



## Journalists Society Honors C-Suite Columns

By Virgil Scudder

The “In the C-Suite” columns that I wrote for the *Public Relations Strategist* received one of the three top awards for Magazine Commentary and Criticism from the Florida chapter of the Society of Professional Journalists on Saturday, July 22.

Winners were announced at the 23<sup>rd</sup> Annual Sunshine State Awards Dinner at the University of Miami. The society says the awards honor the best in Florida Journalism. Because I am now based in Florida, the “C-Suite” columns were eligible for award consideration. My interest in entering the competition stemmed from my high regard for the quality of Florida journalism which is among the best in the country.

The “C-Suite” columns focused on communications challenges faced by top management of both large and small organizations, placing special emphasis on crisis management. Crises at United Airlines, Wells Fargo, Volkswagen, Toyota, GM, Takata, Chipotle Mexican Grill, and BP were among the many that were analyzed and discussed in the columns. Observations were offered on why each one occurred, how each situation grew out of control, and what the companies needed to do to restore their damaged reputations. Each column was accompanied by a brief video that zeroed in on some aspect of the situation and offered comments on how others could avoid the same pitfalls.

My entries finished second in the Magazine Commentary and Criticism category which was topped by the excellent columns of Mark Gauert in the City and Shore Magazine of the South Florida Sun-Sentinel.

“In the C-Suite” ran from the summer of 2010 until early this year when I decided to end them to focus on other writing and speaking opportunities.

The pieces are available for reading and viewing on my website: [www.virgilscudder.com/news](http://www.virgilscudder.com/news).