



Southeastern New England Chapter

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PRSA Southeastern New England Chapter Honors Best in Public Relations at 2nd Annual Excellence Awards

PROVIDENCE, R.I., USA—Eight statewide organizations and companies were recognized for excellence in public relations by the Southeastern New England Chapter of the Public Relations Society of America (PRSA/SENE) at the 2nd Annual Excellence Awards ceremony held on Tuesday, January 31 at McCormick & Schmick's in Providence.

“Year after year, we continue to be overwhelmed by the amazing talent and accomplishments of public relations practitioners in the region, and we’re proud to honor them with the recognition they so rightly deserve,” said Scott Fraser, president of PRSA/SENE and principal at Fraser Communications Group. “The superior example these role models set for our profession and for next generation professionals is nothing short of inspiring.”

The PRSA/SENE Excellence Awards recognize outstanding public relations strategies and tactics across a spectrum of specialty areas. Entries are judged on research, planning, execution and evaluation. The Capital Region New York and Yankee Chapters of PRSA judged this year’s award entries.

Award recipients for the 2nd Annual PRSA/SENE Excellence Awards are as follows:

*****Excellence in Campaign Strategy and Execution*****

Community Relations/ Cause Marketing

Advocacy Solutions – “Helping to Transform Central Falls High School”

The Washington Trust Company – “I Luv RI”

Public Affairs

Advocacy Solutions – “Stronger Providence”

Consumer Relations

Duffy & Shanley – “BrewGene Launches Beer Recommendation App and Website”

Crisis Communications

Cox Communications – “Tropical Storm Irene Media, Customer and Employee Outreach”

Internal Communications

Atrion Networking Corporation – “NewThink: Atrion Employee Newsletter”

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*****Excellence in Tactics*****

Newsletter/ Magazine/Brochure

Tech Collective – “Resource Guide for the Bioscience Industry”

Video

Salve Regina University – “Human: Breaking the Silence. An Anti-Bullying Campaign”

National Newspaper/TV/ Online Placement

Duffy & Shanley – “Choir Rejoices in Foster Grant Light Specs on Dr. Oz”

PC Troubleshooters, Inc. – “From Pitch to Publication, Landing PC World”

About PRSA/SENE

Established in 1982, the Southeastern New England Chapter of the Public Relations Society of America (PRSA/SENE) is the among the region’s largest professional organizations for public relations professionals. Members of the non-profit association represent corporations, agencies, sole practitioners, military, government, health care and other service organizations throughout Southeastern New England.

For more information, visit www.prsasene.org.

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