

**Society of American Archivists  
Council Meeting  
February 2 – 4, 2010  
Washington, D.C.**

**Strategic Planning Discussion: Public Awareness  
(Facilitated by Dorothy Pirovano, Public Communications, Inc.)**

The Council will discuss a range of issues related to the Public Awareness strategic priority in a four-hour session facilitated by Dorothy Pirovano, APR, of Public Communications Inc., Chicago. See Pirovano's biographical sketch (attached). Discussion will include the following as time allows:

1. Introduction (Gottlieb)
2. SAA's communications goals
3. SAA's priority audiences
4. What do we want each of our audiences to know or take action on?
5. Our messages related to who we are and what we do
6. Statistics or impressive facts that explain the importance of archivists and archives
7. Framing a "call to action" on advocacy issues
8. American Archives Month
9. Wrap up (Gottlieb)



**Public Communications Inc.**  
35 East Wacker Drive, Chicago, IL 60601

phone (312) 558-1770 fax (312) 558-5425  
e-mail [ideas@pci-pr.com](mailto:ideas@pci-pr.com) home page [www.pci-pr.com](http://www.pci-pr.com)

## **DOROTHY OLIVER PIROVANO, APR**

### **President and CEO**



Dorothy Oliver Pirovano is a respected communications counselor who has worked with a diverse range of clients in developing communications and marketing strategies, defusing issues and crises and protecting the reputation of organizations. Dorothy has more than 30 years experience in the field, coming from a career in journalism and rising through the ranks at PCI to lead the firm as its president and chief executive officer. She has won her industries' top awards as a journalist and public relations counselor and today heads one of the largest women-owned public relations firms in the United States.

Dorothy has counseled boards, executives and communications professionals in corporate and not-for-profit organizations; pharmaceutical, device and biotech firms; medical associations; professional sports teams, their coaches, players and management; educational institutions from private schools to top ranked universities; and a host of banks, professional service firms, and consumer products companies. She provides career coaching to executives and was instrumental in developing PCI's media management and presentation skills training programs.

Dorothy honed her issues management skills through the MIT-Harvard Public Disputes Program and has worked with hundreds of clients in crises involving government and regulatory agency investigations; mergers, acquisitions, downsizing and divestitures; lawsuits; activists; employee incidents; product tampering and recalls; and threats to an organization's reputation. She has earned the Accredited Public Relations (APR) designation of the Public Relations Society of America and is a member of the American Association for the Advancement of Science, the American Association of Medical Society Executives and the Society of Professional Journalists.

On behalf of clients, Dorothy has earned four Silver Anvil awards in marketing from the Public Relations Society of America; the Edwin J. Shaughnessy Quality of Life Award, Gold and Silver Trumpets and Merit awards from the Publicity Club of Chicago; and CIPRA awards from *Inside PR* magazine.

As a journalist, Dorothy served in a variety of reporting and editorial positions for *The Daily Herald*, based in Chicago's suburbs and the third largest daily newspaper publisher in Illinois. She is the recipient of numerous national and state reporting and editing awards including the Jacob Scher Award for investigative reporting, and the Mott award for education reporting.