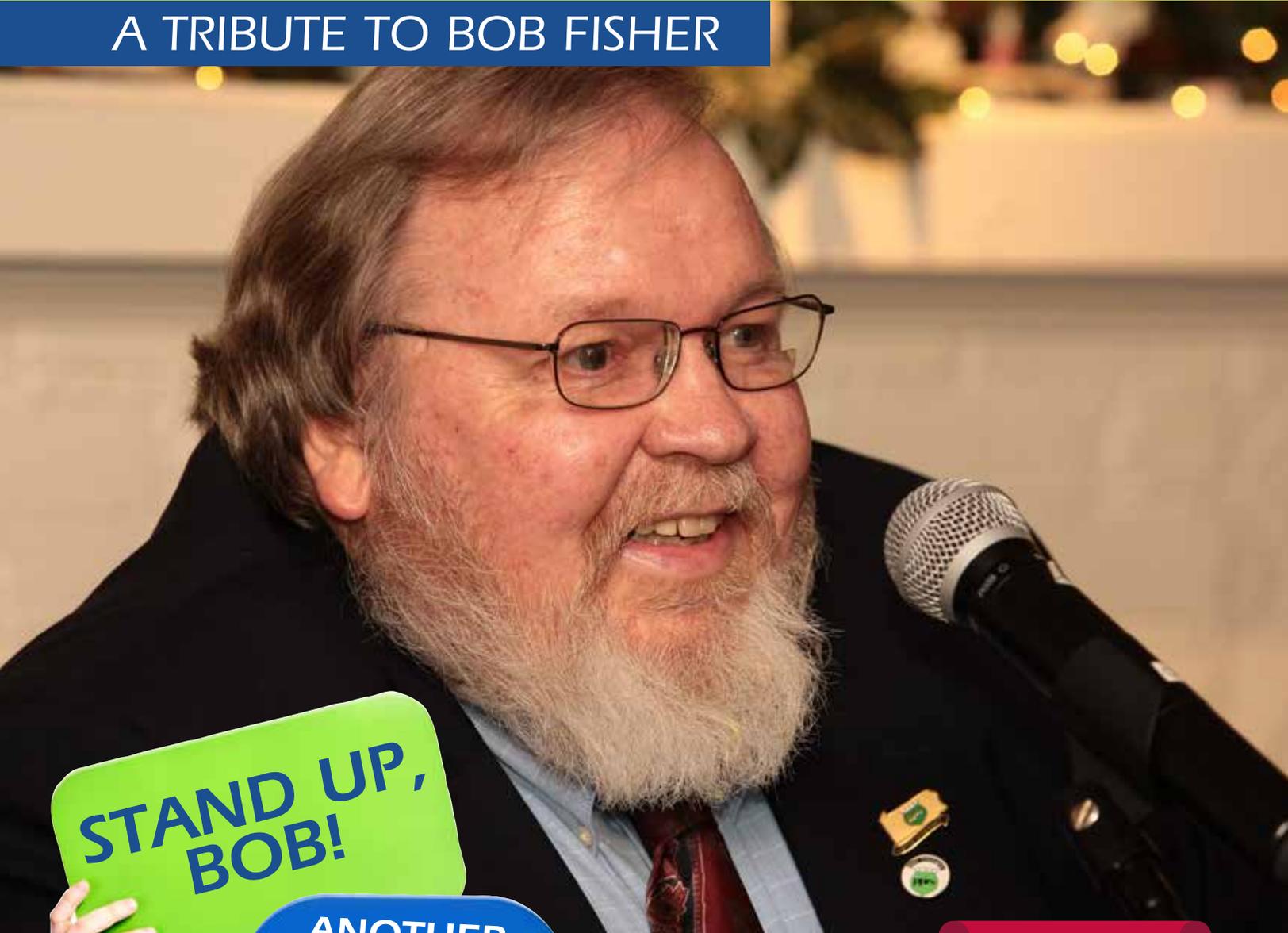




Pennsylvania
Public Relations Society

STRIKING A HAPPY MEDIUM

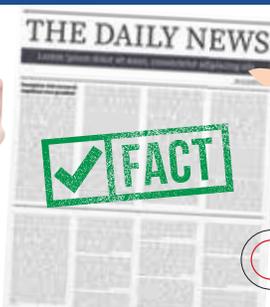
A TRIBUTE TO BOB FISHER



**STAND UP,
BOB!**

**ANOTHER
CLOSE
VOTE!**

Aye! GO SHIP!





