



crenshawcommunications

CONTACT:
Danielle Tin
Crenshaw Communications
212.367.9745
danielle@crenshawcomm.com

CRENSHAW NAMED TO COUNCIL OF PR FIRMS BOARD OF DIRECTORS

NEW YORK, Oct 27, 2011 -- The Council of Public Relations Firms (Council), the industry's trade association, announced today the election of its new officers and directors. Among the new board members is Crenshaw Communications CEO Dorothy Crenshaw. Joining Crenshaw as new board members are Jens Bang (Cone), Scott Chaikin (Dix & Eaton), Ron Hanser (Hanser & Associates) and Kathy Tunheim (Tunheim Partners).

"These are exciting times for public relations firms, as clients seek our counsel on a broadening array of marketing and corporate reputation initiatives," said CPRF President Andy Polansky. "In particular, clients are engaging public relations firms more and more to lead their social media efforts."

"To help foster continued growth for the industry, the Council's Board of Directors this year developed a platform of four core issues integral to the industry's future. We are undertaking best-practice initiatives in: Talent and diversity, measurement and analytics, procurement and social media."

The Council of Public Relations Firms was founded in 1998 and is comprised of America's leading public relations firms. Its membership represents the premier global, mid-size, regional and specialty agencies across every discipline and practice area. The Council's mission is to advocate for and advance the business of public relations firms by building the market and the value of firms as strategic business partners. For more information about the Council, visit www.prfirms.org .