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PR News Names Houston Worldcom Group Partner and Ward President Deborah Buks a 2014 Top Woman in PR

HOUSTON (Dec. 8, 2014) – Deborah Buks, president of Ward, a top-ten Houston-based communications firm, has been named one of 70 [Top Women in PR](#) by *PR News*, a publication covering global developments in the public relations industry. Buks is the only Houston public relations professional on the list of recipients for the inaugural award. The awards ceremony will take place January 28, 2015 in New York City at the Grand Hyatt Hotel.

The Top Women in PR accolade provides a worthy kick-off for Ward's 25th anniversary celebrations planned for 2015. Since starting the company in 1990, Buks has represented numerous global public companies and high-growth middle-market businesses, leading her team to win more than 180 awards including the coveted PRSA Houston Grand Excalibur in 2013.

Recipients of the Top Women in PR award were selected by a panel of impartial judges, who considered both professional success and the nominees' influence in the community. Buks led the charge for numerous successful campaigns over 2013-2014, including:

- The Excalibur-award-winning “Culture of Accountability” for a North American oil and gas operator where Buks and key staff stayed offshore Gulf of Mexico and on the Alaska scope for several weeks to gain a better understanding of the audience's needs and wants. This inspired a plan to implement a culture of accountability, producing effects on performance from safety to productivity, as well as an internal culture shift for employees.
- “Pump Up the Volume” for EPL Oil & Gas to raise awareness of the exploration and production company's relocation from New Orleans to Houston. She and the Ward energy team implemented a proactive media relations campaign and speaker's bureau to cause communication with key industry audiences. The plan resulted in more than 20 published articles, as well multiple speaking opportunities, raising awareness of the company. The team also secured more than 25 media placements when EPL was acquired in March 2014.
- “Luxury has a New Address” for JW Marriott Houston Downtown to raise awareness of the adaptation of the historic Samuel F. Carter building, Houston's first skyscraper, into a luxury hotel. Ward won a 2014 Excalibur award from PRSA Houston for the press conference announcing the project in May 2013 and

has since secured more than 50 media placements in a cross-section of local, regional and national media, from business to trade and luxury print media as well as local broadcast news, making the JW Marriott Houston Marriott the talk of the town.

- “Be a Blessing” for Congregation Beth Israel, encouraging people to scribe a Hebrew letter for the to-be-created People’s Torah, volunteer and participate in events, and donate to the synagogue. Buks donated her time to oversee the campaign and development of a logo, robust website, media relations and grassroots events and helped influence the largest congregant participation the temple has ever seen, as well as inspire generous giving to Temple causes.

“It’s a privilege to be able to do what you most love to do, and contribute to the causes and aspirations of others,” said Deborah Buks, Ward founder and president. “This recognition belongs not only to me, but to my outstanding team; the clients who trust our counsel even when it feels risky for them; the hundreds of reporters, editors and producers who allow us to be part of the news cycle every day; and the many community partners who work collaboratively to make possible what wasn’t possible before. As always, what we achieved, we did together, and I am humbled and grateful to earn this award for all of us.”

She also generously lends her expertise to non-profit organizations in Houston and elsewhere in Texas. She serves on the boards of Congregation Beth Israel and Aid to Victims of Domestic Abuse (AVDA). As a survivor of Sarcoma, one of the rarest types of cancer, Buks has donated her time and experience to advance drug research and produce patient campaigns to encourage treatment compliance. An avid supporter of advancing the communications profession, Buks endowed a journalism/public relations scholarship to The University of Texas in 2011 in honor of the firm’s 20th anniversary, and next year will announce a special gift to The University’s Moody College of Communication and the Texas business community in honor of Ward’s 25th anniversary.

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About Ward

A Houston-based communications firm and partner of the international Worldcom Public Relations Group, Ward causes communication, both internal and external, that causes intended results through media relations, community relations, crisis communications, employee relations, social networking, marketing communications and more. The award-winning firm serves business-to-business and consumer clients. Founded in 1990, the firm has experienced steady growth and gained a reputation for producing award-winning results with a strong commitment to client service. Visit www.WardCC.com for more information.

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About Worldcom Public Relations Group

Worldcom Public Relations Group is the world's leading partnership of independently owned public relations firms, with 140 offices employing 1,900 staff in 111 markets across six continents. In total, Worldcom partners reported combined revenue of US \$343 million last year from 3,286 clients, with some 80 Worldcom partner firms sharing business referrals across 90 clients. Established in 1988, the group was formed so that the strongest, most capable independent firms could deliver immediate impact and sustained value through the intelligent use of communications – wherever in the world a client needs support. Partners serve national, international and multinational clients, while retaining the flexibility and client-service focus inherent in independent agencies. Through Worldcom, clients have on-demand access to in-depth communications expertise from professionals who understand the language, culture and customs of the geographic areas in which they operate. www.worldcomgroup.com

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