

## 2018 SAGE AWARD

### Robin Schell, APR, Fellow PRSA

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Robin Schell, APR, Fellow PRSA, is senior counsel and partner for Jackson Jackson & Wagner, a behavioral public relations and management consulting firm serving a national base of clients. Robin's specialties include issue anticipation and crisis communication programs, employee communications, community relationship-building, behavioral research and strategic planning. The firm's clients range from private schools and small nonprofit organizations to Fortune 50 companies and government entities.

Robin is an accredited member of the Public Relations Society of America (PRSA) and a member of the College of Fellows. She has served in many capacities for PRSA, including past president of the Yankee Chapter of PRSA, Environmental Section chair, National Membership co-chair and Assembly Delegate. She has also co-chaired the Educational Initiatives Committee of the College of Fellows and currently participates in the mentor program. She is a frequent speaker and presenter at conferences across the country, including PRSA, the New England Society of Healthcare Communicators (NESHCO), NSPRA (National School Public Relations Association), the Department of Veterans Affairs, APPA (American Public Power Association), ISANNE (Independent Schools Association of Northern New England) and the Florida Public Relations Association (FPRA). She regularly teaches a two-day "PR Bootcamp" class for PRSA and has served as an adjunct professor at both the University of New Hampshire and the University of South Carolina. She is also a contributing editor to the book, "Public Relations Practices: Managerial Case Studies & Problems: 8th Edition" by Allen Center, Patrick Jackson, Stacey Smith and Frank Stansberry. In addition, she has served as chair of the Communications & Trust Advisory Panel for Brookhaven National Laboratory and is chair of the Expert Advisory Panel for the Department of Energy's Office of Science Communications.

A graduate of the University of New Hampshire (UNH), Robin is an active member of the UNH Alumni Association. Her volunteer activities include the Called to Care committee at the Main Street Congregational Church, reading to elementary school children through the Amesbury Rotary "Readers are Leaders" program and serving as publicity chair for LUNGSTRONG, a nonprofit organization that funds innovative lung cancer research. She is a six-time bike rider in the Pan-Mass Challenge, the largest fundraiser for cancer research in Massachusetts. She resides in Amesbury, Massachusetts, with her husband, Todd.