

Women trailblazers are role models for entire PR industry

March 31, 2017 by [Steve Barrett](#), [Be the first to comment](#)

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Feature



This month's issue features our second annual [Hall of Femme and Champions of PR](#) honorees.

I'm aware not everyone universally loves the nomenclature of this particular *PRWeek* initiative, but we make no apology for celebrating the amazing women who work in the communications profession.

Unlike other disciplines, the PR industry is about 70% female, so it does well in comparison with the likes of advertising and law. Where the diversity story has traditionally fallen down is in replicating that percentage at the most senior levels of agencies and in-house teams — and that's where the Hall of Femme comes in.

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I wrote recently in my [blog about the Cannes Lions Festival of Creativity's excellent See It Be It initiative](#), which helps female creative directors climb the advertising ladder, and one of the things women involved with this scheme highlighted was the importance of “sending the elevator back down” once you have ascended to a senior position yourself.

The 2017 Hall of Femme honorees — Kathy Bloomgarden, Kimberley Goode, Catherine Hernandez-Blades, Margery Kraus, Marian Salzman, Barby Siegel, Pam Wickham, Renee Wilson, and Melissa Waggener Zorkin — have consistently done this throughout their careers, on top of their many other achievements.

It is well worth reading through their questionnaires, taking on board their tips, and learning from their experiences if you, too, want to aspire to the top levels of this great industry.