



**Profiles & Selected Relevant Experience | 2017 Issue Management Capabilities**

**Paige Hendricks** is president of PHPR Inc. She began her career as a newspaper journalist and advertising representative in Alabama and New York and in public relations with regional theatre groups before moving to Dallas, where she founded her firm. At this stage of her extensive PR career, she provides strategic communications advisory exclusively to business executives and non-profit leaders. Her broad range of experience adds unique insights when helping solve problems for industries as diverse as performing arts, health care, finance, education, hospitality, engineering, insurance and real estate. During her career, she created and implemented comprehensive PR and marketing campaigns for corporations, individuals, groups, and associations locally, regionally and nationally. Her consulting on sensitive issues assists executives, their boards of directors and legal teams as they navigate the treacherous waters of media engagement during crises and public conflicts.

A brief list of selected case studies follows:

- Guidance and messaging for a regional homebuilder who was experiencing crime situations in Texas and Georgia subdivisions, including media relations and executive media training specifically regarding, among others, a murder at one of their properties.
- Issue management and crisis communication consulting on HR issues and citizen/parent concerns for the Cleburne Independent School District and several respected private schools in the North Texas area.
- Custom crisis communications plan development, training, and advisory for dozens of mature businesses, including Santé Center for Healing, a nationally recognized addiction recovery center in North Texas.
- Issue management and sensitive situation advisory regarding executive transitions and other concerns for major performing arts institutions based in North Texas.
- Messaging, advisory and positioning to assist the defense team at a major law firm dealing with a matter concerning rebuilding a oil and gas company's brand reputation damaged during litigation.
- Extensive engagements for health care entities about matters including physician practice mergers, insurance company/institution contract conflicts, and physician/patient concerns.
- Advisory for a Texas organization that is part of major national women's healthcare nonprofit operating in a consistent environment of conflict.

Nearly every engagement for issue management in her 38 years of experience involved working closely with legal teams.

Ms. Hendricks studied political science at George Washington University's Mount Vernon College in Washington, D.C., holds a B.A. in journalism and English from TCU and did graduate work in English at UNT. She is an active member of numerous civic and cultural organizations. Paige is married to Bob Russey; they have four adult children and five grandchildren.

Joining her for engagements that involve more extensive, on-the-ground communications management for issues and crises is **Charlie Hodges**. Also based in Fort Worth, Charlie Hodges is a public relations professional specializing in crisis communications and media relations. For over 30 years, Charlie was an award-winning reporter and newspaper editor. As a reporter and anchor at KRLD, the legacy CBS Radio All-News station in Dallas, Mr. Hodges was honored by the Associated Press for his reporting excellence. As a reporter, Charlie Hodges has covered trials ranging from drug possession to capital murder in county and federal courthouses. He also covered natural disasters, high profile crimes and significant events like the crash of the space shuttle Columbia and the first anniversary of the 9/11 terror attacks in New York.

Since forming Charlie Hodges Media in 2009 he has worked with law firms, political campaigns, economic development organizations, municipalities and police departments. He helped guide the City of Cleburne to a successful conclusion of an incident in which a police officer shot a dog in the line of duty. The conclusion of the crisis came quietly, with the officer cleared of wrongdoing and the dog's owners accepting the outcome of an investigation. He handles media relations and develops communication strategy for law firms on how to roll out media coverage for high-profile matters. He also provides guidance for attorneys when a case receives unexpected media attention.

Mr. Hodges is a graduate of Texas Tech University with a Bachelors of General Studies degree, a member of the Public Relations Society of America and serves as the sponsorship chair for the organization's Greater Fort Worth Chapter. Charlie and his wife Lisa have two children; one works for Parker County, and the other is a Sergeant in the Marine Corps. They have three grandchildren.

