Margaret Ritsch, Ed.D., APR, Fellow PRSA joined the agency in March after working at Texas Christian University for more than five years as a member of the faculty. In her role she oversees strategic communication, including media and community relations.

At TCU, she created and oversaw a student advertising/public relations agency, Roxo, and taught courses in the Department of Strategic Communication. Always up for a challenge, she earned a doctorate in Higher Education Leadership during her time at the university. She began her career as a newspaper reporter after earning a Master’s degree in journalism from the University of Wisconsin-Madison.

She is accredited in public relations (APR) and a member of the College of Fellows, an honorary organization of the Public Relations Society of America comprised of about two percent of PRSA members.

She has served as a volunteer facilitator for a series of Community Conversations designed to provide feedback for the Race and Culture Task Force’s recommendations to the City of Fort Worth Mayor and City Council. She serves also as a Board member and Assembly Delegate for the Greater Fort Worth Chapter of PRSA.