



HONORING THE WOMEN WHO INSPIRE US

MARCH 2025

Women’s History Month is a time to pause and reflect on the strength, resilience, and brilliance of women from all walks of life – pioneers who broke barriers, unsung heroes who shaped communities, and the many changemakers still paving the way for future generations.

At HUNTER we celebrate the countless women who have helped shape our industry, inspired our agency, and challenged the status quo. Their impact fuels our ongoing commitment to fostering a future where every woman’s voice is heard, valued, and uplifted.

This month, we honor the milestones that have defined our journey and the leaders who have propelled us forward. With gratitude and purpose, we promise to keep pushing boundaries – because progress is always driven by people who dare to dream boldly, act courageously, and think differently.

THE BARBARA WAY HUNTER TRAILBLAZER AWARD

Barbara Way Hunter was a true trailblazer in public relations, leaving behind a legacy that continues to inspire generations. In 1969, Barbara and her sister Jean Schoonover made history by acquiring Dudley-Anderson-Yutzy (D-A-Y), becoming the first two women to own and lead a national PR agency.

At age 62, Barbara founded Hunter Public Relations in 1989, securing McIlhenny Company (maker of TABASCO® Sauce) as its inaugural client – a bold move that set the stage for decades of industry influence.

The 1984 national president of the Public Relations Society of America (PRSA), Barbara’s remarkable contributions were honored with the prestigious PRSA Gold Anvil Award for lifetime achievement in 1993. In December 2024, Barbara passed away at the age of 97, leaving a remarkable legacy – and an indelible mark on the PR profession.

In recognition of her groundbreaking contributions, the PRSA New York Chapter established the Barbara Way Hunter Trailblazer Award, which honors women who are forging new paths and paving the way for future generations in the communications agency.

The 2024 recipient was Cathy Renna, is a leader in strategic communications and LGBTQ+ advocacy.



THE WOMEN WHO INSPIRE US

To celebrate Women's History Month, we invited HUNTERS to share stories of the women who inspire them. Their responses were as diverse as they were powerful, reflecting the countless ways women shape our lives and industry.

Brittany Rubinger: "Shout-out to the women at HUNTER who are working mothers. Early in my career, I rarely saw women in leadership positions whose lives I wanted to emulate. That changed when I joined HUNTER, where I saw a diverse team – including many working mothers – thriving in their careers. This environment reminds me that when the conditions are right, everyone can succeed!"

Louie Benjamin: "My aunt, Chantal Benjamin-Badjie, made a lasting impact as a Senior Communications Adviser at the BBC. She championed diversity and inclusivity, ensuring better representation for African, Caribbean, and Asian communities in BBC programming. She also contributed to initiatives advocating for more nuanced storytelling in the media. Her role inspired me to enter this industry, and her legacy continues through an internship program created in her honor."



Audrey Marlatt: "My grandmother, Alice Dianne Burrell Laslie, has been a guiding force in my life. She spent her early years as a labor and delivery nurse before dedicating herself to raising a family. Beyond that, she has been a leader in the PEO International Sisterhood, an organization that has provided over \$435 million in educational assistance to women. Her commitment to uplifting others inspires me every day."

Christianna "CMP" Pally: "Jessica Grose, a celebrated writer for *The New York Times*, has been a powerful voice for women, addressing topics like education, fertility, and the systemic challenges women face today. Her fearless storytelling is both eye-opening and affirming, making me feel seen and empowered as a working mother. Her work consistently reminds me of the importance of amplifying women's voices in our society."

Samantha Preza: "My biggest inspiration is my mom – my rock and the strongest person I know. She overcame breast cancer 12 years ago and now faces lung cancer with the same unwavering resilience and grace. Through countless surgeries and treatments, she remains unshaken, showing me what true perseverance looks like. Her strength isn't just in facing adversity but in the love, support, and light she brings to those around her. She is my hero and my guiding force."



WOMEN-LED, FORWARD-FOCUSED

As we celebrate Women's History Month, we reaffirm our commitment to breaking barriers and driving innovation. Inspired by Barbara Way Hunter and the countless trailblazing women who came before us, we at HUNTER honor their legacies by lifting each other up and ensuring the door stays open for future generations.