars of PR Award Winners:

**Agency Professional of the Year**

**Gold**

AWARDED TO

Makovsky + Company

FOR

Kenneth D. Makovsky Agency Professional of the Year

**Agency Professional of the Year**

**Silver**

AWARDED TO

John Deveney

Deveney Communication

FOR

The Communication Industry's Superman

**Agency Professional of the Year**

**Bronze**

AWARDED TO

Marian Salzman

Euro RSCG Worldwide PR

**Boutique Agency of the Year (Specialty Practice)**

**Gold**

AWARDED TO

Hellerman Baretz Communications

FOR

HBC: Counselors to the Counselors

**Boutique Agency of the Year (Specialty Practice)**

**Silver**

AWARDED TO

Strauss Radio Strategies

**Boutique Agency of the Year (Specialty Practice)**

**Bronze**

AWARDED TO

FUSE

**Corporate Communications Professional of the Year**

**Gold**

AWARDED TO

John Forrest Ales, Director- Global Brand Public Relations

WITH

Hilton Hotels & Resorts

**Corporate Communications Professional of the Year**

**Silver**

AWARDED TO

Whirlpool Corporation

FOR

Corporate Communications Professional of the Year: Monica Teague

**Crisis Management Professional of the Year**

**Gold**

AWARDED TO

John Deveney

Deveney Communication

FOR

Crisis is John Deveney's Middle Name

**Crisis Management Professional of the Year**

**Silver**

AWARDED TO

Carreen Winters

MWW Group

**Digital Agency of the Year**

**Gold**

AWARDED TO

Waggener Edstrom Worldwide

**Digital Agency of the Year**

**Silver**

AWARDED TO

MWW Group

**Digital Communications Professional of the Year**

**Gold**

AWARDED TO

Vijay Chattha

VSCpr

**Digital Communications Professional of the Year**

**Silver**

AWARDED TO

Jason Steinberg

MSL Group

**Global Agency of the Year (Multinational Practice)**

**Gold**

AWARDED TO

Weber Shandwick

FOR

Weber Shandwick - Advocacy Starts Here

**Global Agency of the Year (Multinational Practice)**

**Silver**

AWARDED TO

Ogilvy Public Relations Worldwide

FOR

Ogilvy PR Celebrates 30 Years of Growth, Service and Success

**Healthcare Agency of the Year**

**Gold**

AWARDED TO

Donna T. Pepe

FOR

Communications Strategies, Inc

**Healthcare Agency of the Year**

**Silver**

AWARDED TO

Revive

**Large Agency of the Year – \$50,000,001 or greater**

**Gold**

AWARDED TO

Ogilvy Public Relations Worldwide

FOR

Ogilvy PR Celebrates 30 Years of Growth, Service and Success

**Large Agency of the Year – \$50,000,001 or greater**

**Gold**

AWARDED TO

Waggener Edstrom Worldwide

**Media Relations Professional of the Year**

**Gold**

AWARDED TO

Kurt Fromherz

Plaquemines Parish Government

FOR

Oil Spill Disaster Response

**Media Relations Professional of the Year**

**Silver**

AWARDED TO

Jim Engineer

e-Rainmaker Public Relations

FOR

MANDIANT | Buzz Responsible Media Relations for the Security Industry

**Midsized Agency of the Year – Between \$10,000,001 and \$20,000,000**

**Gold**

AWARDED TO

Makovsky + Company

FOR

“Makovsky + Company: Broad-based Excellence”

**Midsized Agency of the Year – Between \$10,000,001 and \$20,000,000**

**Silver**

AWARDED TO

RF|Binder

FOR

RF|Binder: A different kind of agency producing stand-out results

**Midsized Agency of the Year – Between \$10,000,001 and \$20,000,000**

**Bronze**

AWARDED TO

Atomic PR

**Midsized Agency of the Year – Between \$20,000,001 and \$50,000,000**

**Gold**

AWARDED TO

MWW Group

**New Agency of the Year**

**Gold**

AWARDED TO

Bhava Communications

FOR

Bhava Communications: Defining an Integrated Approach to Communications

**Nonprofit/Association Communications Professional of the Year**

**Gold**

AWARDED TO

Pat Riccards

Exemplar Strategic Communications

**PR Blogger of the Year**

**Gold**

AWARDED TO

Makovsky + Company

FOR

Kenneth D. Makovsky, My Three Cents Blog:  
Participating in the Worldwide Discussion...