In the News Media

"Bob is a terrific person, who I admire greatly. There is a natural tendency for journalists and public relations professionals to mistrust each other at times, but Bob worked really hard to bridge that gap. He encouraged both industries to work to better understand each other. I know his efforts helped my newsroom and led to some strong relationships with many PR pros."

– **Tim Lambert, Multimedia News Director/
Morning Edition Host, WITF**

At Penn State, Bob and I were members of the 112-year-old Lion's Paw Society, a tightly knit group of 15 seniors who work to promote the welfare and perpetuate the traditions of the University. When I think about Bob, a line from a school song comes to mind: "Hail to the Lion, loyal and true." That's Bob: loyal and true — to his family, to his colleagues, to his friends, to his profession, and to everything he holds dear. I'm blessed have been the recipient of his loyal friendship for nearly six decades. Peace, Brother Bob.

– **Mike Greenwald, WITF**

"Bob's professionalism and humor are a great combination and make him one of the truly unique people I encountered in my many years with the Radio PA Network."

– **Brad Christman, former News Director of Radio PA**

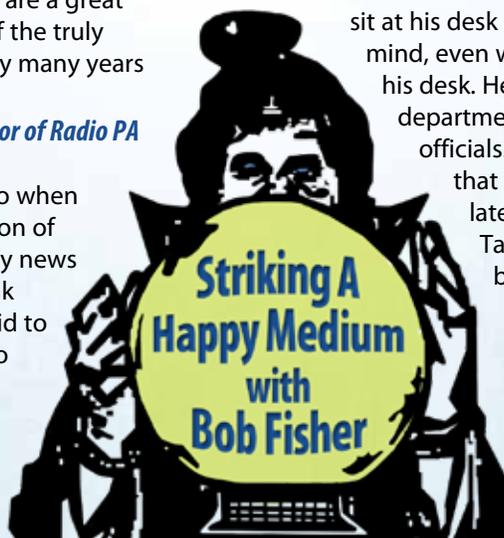
"I first met Bob forty-plus years ago when he was with the Hospital Association of PA. He was responsible for so many news stories over the decades. But I think Bob's legacy will be the work he did to foster and maintain connections to link business, government, public service, and the media."

– **George Richards, abc27-WHTM
TV News Assignment Editor**

"Early into my reporting career at *The Patriot-News* (right out of Penn State), an editor asked me to look into a police report about a nurse being slashed when she opened a door at Polyclinic Medical Center. I called Bob, who was the hospital spokesman, and asked for a comment. While waiting, I drove to the hospital and started interviewing people in the parking lot. Within 15 minutes, Bob pulls up — I believe in a golf cart with security — and politely asked (probably told) me to leave the area and he would send me a statement. We chatted amicably as I went back to my car. There was nothing confrontational. An hour later, I got the statement from Bob, used an anonymous "we're scared" quote from an employee in the parking area, and it was a one-day story.

A few years later, Bob was press secretary at the Department of Health and I had become a full time health reporter at *The Patriot*. I must have done stories involving DOH just about every week. Before the days of email, I would walk over to the DOH Building to chat with Bob. I was a young, eager reporter with a million questions and Bob was always willing to help me find the answers. If he was in a meeting, I'd sit at his desk and wait. Bob never seemed to mind, even when he found me with my feet on his desk. He allowed me to waltz around the department talking to various state health officials. I soaked up so much knowledge that I'm forever grateful. Many years later, dealing with state regulators in Tallahassee, Albany and elsewhere — by email — I realized how good I had it in Harrisburg. Thanks, Bob."

