

## **New PRSA Foundation Scholarship for Public Relations Students Honors Marcia Silverman of Ogilvy Public Relations Worldwide**

**New York (April 7, 2010)** – The PRSA Foundation announced today a new \$5000 scholarship for high-potential minority students who will enter their senior year fall 2010. Minority students enrolled in a journalism or public relations program, or taking courses to prepare for a career in public relations are encouraged to apply. The Marcia Silverman Scholarship is made possible by a donation to the PRSA Foundation from Ogilvy Public Relations Worldwide.

**Marcia Silverman** is the chair of Ogilvy Public Relations Worldwide. During her tenure as the firm's global CEO and first president of the Americas, the agency tripled its U.S. size, expanded into a global powerhouse and revolutionized PR through initiatives including such campaigns as CDC's America Responds to AIDS and US Fire Administration's "Stop Drop and Roll." Many clients from her early days are still with the agency.

As the first female president at a major PR firm and one of the industry's first female CEOs, Marcia opens doors. Today, 50% of Ogilvy PR's managing directors are women. Women lead the consumer marketing, corporate, healthcare and research practices. *The Heart Truth* and other campaigns advocate for women worldwide. Earlier this year Silverman was named the 2010 PRSA Foundation Paladin Award winner for her outstanding leadership and commitment to the practice of public relations.

"Marcia leads by example; motivates by empowerment and rewards with generosity and warmth. For those of us lucky enough to work at Ogilvy, we bleed Ogilvy red; we are proud both of our work and where we work. For this, we thank Marcia Silverman. Importantly, Marcia is also a teacher. As long as you are smart enough to listen, watch and inquire, there is no end to the knowledge and wisdom you can acquire from paying attention to Marcia's incredible life and career," said **Robert Mathias**, Ogilvy Washington, DC managing director, said as he introduced the new scholarship in Silverman's honor.

PRSA Foundation President **Debbie Mason, APR, Fellow PRSA**, senior vice president of United Way of Broward County, Florida, said that the Marcia Silverman scholarship is the largest award of its kind to be awarded to minority students from the Foundation. "Ogilvy has chosen to honor their leader Marcia Silverman in a wonderful way – to reach out to minority students with an amazing \$5000 scholarship demonstrating that through support and inclusion of all students, the PRSA Foundation can make a significant difference in the life of a student as they enter their senior year."

The PRSA Foundation currently awards 15 scholarships annually via seven scholarship funds. The Marcia Silverman scholarship winner will be announced at the awards dinner of the Public Relations Student Society of America (PRSSA) in Washington, DC on October 18, 2010, as part of the group's national conference, which is held concurrently with the Public Relations Society of America's International Conference.

The recruitment and selection process for PRSA Foundation scholarships is managed by the staff of PRSSA. Marcia Silverman Scholarship applicants will be evaluated based on criteria that include writing skills, academic achievements, demonstrated leadership qualities, practical experience and commitment to public relations as expressed in written statements.

Details on applying for the Marcia Silverman Scholarship are available on the PRSAA Web site ([www.prssa.org](http://www.prssa.org)). The deadline for applications is Monday, June 14, 2010.

### **About the PRSA Foundation**

Founded in 1990, the PRSA Foundation is an independent charitable foundation that raises funds to support scholarships for public relations students, to sponsor research projects that impact the practice of public relations and the profession's ability to serve the public good, and initiatives that build greater understanding of the role of public relations among business and government leaders. It is a 501 (c) (3) non-profit foundation with offices in New York City ([www.prsafoundation.org](http://www.prsafoundation.org)).

### **About Marcia Silverman**

Marcia Silverman is chair and a 29-year veteran of Ogilvy PR. Marcia was previously Global CEO and was the company's first president of the Americas. As the former head of Ogilvy PR's largest office in Washington, DC, she has counseled and provided public relations expertise to numerous corporations, trade associations and government agencies.

A passionate advocate for education, she speaks to prominent institutions including the University of Pennsylvania's Annenberg School for Communications, Harvard University's Undergraduate Women's Business Society and Howard University. She recently discussed corporate social responsibility with the Shanghai Women's Forum and spoke about the advancement—and continuing challenges—of women in industry with the National Association of Women Business Owners.

To promote equal opportunity for people of diverse backgrounds, she serves on the Trustees' Council of Penn Women for the University of Pennsylvania and has served on the boards of the Women's Campaign Fund and the Mexican American Legal Defense and Education Fund. She is a former chairman of the Council of PR Firms.

*PRWeek*, a leading industry trade publication, recognized Marcia's contribution to the industry by profiling her as one of the "50 Most Powerful Women in PR" and as one of the "100 Most Influential PR Professionals" in the 20th century. She was recently named *PRWeek's* "2009 PR Professional of the Year" and one of *Washington Business Journal's* "Women Who Mean Business."

Prior to Ogilvy PR, Marcia worked in the public relations division of J. Walter Thompson in New York. During her tenure, she supported a variety of clients, including the National Consumers Federation of America and several major pharmaceutical companies. Marcia

has also worked for the American Federation of State, County and Municipal Employees (AFSCME), where she was deputy director of public affairs and later director of women's activities.

She holds a graduate degree and a bachelor's degree from the University of Pennsylvania.