

Loss of a PR leader: Peter Osgood



It's always hard to lose a valued colleague, especially one who played a key role in your career. So, it is with sadness that we note and mourn the passing of Peter G. Osgood who recently died at the age of 76.

I reported to Peter from 1983, when he was named CEO of Carl Byoir & Associates, to 1986 when the firm was sold to Hill & Knowlton. Byoir was a highly-respected old-line New York public relations firm that was then one of the three largest in the industry, and I was running the fledgling media training unit, MediaCom. Peter elevated me to senior vice president of Byoir and gave me full support as we were able to move MediaCom into prominence as an industry leader.

When Byoir was incorporated into Hill & Knowlton, Peter was named vice chairman. He helped expand H&K's global reach including operations in China and the Middle East before resigning to start his own firm in 1991. After I left H&K in 1990 to establish Virgil Scudder & Associates, Peter and I stayed in touch and collaborated on numerous client projects including extensive work for Syracuse University.

Much of Peter's career was spent at Newsome & Company, a well-respected Boston public relations firm.

There are many things I remember about Peter but among them are his constantly positive attitude, cheerful demeanor, and support of people like me who reported to him. He was a very accessible and constructive CEO.

He will be missed.

Both PR Week and O'Dwyer's are carrying obituaries. Here are the links.

<http://www.odwyerpr.com/story/public/9149/2017-07-28/peter-osgood-ex-byoir-hk-dies-at-76.html>

<http://www.prweek.com/article/1440572/former-hill-knowlton-vice-chair-peter-osgood-dies>