

Scott D. Tattar

PROFILE

One of the region's most experienced and respected communication practitioners, teachers and mentors; recognized as an expert in multiple Public Relations specialties, including media relations, writing, public affairs, community relations, product publicity, brand strategy and stewardship, media training, Corporate Social Responsibility (CSR), and crisis and issues management.

ACADEMIA

Drexel University

Assistant Teaching Professor	9/16- present
Faculty Advisor: Drexel Public Relations Student Society of America	9/16-present
Adjunct Instructor of Communication	6/15-8/16

Courses:

Reputation Management. In this original course, students gain awareness of the many components that constitute a brand reputation, the ways in which a reputation can be established, and the PR strategies and tactics needed to promote, maintain and manage that reputation. Focus areas include: brand development, brand assessment, Corporate Social Responsibility (CSR), issues management, crisis management and media coaching.

Public Relations Planning (Graduate). This graduate level course enables students to put into practice the theoretical knowledge, research skills, interpersonal and group skills, writing skills, and creative problem-solving abilities developed throughout their public relations studies. This course helps students approach public relations strategically, so they will be able to apply public relations techniques and theories to the creation, execution and management of public relations plans and campaigns.

Public Relations Campaign Planning. This capstone course focuses on the advanced aspects of public relations: how to analyze, plan, conduct, and implement successful public relations campaigns systematically and scientifically. Students create full-scale PR campaigns, including budget and media materials, for their real-world clients.

Public Relations Principles & Theory. This course introduces students to the theory and practice of PR taught in the context of actual materials and situations. The course covers public relations techniques and tools (e.g. releases, advisories, CSR). Students learn the basic forms of journalistic/PR writing—news, feature and opinion and the role of the *Associated Press Stylebook*. Students also gain an appreciation for the news cycle and the PR professional's place in that cycle.

Public Relations Writing. The goal of this course is to study and understand the global role and context of the PR discipline, including as a driver of social change through Corporate Social Responsibility (CSR). Students develop the ability to think about PR on a strategic level and apply that thinking to writing materials and other brand communication products. Students learn how to write common and essential public relations materials, including press releases, press advisories, pitches and “ghost” speeches and develop a working understanding of the *Associated Press Stylebook*.

Public Relations Strategies & Tactics. This course helps students better understand the advanced concepts, strategies, and tactics practiced in public relations today. It combines real-life case studies with core theoretical ideas to help students relate theory to the actual practice of the profession. This intermediate-level course connects scholarship with time-honored real-life PR strategies and tactics.

Online Journalism. This course teaches students the fundamentals of online journalism. Students gain a working understanding of journalistic writing, including news, feature and opinion, and learn how they apply to the online medium. The similarities and differences between traditional and online journalism are explored. Students create and maintain a weekly blog throughout the term with supervision by the instructor and collaborative input from fellow classmates.

Technical Communications. This course teaches students the fundamentals of writing for a professional environment. Students gain a working understanding of basic writing styles and formats, including reporting, descriptive, instructional and persuasive. They gain an appreciation for the fundamentals of writing and its application in the work environment.

Business Communications. This writing intensive course covers the writing of instructions/directions, resumes, letters, meeting reports, executive summaries and presentations. Students learn the essentials of professional writing, including proof reading and editing. Students also learn the value of staying abreast of general and industry-specific news through weekly business meetings.

Academics & Careers. This course prepares Communication majors for their post-college future. To prepare for graduation and beyond, the course addresses personal mission development, professional credentials, reflections on undergraduate and co-op experiences, job and graduate school opportunities, planning for senior year...and life.

Temple University

Adjunct Professor

9/14-8/16

Courses:

News Writing & Media Relations. This course teaches students the fundamentals of writing for various types of news media, including print, broadcast and web-based. The theory and practice of media relations is also studied. A key goal of the course is to develop an appreciation for PR's role in the news cycle and the discipline's ability to influence public opinion. Students learn how to revise and edit effectively and produce texts that follow Associated Press style. Students gain a working understanding of the different types of professional journalistic writing – news, feature and opinion. An introduction to CSR is also included.

Advanced Public Relations Writing. This course is designed to help students understand the role of PR and communications in the larger world and to learn about several important genres commonly produced by public relations professionals, including websites, blogs, newsletters and brochures, memos and proposals, speeches and presentations. Thinking about the PR discipline on a strategic level and applying that thinking to advanced writing and communications techniques is at the core of the curriculum. A hallmark of the course is the study of CSR and, in particular, the invaluable role that business plays in driving social change in today's world.

**4As (American Association of Advertising Agencies)
Institute of Advanced Advertising Studies (IAAS)**

Public Relations Course Instructor

2009-2015

IAAS programs are comprehensive after-work-hours courses, approximately 13 weeks long, and are designed for agency professionals with one-to-four years of experience. Students develop their skills by working on an actual client assignment in a team environment. Participants attend weekly lectures and are required, through teamwork, to develop a total marketing program in their "mini-agencies" for a given product or service. Teams compete by "presenting" their work to the "client." The PR course covers how to strategically deploy media relations techniques, story angle development, special event development and management, brand integration and the role of CSR. Client case study challenges have included national brands such as AXE, Hertz, Suave, & Klondike Bars.

