

2023 Sage Award



Philip Tate, APR, Fellow PRSA

Philip Tate, APR, Fellow PRSA, is the 2023 recipient of the College of Fellows Sage Award, which honors a member of the College who has demonstrated a significant impact on the profession through mentoring and personal support of public relations professionals and members of the Public Relations Student Society of America (PRSSA).

President of Philip Tate Strategic Communications, LLC in Charlotte, North Carolina, Philip is a brand builder and strategic communicator with more than 35 years of experience in public relations, marketing, and advertising.

When he started working in the Ole Miss press box at age 13, Philip could not have imagined what would follow: While a student at Vanderbilt University, he ran media operations for the NCAA basketball tournament. He assumed the reins of Dave Campbell's Texas Football Magazine – the bible of football publications in the Lone Star State – when he was just 24 years old, and later became the youngest person ever to run the NCAA Final Four Basketball Tournament.

Those achievements were just the beginning of his distinguished career, which includes multiple Silver Anvil and ADDY Awards. Over the years, Philip has helped his high-profile clients achieve their business objectives and look good at the same time. And he does it all with compassion and a refined sense of humor.

Philip has devoted much of his volunteer time to PRSA. He is past chair of the PRSA College of Fellows and served two terms as treasurer on the PRSA national board of directors. He has also been an active leader with the PRSA Independent Practitioners Alliance and Counselors Academy, and as a member of the Board of Ethics and Professional Standards (BEPS).

Philip is a frequent guest speaker to communications classes and PRSSA chapters at several colleges and universities, and he has mentored many young and mid-career professionals over the years. He exemplifies the motto of the College to “Aspire Higher and Inspire Others.”

Congratulations, Philip, on this well-deserved honor!