

Philadelphia
Chapter
PRSA

PEPPERPOT
AWARDS 2020



Individual Achievement Award Winners



Frank X. Long Award for Excellence in Writing



When Karen Flanagan joined Project Management Institute (PMI), she effectively had to evolve the way the organization managed communications.

Over her six years with PMI, building a department from the ground up, Karen worked to educate leaders on the value and need for public relations, created a foundation and strategic framework to elevate the PMI purpose and way the association communicates with stakeholders all while working to adopt new methods to build brand visibility and protect reputation.

Over her years with PMI, Karen has transformed the associations mindset and approach to communications and PR.

Under her tenure she established a department that now drives high volume of relevant outreach, creates content that reinforces messaging and adopts an integrated paid, earned, owned and social approach.

Karen's team continues to build awareness and position leaders as experts not only for the profession, but on larger business issues like digital transformation and workplace of the future.

This year has been especially noteworthy. In the past 12 months, Karen has:

- Helped PMI celebrate a milestone anniversary milestone (50 years) with a campaign that has been recognized by the Provoke Media SABRE Awards and is a finalist for both a Content Marketing Association award and a PRSA Silver Anvil next month,
- Supported the external communication and rollout of a new brand identity, and
- Activated a new thought leadership platform related to remote teams and virtual work

...all while working diligently to grow number of placements, impressions, social mentions and engagement year over year, maintain majority share of voice among competitors and maintain majority positive/neutral sentiment in coverage.



Karen Flanagan
Project Management Institute

Frank X. Long Award for Excellence in Writing



Chances are if you've read anything about health over the past 30 years, you've likely read the exemplary writing of Janet Skidmore. The former journalist, who is also a sage PR counselor and savvy strategist, has received more than a dozen awards for feature and editorial writing.

Janet specializes in writing award-winning copy about healthcare topics ranging from AIDS to vision for clients that include biopharmaceutical companies, foundations, contract research organizations, and consulting and medical practices.

From drafting bylined articles to writing white papers, Janet has a reputation for top-notch writing and straight talk. And, as one client described it, "getting the job done right the first time."



Janet Skidmore
Skidmore Communications

Janet's devotion to the craft of writing began as a child, when she decided to become a writer. Her dream never changed. She was the editor of her high school newspaper and went on to win the New Jersey Press Association Scholarship as a college student. The novice writer majored in journalism and mass media and graduated with a Bachelor of Arts degree from Rutgers University. She continued her education at New York University, where she was awarded a graduate fellowship and earned a Master of Arts degree in journalism.

As she transitioned to the corporate arena, the young PR professional continued to hone her wordsmithing skills at two New Jersey teaching hospitals. She eventually landed at Bristol Myers Squibb and then at Merck, where she spent 15 years.

While at Merck, her words appeared in top-tier media outlets, including The New York Times, Wall Street Journal, Reuters and the Associated Press. She helped steer the company through the withdrawal of the arthritis drug Vioxx, Hurricane Katrina relief efforts, and the launches of numerous new drugs and vaccines.

In addition, she has shared her know-how with the next generation of writers and PR practitioners as an adjunct professor at LaSalle University and Rutgers University, helping to ensure the future of clear, concise and crisp writing.

Anne Sceia Klein Award For Professional Promise



Leonardo Rodriguez Carrion, a senior at Rowan University, truly represents the spirit of this award. While maintaining a near 4.0 GPA and serving as the Secretary of Rowan's Public Relations Student Society of America's Chapter, Leonardo is pursuing a bachelors in Public Relations and Advertising.

During his time at Rowan's PRSSA's Chapter, he has helped connect students to professionals and mentors as the Student Intern Coordinator. Additionally, he worked with student-run PR firm PRaction helping real-world businesses overcome their PR challenges. He calls himself "a big dreamer" and he has big aspirations for a career filled with purpose.

He aspires to one day open his own PR Agency and inspire and motivate the next generation of practitioners and he has a deep interest in promoting ethics and honorable practices in the PR profession.



Leonardo Rodriguez Carrion
Rowan University