Drexel University

Adjunct Professor

Fall 1995

Course:

Business Writing. This course was designed to help business and engineering students communicate professionally and effectively through the written word. The basics of writing composition, editing and writing with clarity were at the core of the curriculum.

INDUSTRY EXPERIENCE

Tattar Strategic Communications, Philadelphia Principal

4/14 – Present

Provide senior communication counsel to agencies, corporations, non-profits and individuals. Services include CSR programming, brand strategy, media relations, media training, issues and crisis management, business writing, team building and project stewardship.

Clients include: The Please Touch Museum, Nolan Painting, Steve “ESPO” Powers, Taney Little League Baseball, The Healthwell Foundation, The American Association of Colleges of Osteopathic Medicine and The Vision Council.

LevLane, Philadelphia

1/07 – 4/14

Senior Vice President

Director of Public Relations & Corporate Social Responsibility

Strategic leader of the PR division of one of the region’s leading marketing and communication agencies, overseeing fiscal management, operations, staffing and mentorship. Instrumental in networking on behalf of the firm to vertical and horizontal business audiences. Over a seven-year period, grew the division from \$250,000 to \$1M in annual revenue.

Established the Philadelphia region's first CSR practice that focused on leveraging business for positive social change. The CSR practice became an integral and award-winning discipline of the agency. Initial community campaigns included grassroots programs for Beneficial Bank, Preferred Unlimited and Taco Bell. Became in-demand panelist and lecturer on the CSR topic for industry associations, media and local universities.

Provided strategic counsel to agency clients, including Rothman Institute, Pennsylvania Horticultural Society, Fairmount Park Conservancy, WXPB, West Chester University, Reliance Insurance, BLOCS, and The Philadelphia Streets Department.

Preferred Unlimited, Philadelphia 7/06 – 12/06

Communications Advisor

Communication Advisor for the largest commercial real estate developer in the Mid-Atlantic, providing strategic guidance for the effective use of media relations, CSR, brand integration and issues management. Provided strategic counsel to company founder and CEO Michael O’Neill and served as primary corporate spokesperson for trade, local and national media.

Tattar Richards-DBC Public Relations, Horsham, Pa.

3/94 – 7/06

President

Strategic leader of one of Philadelphia’s largest full-service communication firms with a full-service PR practice that included reputation management, issues management, media training, media relations, community relations, event coordination, brand stewardship and CSR. Operational responsibilities included networking, business development, client relations, fiscal management, staffing and quality control. Clients included Philadelphia International Auto Show, The Drug Information Association, Applebee’s Restaurants, Hatfield Quality Meats, Preferred Real Estate, Sovereign Bank, The International Microelectronics Society and ARAMARK.

Dudnyk Public Relations, Horsham, Pa.
Executive Vice President/Director

3/91 – 3/94

Directed all activities for the public relations practice of an international full-service communication agency. Established firm as the fastest growing public relations agency in the nation (1991-1992; Source: O'Dwyer's). Responsible for new business development and client programs, including writing, editing, product publicity, issues management, media relations, community relations and special event coordination. Clients included The EuroTunnel, Pfizer and American Home Products.

Ketchum Communications, Philadelphia
Vice President

1/87 – 3/91

Primary account lead, supervising all public relations activities for DuPont Electronics and DuPont Engineering Polymers. Responsibilities included media relations, issues management, program development and implementation, event coordination, writing and editing. Trained in the craft of media training as part of Ketchum's *Speakout*.

Gray & Rogers, Philadelphia
Account Executive

10/83 – 1/87

Primary account lead, responsible for the writing, editing and media relations activities for a variety of business-to-business, industrial and consumer accounts, including Donnelly Directory, DuPont Engineering Polymers, Superior Tube Company and the Philadelphia Water Department.

Motor Age Magazine (Chilton Publishing), Radnor, Pa. 9/80 – 10/83
Business Editor

Researched and wrote monthly feature articles for leading automotive industry magazine. Also responsible for monthly departments, including new products and industry.

ACTIVITIES / RECOGNITION

Elected member of CoAS Dean's Faculty Advisory Council – 2020-present

Winner of 2020 Drexel Athletics Most Valuable Professor Award

Winner of 2019 Drexel University Faculty Advisor of the Year Award from the Drexel Student Life Center

Drexel Communication Department Recruitment Liaison (2017-present)

Drexel University-wide Writing Intensive Committee (2017-present)

Nominated for 2019 Lindback Award for Teaching Excellence

Board Director at Large: Philadelphia Chapter of the Public Relations Society of America (2005 – 2017)

President: Philadelphia Chapter of the Public Relations Society of America (2004 – 2005)

Anthony Fulginitti Award for excellence in education from PRSA (2018)

Maxine Elkin Award for professional and distinguished service from PRSA (2014)

DeAnn White Award for excellence in community service from PRSA (2012)

Frank X. Long Award for excellence in creative writing from PRSA (2001)

Board Member: Career & Technical Education Industry Advisory Committee (2015-2016)

Philadelphia Business Journal "40 Under 40" (1998)

Board Member: The Center for Autism (1999 – 2003)

Appointed Member: Philadelphia Mayor John Street's Public Relations Task Force (2000)

EDUCATION

York College of Pennsylvania 1980

Bachelor of Arts (English)

Four-year varsity soccer player

Class President 1978-79

Sports Editor of the York College Gazette 1979-80

Villanova University 1980-82

Graduate Studies (English)