



PRESS RELEASE

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PRSA-NY ANNOUNCES 2020 MAKOVSKY EXCELLENCE IN MENTORING AWARD RECIPIENT

Rochelle L. Ford, Ph.D., APR, Dean of Elon University's School of Communications

NEW YORK, NY | November 9, 2020 – Today, the New York Chapter of the Public Relations Society of America (PRSA-NY), announced the 2020 Makovsky Excellence in Mentoring Award Recipient: Rochelle L. Ford, Ph.D., APR, dean of Elon University's School of Communications. The awards were announced in partnership with agency sponsor Makovsky + Co., which is celebrating its 40th year business.

"I am so humbled to receive the 2020 Makovsky Award from the most prominent chapter of the Public Relations Society of America. My sincere thanks to Ken Makovsky for sponsoring this mentorship award," said Dr. Ford. "Over the years, I have had many of my students from Howard University, Syracuse University, University of Tennessee at Martin and now Elon University aspire to make the Big Apple their professional home. Regardless of a student's race, gender, ethnicity or social economic level, I believe they all benefit from the power of mentorship in the PR industry."

Recognizing Dr. Rochelle Ford

Dr. Ford became the dean of Elon University's School of Communications in June 2018, overseeing more than 80 full-time faculty and staff, six undergraduate majors and one master's degree program. From 2014-2018, she served as a tenured professor and chair of the Public Relations Department in the S.I. Newhouse School of Public Communications at Syracuse University, responsible for all public relations programs at PRWeek's top-ranked institution.

During the month of November, members of PRSA-NY were invited to nominate a deserving individual for the Makovsky Excellence in Mentoring Award, which honors those who lead, guide and accelerate the careers of PR professionals across the industry. Dr. Ford embodied the awards criteria, presenting leadership in guiding and inspiring the careers of entry-level PR professionals across backgrounds. In addition to demonstrating the highest standards of the profession as a mentor.

"Dr. Rochelle Ford represents the core elements of the Makovsky Award, ensuring entry-level PR professionals get the mentorship, advocacy and leadership required to succeed in our profession," said Ken Makovsky, President & CEO. "I look forward to more senior leaders rising to the occasion in 2021 and continuing to build a pipeline of talent in the industry."

Sustaining PR Mentorship In 2021

In addition to the award announcement, a virtual panel took place focused on the mentorship implications imposed by COVID-19 and the best practices to build and sustain relationships with mentees in 2021. The panel was moderated by Makovsky and included the following esteemed panelists: