



Stacey Smith,
APR, Fellow PRSA
Senior Counsel & Partner
Jackson Jackson & Wagner
Class of 2006



Established in 2018, the Sage Award honors a member of the College of Fellows who has demonstrated a significant impact on the profession through mentoring and their personal support for public relations professionals and/or members of the Public Relations Student Society of America.

Stacey Smith, the 2021 PRSA College of Fellows Sage Award recipient, has over 40 years of experience working with an extensive range of clients from Fortune 100 multi-national operations to small not-for-profit organizations. She specializes in helping organizations communicate effectively with key stakeholder groups in order to build more strategic and solid relationships that influence organizational success.

Now senior counsel and partner with Jackson Jackson & Wagner, she has been with the firm since 1981. She was co-founder and senior research counsel at Dudley Research from 1984 to 2002 where she designed, administered, and analyzed research studies for a wide range of clients.

As a co-author of the 7th and 8th editions of *Public Relations Practices, Managerial Case Studies and Problems*, Stacey has worked to keep the vision of the original authors, Alan Center and Patrick Jackson, in front of public relations students around the world. With Robert Pritchard, APR, Fellow PRSA, she co-authored “The Public Relations Firm,” intended for those wanting to learn how to work with public

relations firms. Stacey is co-author of both the seminal paper “Industry Standards for Measuring Internal Communications” by O’Neil, Ewing, Williams & Smith, 2017, and a chapter on internal communication measurement for “Current Trends and Issues in Internal Communication – Theory and Practice,” 2021.

A past president of the Yankee Chapter of PRSA (1989 to 1990), Stacey is currently co-chair of the Commission on Public Relations Education (CPRE), the authoritative voice on public relations education, and is a member of the Institute for Public Relations Measurement Commission and its Behavioral Insights Research Center, and the American Association for Public Opinion Research (AAPOR).

She is active locally in her state and community having volunteered on the boards of New Hampshire’s Children’s Museum and local battered women’s shelters. She currently serves on the Rye Historic District Commission and Rye Advocates, which addresses the preservation and protection of old houses in her quaint seacoast town of Rye, N.H.