– **Phil Galewitz, worked at *The Patriot-News* from 1988 to 1995 (now, is a senior correspondent for Kaiser Health News in Washington D.C.)**



In Our Memories

"If you've ever needed an ear, institutional knowledge, kind word, earnest encouragement, wise counsel or wit, Bob Fisher is your guy. Intuitively, he is there whether you've initiated a need or not. Bob knows you and what in your career and life swirls around you, and he connects the dots. You grow and mature as a PR professional and as a person because Bob is behind you all the way. Masterful with words spoken and in print, ever curious, always playful, authentic and full of life, Bob Fisher is beloved."

– *Susan L. Anthony*

"As a reporter when I first came to the Harrisburg market in 1984, I quickly learned Bob was a go-to source for health care issues, first at Polyclinic Medical Center, then at the Pennsylvania Department of Health. I later spent more than 25 years in state government as a press secretary, and looking back, I realize Bob showed me how to be a first-rate press representative. Bob was always available, understood deadlines, presented facts in understandable language, good sound bits, and represented his organization's policies and positions with tremendous credibility, while providing the public with reliable information when they needed it."

– *Ron Ruman*



"Bob Fisher — longtime friend, wise counsel, master of words and one who can always find the positive things in life. A cherished and loyal friend since the late '60's, I would be hard pressed to recall when he has not been a part of my professional life as well. Through good times and sad ones, he was always there. Each of us who knows Bob is a better person because of his friendship."

– *Betty Hungerford*

"Media and public relation professionals who are fortunate to call him a friend and professional brother, Bob was a teacher, problem solver, encourager and communications leader who improved the abilities of everyone regardless of their experience levels. Your smile, friendly and reassuring voice, vast experience, sense of humor and always professional demeanor continue to make a powerful difference in the communications field and beyond. Your broad circle of friends and colleagues is forever grateful for the impact that you have on us and the community as a whole. Well done, Bob, and thank you!"

– *David A. Sandman, Retired
Former Public Affairs Director,
PA Department of Veterans of Foreign Wars*

"I met Bob Fisher at my very first PPRS meeting in 1837...I mean 1985. He appeared to be a bundle of energy who made a lot of things happen and had a great sense of humor. My first impressions have been confirmed countless times since. Bob has been at the center of this great organization for many decades, keeping us informed, making connections between and for us, ensuring that everyone feels welcomed, and introducing so many PR professionals to the treasures PPRS has to offer. He has been generous with his time, talents, smarts, experience, humor, warmth, and kindness, all on our behalf. Thank you, my friend!"

– *Kathy Silks*



In Our Memories *continued*



"There are dozens of stories I could share, but my most cherished memory is of Bob's retirement event. The entire PPRS organization choreographed one of the finest surprise ruses ever. I will never forget the look on Bob's face as it took hold that we all lied to him for all of the right reasons. For once, Bob was speechless. To this day, Bob's image pops into my head whenever I think of PPRS. For more than a half-century, we adapted, evolved and prospered, which is in large part due to Bob's tireless service. Beyond his tenure as chief PPRS columnist, Bob served in every capacity including the roles of professional standards lead and long-time PPRS *Evening Of Honors* chair. Safe to say, PPRS would not be the vibrant society it is today without Mr. Robert M. Fisher. I have learned from Bob that you get more when you give. Bob has always given his all, and that's why we cherish, adore and respect him."

– **Rob Rutz**

"Back in the day when Bob began his membership, a group of the elders would shout out from Table X "stand up Bob" when he was to answer a question. This was a routine at all meetings. Bob did a lot of standing. And over the years he has been a standout in his profession."

– **Bob Hetherington, past president and longest living PPRS member**

"Bob Fisher is absolutely one of my favorite people. He always has time to share with me whether it is at a PPRS meeting or during a PR situation. Bob has been a bit of a PR 'uncle' to me during my time at the Diocese of Harrisburg. As a devote person of deep faith, he takes a keen interest in the Church and helped me in any way he could by lending an ear and offering wise advice."

