GREENBELT (MD) January 7, 2020 — The National Fenestration Rating Council (NFRC) announced that Michelle Blackston has joined the organization as senior director of communications and marketing. She will oversee the organization’s communications’ initiatives including internal communications, marketing, public relations and media outreach. In this role, Michelle will also lead membership development and engagement and educational programs within NFRC.

Before joining the NFRC, Michelle was a vice president at a public relations agency where she expanded the client roster and grew the services they provided for existing clients. A former award-winning newspaper journalist with more than two decades working with the media, Michelle has developed and implemented strategic communications plans for numerous nonprofit organizations, member associations and think tanks.

“We are excited to have Michelle leading our communications efforts. She brings not only extensive knowledge of the news media, but also a keen understanding of how to build and promote the NFRC brand,” said Deb Callahan, CEO of NFRC. “We look to Michelle to continue the success of our media outreach efforts and expand our reach into new and existing audiences.”

To learn more about NFRC’s growing team and its efforts to improve the energy efficiency of windows, doors, and skylights, please visit http://www.nfrc.org/

About National Fenestration Rating Council

NFRC is a nonprofit organization that administers a voluntary, uniform rating, labeling, and certification system for the energy performance of windows, doors, curtain walls, skylights, and other fenestration products. Its members include manufacturers, suppliers, utilities, consumer groups, representatives from the building and code industries, scientific and educational organizations, and government agencies.

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