

2024 Sage Award for Mentoring



Geri Evans, APR, Fellow PRSA

Geri Evans, APR, Fellow PRSA, is the 2024 recipient of the PRSA College of Fellows Sage Award for Mentoring, 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).

Geri is a distinguished leader and mentor whose career in public relations spans over two decades. As the principal and owner of Evans PR Group in Longwood, Florida, Geri has built a reputation for excellence in message development, storytelling, and leadership. Her journey in public relations began after a successful 25-year career in communication education, where she discovered her passion for helping others communicate effectively.

Geri's career in public relations took off when she joined a boutique hotel company in Orlando, eventually leading her to significant roles in the health care and association sectors. Her expertise and leadership skills were further honed during her tenure as Vice President of Public Relations for the Florida Hospital Association. In this role, she was responsible for external communications, media relations, and advocacy support, showcasing her ability to manage complex projects and deliver impactful messages.

For the past 21 years, Geri has been at the helm of her own public relations firm, where she continues to guide organizations and individuals in crafting persuasive and powerful messages. Her clients, ranging from corporate entities to non-profit organizations, all benefit from her unique ability to tell their stories in compelling ways.

Beyond her professional achievements, Geri has been an active member of the Public Relations Society of America since 1997. Her service to the organization includes roles as past president of the Orlando Chapter, officer in the Sunshine District, and a three-year term on the PRSA national board. In 2019, she chaired the College of Fellows, exemplifying her commitment to advancing the profession and mentoring the next generation of public relations professionals.

Geri's dedication to mentoring is widely recognized by her peers. Colleagues praised her passion for mentoring, particularly her role as a liaison to PRSSA, where she made a lasting impact on students. Her mentorship is described as selfless, with no expectation of return, embodying the true spirit of giving back to the profession. Geri's influence extends beyond individual mentorship, as she inspires others to follow in her footsteps, contributing to the success of the Orlando Chapter, Sunshine District, PRSA, and the College of Fellows. In 2017 the Sunshine District established an award in her name for Distinguished Service and in 2021 the Orlando Chapter created the Geri Evans Award for Lifetime Achievement. She admits to being older, wiser, totally honored, and humbled to have made an impact throughout her life on so many talented and aspiring people in this profession.

Geri's commitment to professional development, leadership, and mentoring has left an indelible mark on the public relations profession and the PRSA community. Her legacy of service and inspiration continues to elevate the profession and those who are fortunate enough to learn from her.

Congratulations, Geri, on this well-deserved honor!