

House Resolution 1391

By: Representative Jones of the 53rd

A RESOLUTION

1 Recognizing and commending Audraine Jackson for being a distinguished servant leader;
2 and for other purposes.

3 WHEREAS, the daughter of an entrepreneur and a civil rights activist, Audraine Jackson
4 enrolled at the University of Georgia a year early and graduated in three years from the
5 prestigious Grady College of Journalism; and

6 WHEREAS, during her accelerated college years, Ms. Jackson received many awards and
7 honors, among them being the first University of Georgia student to win the coveted Georgia
8 Association of Newscasters Scholarship; and

9 WHEREAS, Ms. Jackson was a broadcast journalist in national and local markets before
10 pursuing a career in marketing communications; her transition to marketing began with her
11 winning the "Lite Beer" account from Miller, and afterwards, she was quickly recruited to
12 oversee other high-profile accounts from such companies as Coca-Cola USA, Kroger Food
13 Stores, and Proctor and Gamble; and

14 WHEREAS, as owner of Jackson Communications, she is known as a visionary thinker who
15 relies on research, instincts, and logic, whether she is handling high-profile issues, such as
16 protecting historical communities from being encroached upon by national retailers, branding
17 a therapeutic health care client from inception to market share gains, developing and
18 executing promotional campaigns for fast-food franchises, or crafting a story to position a
19 political client for victory; and

20 WHEREAS, she hosted an international conference, where she taught communications
21 professionals about strategic thinking, business writing, public relations, media relations, and
22 integrated marketing; and

23 WHEREAS, she has served on the local and regional boards of the International Association
24 of Business Communicators (IABC) and has received several IABC awards, including the
25 Atlanta Golden Flame Award for a media campaign and a Leadership Institute Award of
26 Excellence for Student Chapter Management; and she was honored by 100 Black Women
27 of Atlanta's Mecca Chapter for corporate community service and by the City of Atlanta for
28 creating the First Responders' Appreciation Program; and

29 WHEREAS, she was also featured in the *Washington Post* for her opinions on the Georgia
30 primary election, in an article entitled "Audraine's Choice"; and

31 WHEREAS, in addition to the countless personal hours she has donated and her professional
32 pro bono work, Ms. Jackson founded the September 11th First Responders Appreciation
33 Program to honor firefighters and law enforcement in the Southwest Atlanta community, and
34 the Flowers to Widows Program that surprises recently widowed women and men on
35 Valentine's Day with flower gifts the first year after a loss; and

36 WHEREAS, it is abundantly fitting and proper that the outstanding accomplishments of this
37 remarkable and distinguished Georgian be appropriately recognized.

38 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
39 the members of this body recognize and commend Audraine Jackson for her exemplary
40 professional and philanthropic accomplishments, and for being a distinguished servant
41 leader.

42 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
43 and directed to make an appropriate copy of this resolution available for distribution to
44 Audraine Jackson.