

Legislation Text

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Congratulating Deirdre Childress Hopkins on Her Election as the First African American President of the Philadelphia Public Relations Association.

WHEREAS, the Philadelphia Public Relations Association (“PPRA”) is the leading association for public relations professionals in the Greater Philadelphia Area. PPRA was founded in 1945 and is among the oldest and largest private public relations associations in the nation; and

WHEREAS, PPRA’s mission is to advance the skills, networks, and careers of communications professionals at all levels in the Greater Philadelphia Region and to inspire and empower members to succeed by providing valuable connections, growth and learning opportunities, and professional development resources; and

WHEREAS, Deirdre Childress Hopkins is the first person of color to serve as President of the Philadelphia Public Relations Association. As President, Deirdre is responsible for initiatives related to member education, social programs, membership growth and strategic alliances. Before her historic election, Deirdre served as PPRA’s Vice President of Programs, Hall of Fame Co-Chair, Awards Committee Co-Chair and member of the College Relations Committee; and

WHEREAS, Deirdre earned a Bachelor’s Degree in English and Fine Arts from Colgate University, where she received the President’s Award upon graduation. During her career, Deirdre also has studied at The Poynter Institute, the University of California at Los Angeles and London University; and

WHEREAS, Deirdre is the Director of Public Relations for Visit Philadelphia, the official leisure visitor organization for Philadelphia with travel and tourism information including hotels, restaurants, events, things to do, history, museums and attractions for visitors. She was the communications lead for diverse markets including African American; LGBTQ; Latinx; and Canada, Visit Philadelphia’s largest international partner; and

WHEREAS, Deirdre previously served as the strategic Communications Manager for Pennsylvania Convention Center; the entertainment, city desk, sports, and suburban editor at *The Philadelphia Inquirer*; executive editor of *Funtimes* magazine, which celebrates the African diaspora; and as a journalist at *The Washington Post*; *The Los Angeles Daily News*; *United Press International*; *the Syracuse Post-Standard* and *The Los Angeles Times*; and

WHEREAS, Deirdre served as the 2014 and 2015 Convention and Career Fair Program Chair, the 2009-2011 Vice President-Print, and as the 2007-2009 National Secretary for the National Association of Black Journalists. She received the Bring It Home Award in 2010 from the former Multicultural Congress of the Philadelphia Convention and Visitors Bureau, and served on the 2015 Communications and Marketing Committee for the World Meeting of Families in Philadelphia and the 2016 Philadelphia Democratic National Convention Communications Working Group; and

WHEREAS, Deirdre Childress Hopkins is a proven leader. Throughout her career, she has demonstrated a

commitment to the highest levels of excellence as a public relations and communications professional. The City of Philadelphia is a better place to live, work and play because of her extraordinary efforts; now, therefore be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That we hereby congratulate Deirdre Childress Hopkins on her election as the first African American President of the Philadelphia Public Relations Association.