



WILLIAM CHELAK
MEDIA RELATIONS SPECIALIST

Will Chelak is a 25-year public relations industry veteran who has supported the media relations, branding and strategic communications efforts of companies ranging from start-ups to leading corporations such as AT&T, Sony, Ricoh, Panasonic, The Network, Siemens Medical Systems, Sea Gull Lighting, and HowMedica. Throughout this time, Will has also worked successfully with a diverse client base that has included companies representing the telecommunications, Internet, biotechnology, health care, financial services, consumer electronics and medical device industries.

Will is especially adept at orchestrating media relations campaigns and working with editors and writers to develop story angles and pegs. These efforts have resulted in hundreds of print and broadcast media placements, which strategically positioned the companies and corporate executives they promoted as leaders and visionaries in their respective fields. Examples of his efforts have appeared in USA Today, AP, UPI, AP Radio, The Star-Ledger, Asbury Park Press, Reuters, The Daily Journal, The New York Times, The Wall Street Journal, The New York Daily News, ABC News, The Washington Post and The Washington Business Journal.

In addition, Will has held senior-level public relations positions with leading New York and New Jersey-based marketing communications firms such as Edelman Public Relations Worldwide, Technology Solutions Inc. (TSI), Integrated Marketing Services (IMS) and Gillespie. Activities have included the development of background material, news releases and feature articles; strategic counseling and planning; media training; and media relations, tradeshow and speakers bureau support.

Will holds an M.A. in English from Seton Hall University and an M.A. in Communications Arts from William Paterson College. His undergraduate work was completed in Communications and English at Rutgers College. In 1997, Will earned a PRSA Silver Anvil Award for his efforts to launch a new computer peripheral product.