

Paula L. Pedene APR

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Public Relations-Communications-Event Project Management

Three-time PRSA Silver Anvil awardee, 24 Copper Anvils, Telly and Gold Screen Award Winning TV Show host of six seasons of To Your Health, seasoned professional who demonstrates outstanding leadership and project management that leads to winning outcomes.

CORE COMPETENCIES

*Strategic PR Planning *Media Relations *External/Internal Communications
*Executive Communications *Strategic Leadership *Issues Management *Brand Management
*Web Content/Social Media Management *Event Project Management *TV/Video Production

PUBLIC RELATIONS LEADERSHIP, COMMUNICATIONS, EVENT PROJECT MANAGEMENT

- **Leadership ability** to envision future prospective while inventing concepts to build winning outcomes. Skill-set to make connections across many fields and use analogies that reflect differently about a problem to spark new thinking. Believe in committee structures and functions as the group will always outperform any one individual's idea. Expect results that will wow clients and strive to make it reality. Public Relations Society of America [Silver Anvil](#) Awardee including:
 - *Silver Anvil for PR Plan Creates Winning Opinions – 2004*
 - *Silver Anvil for Reputation Management. - 2007*
 - *Silver Anvil Award for Community Outreach - 2010*
- **Communications consultant** between media members, government officials, congressional members and liaisons, medical experts and patients, employees and other stakeholders crafting news releases/media advisories, newsletters, web content, speeches, talking points, blogs, social media posts/tweets, TV shows, videos, photography and other products. Develop proven best in class branding and integrated communications components.
- **Opinion researcher** to discover stakeholder perceptions amongst 2,000 employees, 80,000 patients, community at large, 500 volunteers and 120 Veterans Service Organizations. Create positive image shifts ranging from 30 to 80% improvement as denoted in follow up surveys.
- **Event Project Manager** for 16 years for large-scale special event "[VA Veterans Day Parade](#)" with 2,500 entrants, 40,000 spectators, and 300 volunteers, to include all creative aspects. Generate \$60,000 of in-kind sponsorships.
- **Social Media Manager** through Nov. 2012 for [facebook.com/PhxVAHealthcare](https://www.facebook.com/PhxVAHealthcare), twitter.com/PhxVAHealthcare and Web content manager www.phoenix.va.gov.
- **Stellar Leadership:**
 - ✓ Chair Elect and Chair (2009-2010) of [PRSA Health Academy](#) with more than 800 members, leading creative efforts to enhance volunteerism, board support and member engagement.
 - ✓ Chair 2006-2008 of the PRSA Health Academy Conference, garnering advantage with facilitators to increase educational values for members.
 - ✓ Board Member and President [Phoenix Chapter PRSA](#), earning prestigious [PRSA Percy Award](#) for Leadership Excellence. Revamp chapter activities to align with strategic goals, increasing volunteer opportunities and recognition, tying strategic planning efforts.
 - ✓ Participant in Valley Leadership 2002 and Leadership VA 2004 earning "Sandra Keyes Elmo Award" for engaging personality and value base attributes.
- **Pioneering:** Creator of two 501c Veterans Community Advisory Boards, Veterans Medical Leadership Council in 1999 and [Honoring Arizona's Veterans](#) in 2012
- **Crisis and issues management** for media relations handling sensitive incidents, including congressional inquiries, investigative audits, Inspector General Reports, privacy breaches etc.

NEWS MEDIA RELATIONS

- **Television Show Producer and Host for Six Seasons** of Telly and Gold Screen Award winning ["To Your Health"](#) show which airs on Channel 11 throughout the state of Arizona.
- **Award winning writer and producer** for various print and electronic media kits, news releases, public service announcements, and other communications.
- **US Capitol Hill Legislative Correspondent/State Department Employee:** News reporting in collaboration with legislative officials, federal entities, non-profits, corporations and others to ensure accurate information on all stories. Entertainment reporter/critic on films, music and other venues.

EMPLOYMENT HISTORY

- Public Affairs Officer, VA Health Care System, Phoenix, AZ, *May 1994 to present*
- Assistant Director, Office of Public and Intergovernmental Affairs, Region Five, Denver, CO *November 1992 to May 1994*
- Public Affairs Officer, VA Medical Center, Buffalo, NY *September 1991 to October 1992*
- State Department/United States Information Agency Correspondent and News Anchor for "America Today" *1988 to 1991*
- News Anchor/Reporter for NPR Affiliate, PBS Affiliate and national TV Show "For Veterans Only", COX Broadcasting News Bureau, US Navy and other DC news media *1980 to 1990*

EDUCATION

- University of Maryland, Bachelor of Science-Political Science
- Los Angeles Metropolitan College Overseas, Associate of Arts in Journalism
- Public Relations Society of America Accreditation in Public Relations (APR) *1999 to present.* Presenter and facilitator of numerous courses for the local, district and national chapters.
- Leadership VA 2004; Recipient of the Sandra L. Keyes Award for outstanding spirit
- Graduate of Valley Leadership Class XXIII in 2002
- Graduate, Disney Institute for Veteran Centric Care Initiatives 2010
- Defense Information School - Electronic and Print Journalism, Photography, Radio and Television Production, Shipboard Information and Television Entertainment

AWARDS

- Public Relations Society of America's "Silver Anvil" Awards (3); Institutional Programs, Reputation Management and Community Relations
- "Innovation Award" (3) from the Public Relations Society of America Health Academy
- "Banner Award" from the Society of Health Care Strategy and Market Development
- "Silver Quill" from the International Association of Business Communicators
- Veterans Health Administration's Award for Excellence in Public Affairs (17)
- Telly Award for *To Your Health* TV Show & Gold Screen Award from National Association of Government Communicators for *To Your Health* TV Show
- PRSA Phoenix Percy Award (2006) and more than two dozen Copper Anvil Awards
- PR News finalist for Government Communicator of the Year

References available upon request