

Contact:
PRSA-Madison
Paula M. Symons, APR
608-825-5029
608-576-4530 (cell)
psymons@tds.net

PRSA-Madison

Press Release

For release Oct. 16, 2009

Flaherty and Associates Earns Top PR Honor

Dean Health System's Paul Pitas, APR, Named PRSA "Communicator of the Year"

The Public Relations Society of America (PRSA-Madison) presented its highest honor to Flaherty & Associates for the firm's "Holding Our Breath for Clean Air" campaign. Michael Flaherty, principal of the firm, accepted the award October 15 at a luncheon at Madison's Hilton Hotel. It was the eighth annual Alchemy Awards, which recognizes the highest standards and accomplishments in public relations.

PRSA also awarded Paul Pitas, APR, Dean Health System Director of Corporate Communications and past president of PRSA-Madison, with the Communicator of the Year award. The Society recognized Pitas for his years of distinguished service and accomplishments in the public relations profession.

Prior to entering corporate communications in 1988, he spent 12 years in television broadcast journalism, including 10 years at WKOW-TV in Madison as a reporter, news director and main anchor. He has been a PRSA Madison Chapter member since 1998, serving three terms on the chapter's board and as president in 2004. He earned public relations accreditation in 2000.

The awards ceremony showcased outstanding public relations campaigns and communication tactics created by several Madison companies.

Other entries received Alchemy Awards of Excellence and Awards of Merit in the following categories:

Issue Communications—Wisconsin Manufacturers & Commerce, Award of Excellence and Award of Merit; St. Mary’s Hospital, Award of Merit; Putnam Roby Williamson Communications, Award of Merit.

Internal Communications—QBE the Americas, Award of Excellence; St. Mary’s Hospital, two Awards of Merit.

Integrated Communications—Hiebing, Award of Merit; St. Mary’s Hospital, Award of Merit; HospiceCare Inc., Award of Merit.

Media Relations—Stephan & Brady, Award of Excellence; Flaherty & Associates, Award of Excellence.

Miscellaneous Special Event—Stephan & Brady, Award of Excellence; St. Mary’s Hospital, three Awards of Excellence and one Award of Merit.

Annual Reports—QBE the Americas, Award of Excellence; HospiceCare Inc., Award of Merit.

Newsletters—Stephan & Brady, Award of Merit; St. Mary’s Hospital, Award of Merit.

Innovative Use of Social Media—Hiebing, Award of Merit; St. Mary’s Hospital, Award of Merit.

Miscellaneous Tactics—Hiebing, Award of Excellence; Stephan & Brady, Award of Merit.

The Public Relations Society of America (www.prsa.org), headquartered in New York City, is the world’s largest organization for public relations professionals with nearly 32,000 professional and student members. PRSA is organized into 109 Chapters nationwide and 20 Professional Interest Sections and Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The PRSA-Madison Chapter has served the area’s public relations professionals since 1970.