– **Joe Aponick**

"I knew Bob Fisher was a fine person way back when he started collecting copies of my magazine, *Pennsylvania*. He may be the only person who has kept every issue since we began in 1981...almost as bad as our parents who kept every issue of *National Geographic* and ended up with the weight of them all causing a hole in the floor eventually. Bob, you will be missed."

– **Al Holliday**

"As we know well in our field, organizations have a personality of their own, separate from the personalities of the people who comprise them. Yet Bob's own individual personality epitomizes the collective character of PPRS in so many ways. Welcoming. Witty. Generous. Devoted. At ease both in the spotlight and also behind the scenes. Thank you, Bob, for more than five decades' worth of personality you've brought to PPRS!"

– **With sincere gratitude, Jason Kirsch, APR**

"Bob Fisher is a man of presence. His cheerful, positive outlook resonates through his deep, wonderful voice — which happened to be one of the first things I noticed about him! Bob always made me feel welcome at PPRS. From reminding us about the resource of the mini-computers in our pockets (cell phones) to gently teaching us through stories of his past experiences, he leads with a smile and ends with encouragement. You are a joy to know, Bob Fisher."

– **Rachel Edwards**



"Bob was one of the first people I met at my very first PPRS meeting. He welcomed me with open arms to the group and encouraged me to join. Over the years, a true friendship grew — picnics, weddings, life advice, career help, etc. To this day, he is one of the most kind and genuine people I know. He is witty, compassionate and sincere in every way every day. I'm sure there are a lot of people with similar stories like mine, because that's just who Bob is. To many of us, Bob IS PPRS and always will be! So, in true PPRS fashion...Stand up, Bob...and take your well-deserved bow. We all love you very much!"

– **Stacy Zimmerman**

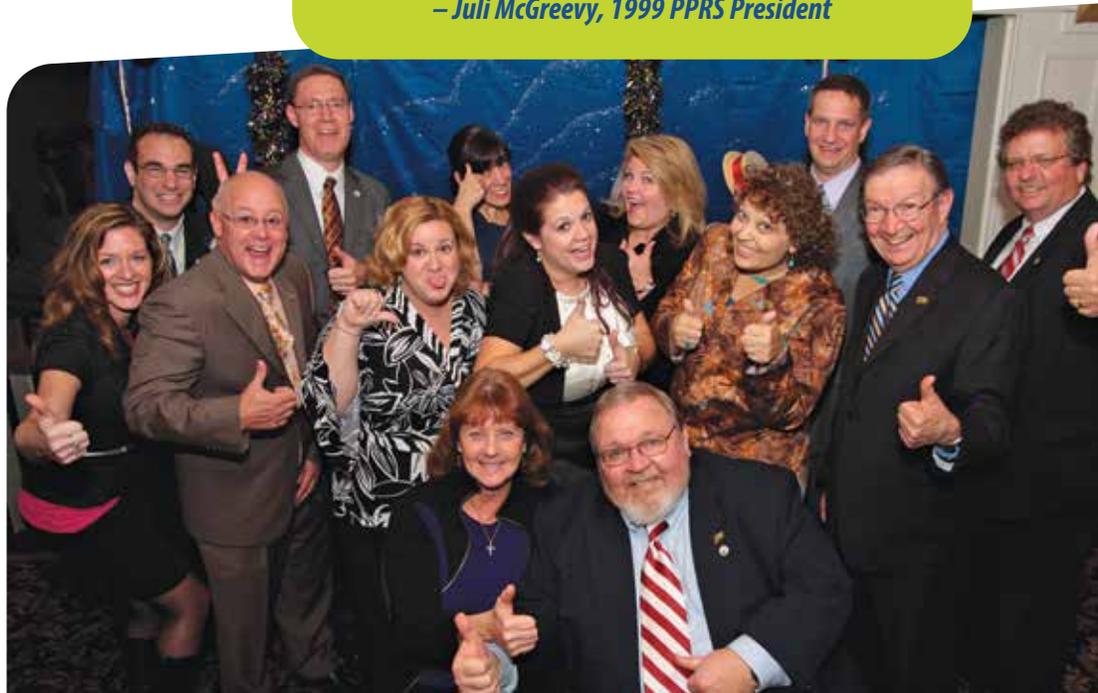
"I only know Bob through encounters with him at PPRS meetings since 1999, when I joined. I noticed early on, that everyone wanted to talk with him, perhaps sit with him at the meeting, get his take on something, etc. The reason is simple. He is charismatic, charming and of course impish too! Bob's column was one I read thoroughly as he covered all the media bases with extensive background. I always enjoyed when we voted new members into the organization and he was present. Immediately following the 100% "yea's," Bob would chime in, as if on cue, "That was another close one!"

