

## **Pioneer Hall of Fame: Lynne Doner Lotenberg, class of 1981**



The University High School Alumni Association honors Lynne Doner Lotenberg, class of 1981, as a 2013 inductee to the Pioneer Hall of Fame for her achievements and contributions to her profession, the community and nation, and her alma mater.

Lotenberg brings over 25 years of experience in planning and evaluating communication efforts to her work on health and social issues. She discovered a lifelong interest in using research to understand people and identify their wants and needs while a student at the University of Florida, Gainesville. There she first worked as a data analyst in the Division of Continuing Education and later served as a poll manager and research assistant at the Communication Research Center.

Following the completion of her master's degree in Mass Communication, Lotenberg moved to communications firm Porter Novelli in Washington, D.C. While there, she held a series of progressively senior positions culminating in vice-president and director of research and began a career devoted to helping people live healthier, safer lives. She went on to serve as coordinator, Strategic Planning and Consumer Research for the U.S.D.A. Food and Nutrition Service. In 1995, Lotenberg opened The Doner Lotenberg Group which provided consulting research and evaluation services to such organizations as the American Medical Association, AARP, numerous institutes and centers at the National Institutes of Health, the Centers for Disease Control and Prevention, and the Robert Wood Johnson Foundation. In 2011, Lotenberg returned to agency life, joining employed-owned communication firm Hager Sharp where she is executive vice-president and director, Strategic Planning and Research.

Lotenberg's professional activities include serving as editor of *Social Marketing Quarterly*, co-authoring "Marketing Public Health: Strategies to Promote Social Change", and contributing chapters to six other texts in public health, social marketing, and research methods. She is regularly published in peer-reviewed literature and is chairing the Innovations in Social Marketing Conference. Recently, Lotenberg was part of a team that received the Public Relations Society of America's Silver Anvil for Best Public Service Campaign.

Her community service includes membership on the board of directors of the Ivymount School Foundation, which supports children with disabilities ages 4-21, various leadership positions at her synagogue, and supporting her children's schools.

Lotenberg earned her bachelor's degree in Advertising from the University of Florida, Gainesville in 1984. She went on to earn her master's degree in Mass Communication from the same institution in 1987.

During her time as a student at University High School, Lotenberg was an Illinois State Scholar and a National Merit Scholarship Commended Student. She also received an Outstanding Performance on the National Educational Development Test and participated in the People-to-People High School Student Ambassador trip.

She lives in Arlington, Virginia with her husband and their three children.