

2023 Platinum Award Nominee: John Palmer, APR

John Palmer, APR is a public relations professional with 20 years of experience leading successful strategies and plans for organizations specializing in media relations, public affairs, corporate communications and reputation management. He currently serves as director of media and public relations for the Ohio Hospital Association, a statewide organization representing Ohio's 248 hospitals and 15 health systems. He serves as OHA's media spokesperson, manages public relations campaigns and supports advocacy communication and event management. Since joining OHA in 2012 he expanded the association's presence in statewide and national media, increased member engagement with OHA programs and communications, and aligned external relations strategies with organizational goals. Prior to OHA he was media and marketing communication manager for Ohio Dominican University from 2008 - 2012 and public relations manager for the Central Ohio Transit Authority from 2004-2007.

He is an adjunct instructor at Capital University and Ohio Dominican University, where he teaches a variety of classes in nonprofit communication, public speaking, media relations, public relations campaigns, and health care marketing since 2014.

He is a member of the Public Relations Society of America and the PRSA Central Ohio Chapter. John is past chair of the PRSA East Central District Board of Directors. He served as co-chair of PRSA's Professional Development Committee in 2022. He is chair of the Central Ohio Public Information Network Board of Directors, a regional coalition of public information officers focused on crisis communication preparedness. John received the PRSA Central Ohio Chapter's Tom Poling Practitioner of the Year award in 2020 and the Walt Seifert Award for Outstanding Service to PRSSA in 2010. He is a frequent guest speaker at PRSSA chapters in the central Ohio region and is a mentor to public relations students. He volunteers his time to mentor PRSA members with professional development and APR guidance.

During his five years with the East Central District Board of Directors the organization reformed administrative and organizational services to improve operations, launched a new three-year strategic plan, increased programming for chapter leaders, advocated for supporting professional development resources with PRSA, expanded award recognitions for chapters and members, and rebranded the district's signature awards program.

John earned his bachelor's degree in public relations and journalism from Capital University in 2004 and received a master's degree in organizational communication from Ohio University in 2012.

AWARDS & RECOGNITION

- 2020 PRSA Central Ohio Tom Poling Practitioner of the Year
- 2010 PRSA PRISM Award: Walt Seifert Award for Outstanding Service to PRSSA
- 2010 The Ohio State University PRSSA Outstanding Mentor Award

PRESENTATIONS

2022

Author, PRSA Hoosier Chapter Blog. "Keeper of the Code – Leadership Ethics for Public Relations." September 2022. ([link](#))

2021

Co-Presenter, PRSA Health Academy 2021 Conference. "At The Ready: Surviving Crisis with Leadership Communications." April 22. Virtual.

2019

Panelist, [YouToo Social Media Conference](#) – *Content Strategies with Focus on Authenticity and Social Purpose*. April 26. Kent State University.

2015

Co-Presenter, Ohio Hospital Association 100th Annual Meeting – *A 'Second' Dose of Social Media – Ohio Hospitals' Utilization of Social Media*. Public Relations Track, June 8.

Presenter, American Hospital Association Allied Public Relations Executives (APRE) Conference – *Are You Reaching Your Membership? The Importance of Conducting a Communication Audit*. April 17.

Co-Presenter, American Hospital Association Allied Public Relations Executives (APRE) Conference – *Reflections on the Fall 2014 Ebola Crisis – The Keys to Effective Crisis Communication*. April 17.

2014

Facilitator, Ohio Hospital Association Annual Meeting – "Media Landscape Panel." Public Relations Track, Monday, June 9.

ORGANIZATIONAL INVOLVEMENT

Public Relations Society of America (2004 – present)

Non-Profit & Association Section, member (2023)

PRSA Ad-Hoc for Programs and Professional Development, volunteer (2023)

PRSA Professional Development Committee (2021-2022), Co-Chair (2022), Member (2021)

PRSA Nominating Committee, member – East Central District representative (2022)

The Commission on Public Relations Education (CPRE) Industry-Educator Summit, Capital University, participant/volunteer (2019)

Health Academy Section, executive committee (2015-2017) and member (2014-2018)

PRSA's Internship Guide Taskforce, member and author (2007)

PRSA East Central District (2018 – 2022)

Immediate Past-Chair (2022), Chair (2021), Chair-Elect (2020), Treasurer (2019), Secretary (2018)

PRSA Central Ohio Chapter (2002 – Present)

Board of Directors - President (2016), President-Elect (2015), Treasurer (2014), VP of Planning & Procedures (2013), Director at-Large (2010-2012)

Assembly Delegate – 2021, 2020, 2019

Committee Co-Chair: PRSSA Liaison (2004-2008) and Development (2008-2010)

Accomplishments of the chapter as president in 2016: <https://www.linkedin.com/pulse/thank-you-prsa-central-ohio-great-2016-john-palmer/?trackingId=vMnn92%2FiQNKMAGIcyvrfyw%3D%3D>

Central Ohio Public Information Network (2015 – Present)

Board Chair (2018 - present). Director-at-Large (2016 - 2017)

Ohio Dominican University's Public Relations and Marketing Communication Program Advisory Board (2012 – 2020)