– **B. Derek Shaw**

"Bob and I have known each other for a long time, and have been PPRS members for eons, as well. But I just realized he's been a PPRS member much longer than I have, if such a thing is possible. It's only when I look back at my career as a newspaper reporter and editor, in public relations, in lobbying, and now in magazine journalism that I can appreciate how we've worked in media mostly in this part of Pennsylvania. And that along the way, Bob has been a great help, not only to me, but to so many people working in news, public relations and public affairs in this region. Add to that we've both come to know and count as friends so many people in the media industry in Central Pennsylvania. Best regards, Bob!"

– **Bernie Shire, President/Owner, Shire & Associates, LLC, Lancaster**

"When I think of Bob Fisher, I think of two words: TABLE X!"
– **Juli McGreevy, 1999 PPRS President**



In Our Memories *continued*



"I was honored to be PPRS President in 2000 when we celebrated our 50th Anniversary. Bob, our resident historian, was essential in the planning of this special event. We held the celebration on the stage of the Forum in Harrisburg. It was a delightful evening, highlighted by insights from PR pros who worked in all five decades of our history. Bob's willingness to mentor new members and share his extensive knowledge will forever be appreciated by all who knew him. Thanks for the countless guidance dear friend."

– **Mark D. Shull**

"To a fellow military Public Affairs Officer, thank you for your service. It was always "stand up, Bob" as we all proudly stood to be recognized as military veterans during our events. I will always remember the reference you gave me in your *Striking a Happy Medium* column for what you called my "Checkered Past"...as I served at one time as the Director of Public Relations for a NASCAR Grand National racetrack. Thank you for all that you have done."

– **Keith Beebe, LTC USA (Ret)**

"From being a fresh-faced public relations practitioner at my first PPRS meeting in 1994, to being the videographer at the Bob Fisher tribute meeting in the late 90s and now a 'grizzled PR veteran' the one constant was always Bob Fisher. You always "sang" the praise of the profession and are a big reason that PPRS remains the strong membership organization it is today. So many of us attribute on our membership in this organization to your guidance and the value of the *Happy Medium*. Thank you for everything you have done for the profession of public relations and PPRS."

– **Eric Kiehl, Past President, Member since 1994**

"For decades, PR professionals have benefitted from Bob's warm camaraderie, sincere contributions and boisterous jokes. There are few people who have been so consistently and loyally committed to PPRS' integrity and purpose."

– **Erin Waters-Trasatt**

"Seated or standing, Bob Fisher is larger than life. He epitomizes why PPRS exists, to support the professional growth of communicators. Not only has Bob sponsored countless members, but he is always willing to share his insights to help members navigate the PR trenches in Harrisburg. His *"Striking a Happy Medium"* column that appeared in our monthly newsletter for 40 years was often the first place members would learn about PR job changes and reporters coming or leaving the market. I am thankful to call Bob my friend and mentor for more than two decades. My prayers are with Bob and Carol and their family."

– **Barry Ciccocioppo, 2001 PPRS President**

"Bob Fisher will always be one of my fondest memories of PPRS. He has been the consummate professional for so many years and so willing to share his knowledge with others. I always thought his *"Striking a Medium"* alone was worth the cost of PPRS membership. I am sad to say I've never known Bob beyond PPRS, but he has been an inspiration to me. His desire to keep PPRS together and growing was certainly demonstrated by his recruitment numbers and participation. I wish Bob and his family the very best with prayers and peace."

