

PROFILE | **Fran Minakowski, APR, Fellow, PRSA**

Senior Advisor to the President



Fran Minakowski returned to Maryland Public Television in 2011 to assume the role of senior advisor to President and CEO Larry D. Unger, capping what is now a more than 50-year career in marketing communications and public relations.

Mrs. Minakowski previously had worked at MPT as vice president, external affairs, for five years beginning in 1999. Her professional specialties include management of marketing/advertising communications, employee communications, special events, speech writing, and media relations.

The Baltimore County resident began her career in 1970 as assistant director of public relations for the Baltimore Orioles. For the next four decades, she held posts ranging from that of operations manager of the B&O Railroad Museum and senior vice president/advertising manager for First Maryland Bancorp, to senior marketing associate, Legg Mason Wood Walker, and marketing director of Butler Capital Corporation.

All told, Mrs. Minakowski worked 14 years in banking industry marketing communications and seven in local higher education institutions. She has managed annual marketing/communications budgets in excess of \$3 million and has been tapped numerous times to set up departments and hire staff for communications teams at area for-profit corporations and nonprofits.

Mrs. Minakowski earned accreditation from the Public Relations Society of America (PRSA) and was admitted to PRSA's elite College of Fellows, joining only some 400 persons nationally to earn that distinction. She holds a lifetime achievement award from PRSA's Maryland Chapter. Her professional and civic activities include board and committee appointments for the Archdiocese of Baltimore, the Boy Scouts of America, Mercy Medical Center, the Advertising Association of Baltimore, the Baltimore Corporation for Housing Partnerships, the Greater Baltimore Committee, and the Maryland-Delaware-DC Press Association, among other groups.

Mrs. Minakowski has earned professional awards from the Bank Marketing Association, the Council for the Advancement and Support of Education, the International Association of Business Communicators, and the Public Relations Society of America. She was presented with a U.S. Department of Defense Vietnam War Commemoration certificate of appreciation based on her multi-year efforts connected with the *MPT Salutes Vietnam Veterans* initiative (2012-2016). On a personal level, together with her husband, she holds an Archdiocesan Medal of Honor for her work in the Archdiocese of Baltimore and her parish.

Mrs. Minakowski is an alumna of Towson University. She has been married for 48 years to Anthony "Skip" Minakowski, CPA. The Minakowskis are parents of one adult son, Adam. The couple resides in Towson.



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