



**Public Relations Society of America (PRSA)
Thoroughbred Chapter**

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SEVERAL CENTRAL KENTUCKY ORGANIZATIONS RECOGNIZED FOR EXCELLENCE IN PUBLIC RELATIONS

LEXINGTON, KY (June 15, 2011) – The Board of Directors for the Thoroughbred chapter of the Public Relations Society of America (PRSA) is proud to announce the winners of its annual awards competition, the Thoroughbred Awards. In addition to the all the winners listed, the Thoroughbred chapter also named retiring Fayette Schools Superintendent Stu Silberman its Communicator of the Year for 2011.

Please reference the complete list of winners on the following page.

Award Won	Category	Organization	Title of Entry
Win	Media Relations	Central Baptist Hospital	Care Central 2010
Place	Media Relations	Kentucky Utilities Company	KU Online Outage Map News Conference
Win	Internal Communications	Kentucky Housing Corporation	KHC Newscast
Place	Internal Communications	Kentucky Employers' Mutual Insurance (KEMI)	Intranet features on Employee Volunteer Work
Win	Marketing Communications	Kentucky Housing Corporation	2010 Housing Management Conference
Place	Marketing Communications	Central Baptist Hospital	Central Baptist Hospital Publications
Show	Marketing Communications	Kentucky Employers' Mutual Insurance (KEMI)	KEMI / ABC Preferred Program Campaign
Win	Special Events	Blue Grass Airport	2 nd Sunday at Blue Grass Airport
Place	Special Events	Kentucky Employers' Mutual Insurance (KEMI)	2010 KEMI Mine Safety & Training Competition
Show	Special Events	Preston-Osborne	UK College of Medicine 50 th Anniversary Celebration
Place	Internal Publications	Central Baptist Hospital	News Central
Win	External Publications	Transylvania University	Transylvania University Magazine
Win	Brochures	University of Kentucky Office of International Affairs	2010-2011 International Student Recruitment Kit
Place	Brochures	Kentucky Housing Corporation	Hose Management Conference Program
Win	Special Purpose Publications	Transylvania University	Transylvania Treasures Viewbook
Place	Special Purpose Publications	Preston-Osborne	Horsetails 2010 Commemorative Book
Show	Special Purpose Publications	Kentucky Housing Corporation	2010 KHC Corporate Communications Style Guide
Win	Annual Reports	Kentucky Employers' Mutual Insurance (KEMI)	Annual Report by KEMI
Place	Annual Reports	Central Baptist Hospital	Oncology Annual Report
Win	Creative Tactics	Kentucky Housing Corporation	Louisville Bridal Expo Invitation
Win	Specialized Approach	Kentucky Housing Corporation	Kentucky Homeownership Protection Center PSA
Place	Specialized Approach	Fahlgren Mortine Public Relations Company	Don't Invite an OSHA Citation with Lower Quality PPE
Win	Online/Social Media	Kentucky Utilities Company	Kentucky Utilities Outage Map Website
Place	Online/Social Media	Fahlgren Mortine Public Relations Company	Don't Cut Costs & Invite an OSHA Citation
Show	Online/Social Media	Kentucky Housing Corporation	2010 Kentucky Affordable Housing Conference Podcast