

## **WKU Appoints Woolfolk to Public Relations Program Advisory Board**

Public relations executive Peter Woolfolk has been appointed to the advisory board overseeing the public relations curriculum at Western Kentucky University. Board members discuss industry trends and updates to ensure that the program curriculum and student activities match the needs of the industry. The board, which serves both advertising and public relations majors, is made up of advertising and public relations professionals from Chicago, New York City, Louisville, Lexington, Bowling Green and Nashville.

Woolfolk is president and chief executive officer of Communications Strategies, is a public relations professional with 20+ years of successful executive level experience. His national public relations career is highlighted by a White House appointment in the Clinton Administration as Special Assistant/Communications to the assistant secretary, U.S. Department of Education. At the close of the Clinton administration he became a private communications consultant to former U.S. Surgeon General, Dr. David Satcher. Recruited from Washington, DC, he served as Fisk University's vice president of communications and public relations prior to launching his firm.

Communications Strategies, established in 2004, has provided services to: AARP, American Baptist College, AT&T, Nashville International Airport, Metro Transit Authority, Cummins/Fleetguard, Nashville Convention & Visitors Bureau, Meharry Medical College, MDHA, and others.

The firm recently won an "Award of Merit" from the Nashville Chapter of the Public Relations Society of America for some of its work.

In addition to being a guest speaker at Western Kentucky Woolfolk has been a panelist and guest speaker at Cumberland University and Columbia State Community College.

He has also served on the board of directors of the Nashville—Public Relations Society of America.

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