**PR Blogger of the Year**  
**Silver**  
AWARDED TO  
Marian Salzman  
Euro RSCG Worldwide PR

**PR Blogger of the Year**  
**Bronze**  
AWARDED TO  
Carreen Winters  
MWW Group

**Public Affairs Agency of the Year**  
**Gold**  
AWARDED TO  
Singer Associates  
FOR  
Singer Associates: Making the Difference

**Public Affairs Professional of the Year**  
**Silver**  
AWARDED TO  
Vic Beck  
International Security Assistance Force, Afghanistan

**Public Affairs Professional of the Year**  
**Gold**  
AWARDED TO  
William P. Murray  
MWW Group

**Publicist of the Year**  
**Gold**  
AWARDED TO  
Vijay Chattha  
VSCpr

**Publicist of the Year**

**Silver**

AWARDED TO

Jeopardy!

FOR

Jeopardy! The IBM Challenge: Man Vs. Machine:  
Phil Zimmerman, Senior Publicist for Jeopardy!

**Small Agency of the Year – \$1,000,000 or under**

**Gold**

AWARDED TO

The Conroy Martinez Group

FOR

Big Thinking

**Small Agency of the Year – \$1,000,000 or under**

**Silver**

AWARDED TO

JB Cumberland PR

FOR

JBCPR: 25 Years and Still Flying High

**Small Agency of the Year – \$1,000,000 or under**

**Bronze**

AWARDED TO

RedSky Public Relations

**Small Agency of the Year – Between \$1,000,001 and \$3,000,000**

**Gold**

AWARDED TO

Strauss Radio Strategies

**Small Agency of the Year – Between \$1,000,001 and \$3,000,000**

**Silver**

AWARDED TO

marlo marketing/communications

**Small Agency of the Year – Between \$1,000,001 and \$3,000,000**  
**Bronze**  
AWARDED TO  
Affect

**Small Agency of the Year – Between \$3,000,001 and \$5,000,000**  
**Gold**  
AWARDED TO  
Ron Sachs Communications

**Small Agency of the Year – Between \$3,000,001 and \$5,000,000**  
**Silver**  
AWARDED TO  
Lane PR

**Small Agency of the Year – Between \$3,000,001 and \$5,000,000**  
**Bronze**  
AWARDED TO  
Donna T. Pepe  
FOR  
Communications Strategies, Inc

**Small Agency of the Year – Between \$5,000,001 and \$10,000,000**  
**Gold**  
AWARDED TO  
Fahlgren Mortine

**Small Agency of the Year – Between \$5,000,001 and \$10,000,000**  
**Silver**  
AWARDED TO  
Singer Associates  
FOR  
Singer Associates: Making the Difference

**Small Agency of the Year – Between \$5,000,001 and \$10,000,000**  
**ronze**  
AWARDED TO  
Lambert, Edwards & Associates

**Social Media Innovator of the Year**

**Gold**

AWARDED TO

Sam Ford

Peppercom

**Technology Agency of the Year**

**Gold**

AWARDED TO

Waggener Edstrom Worldwide

**Technology Agency of the Year**

**Silver**

AWARDED TO

Atomic PR

**Technology Agency of the Year**

**Bronze**

AWARDED TO

Rainier Communications

FOR

“Outlier” Credentials Give Technology its Most Credible Voice

*Please note that awards were not given in categories or at category levels for which judges determined no qualified winner.*