– **Cheryl Slavinsky**

"I walked into my first PPRS meeting as a young public relations practitioner overwhelmed with the near-crippling anxiety of a closet introvert in a sea of new faces. I would have turned around and walked out were it not for the open acceptance of a jovial senior communicator who approached and engaged me in effortless conversation. That man was Bob Fisher. I would have missed so much — professional enrichment, friends, volunteer opportunities — if he hadn't openly welcomed me with a disposition that defies rejection during my very first PPRS meeting. I owe him more than he knows and gratitude that I can never fully express."

– **Carolyn Simpson**

Bob Fisher Objects to PPRS Rebranding as:

Shippensburg University Brethren of Public and Alumni Relations

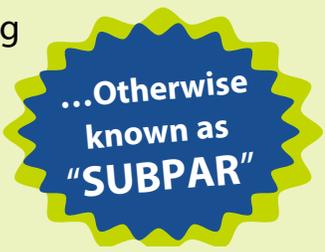


TABLE X
Turns to Peaceful Protests

Bob Fisher Fired... from Local A Cappella Group, Singing Too "On-Key"

From the HAP Archives:



Bob Fisher's quest to produce a state-of-the-art audio-visual program for HAP took him to New York's Greenwich Village recently. He interviewed Rufus Rorem, a "founding father" of the Blue Cross system, for a synchronized sound-slide show. While there, he had his first opportunity to sample a hip new snack that's sure to catch on, eventually, even in conservative central Pennsylvania: the bagel.

– Submitted by John Maietta

ISO:

Someone to fill Bob Fisher's BIG SHOES



"When Bob was at a PPRS meeting, you always knew it. I remember during one of my first meetings as a young professional, thinking 'who is this guy?' He always seemed to know everything that was going on. When I had my first child, he called me and apologized that he had 'missed' mentioning it in his newsletter — she was only 2 months old at the time! Bob, you have a way of making everyone feel welcomed and special, and you've given so much to this organization. Thank you for the laughter, comradery, and friendship!"

– Christine Cronkright, 2020 PPRS Vice President

"PPRS and Bob Fisher will always be synonymous for me. Those were such great times...An abundance of camaraderie, from-the-belly laughter, learning and good conversation with great friends and colleagues. Thoughts of you always bring a smile to my face, Bob!"

- With much love, Janet Wall, PPRS past president

I was a little intimidated at my first PPRS meeting — just out of college and beginning my career — but Bob took me under his wing and helped me soar. From PR advice, to personal advice, Bob always found a kind word to share. He encouraged me when I started my own business. He showed up when I lost my dad. He guided me when I was PPRS president. He cheered when I was awarded the Ernest R. McDowell Award, always finding joy in celebrating others. Bob, these are but a few of the reasons why we love and respect you so much as a colleague and a friend.

– Lori Baker Pizzarro, 2005 PPRS President, Member since 1997





In 2003, PPRS instituted the
Robert M. Fisher
Membership Recruitment Award

The award was created in recognition of the acknowledged leader in recommending new members over many years. The award is presented at the society's Annual Meeting and Evening of Honors in November.

Past Award Recipients

- | | |
|---------------------------------|---------------------------------------------------------------------|
| 2003 Robert M. Fisher | 2013 Joan Nissley |
| 2004 Denise R. Calabrese | 2014 Joan Nissley |
| 2005 Stacy Henninger | 2015 Quinn Bryner |
| 2006 Stephanie Weyant | 2016 Christine Cronkright,
Eric Kiehl and
Joan Nissley |
| 2007 Joan Nissley | 2017 Crystal Hull, ABC, MPA |
| 2008 Suzanne Graney | 2018 Joelle Shea |
| 2009 Joan Nissley | 2019 Christine Cronkright |
| 2010 Jennifer Kocher | |
| 2011 Joan Nissley | |
| 2012 Maria Finn | |

