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**The Austin Chapter of the Public Relations Society of America Honors  
Communications and Media Professionals**

**AUSTIN, TX (May 10, 2006)** - The Austin Chapter of the Public Relations Society of America (PRSA) today announced the recipients of its 2005 PR Choice and Texas Star Awards for outstanding contributions in Public Relations and Journalism.

Each year, the association recognizes individuals and organizations for outstanding commitment and contributions to the chapter and community as well as honoring journalistic ethics and integrity. This year's award winners were celebrated at the PRSA Austin Awards event held Tuesday evening at the Austin Club in downtown Austin. Sheree Scarborough, head of public relations and marketing, and Brady Dyer, public relations and marketing coordinator for The Blanton Museum of Art, presented an overview of the communications strategies employed to promote the "extremely grand" reopening of the museum, which is the largest university museum in the nation.

"At a time when the media and the communications industry are under scrutiny, it's especially gratifying to recognize so many individuals for upholding the high standards of professional excellence and integrity," said PRSA President Stephanie Elsea, corporate communications strategist for the Lance Armstrong Foundation. "These individuals and organizations represent the best of the best."

The PR Choice Awards are bestowed to the following individuals and organizations whose work made a positive impact on the local community in 2005:

- Best Print Reporter: **Giselle Greenwood** with the Austin Business Journal
- Outstanding PR Mentor: **Marika Flatt** with PR By the Book
- Best PR Campaign for a Business: Dell **Future Ready**
- Best PR Campaign for a Non-Profit: **Texas Equal Access to Justice Foundation**
- Best PR Agency: **Fleishman Hillard**
- Organization/Person Receiving the Best Publicity: **Vignette**

The Texas Star Awards were bestowed to the following individuals:

- Austin Star Award: **Sarah Russ** of Waggener-Edstrom, for outstanding and ongoing contributions to the profession of public relations in Central Texas.
- Rising Star Award: **Faith Singer-Villalobos** of the Texas Advanced Computing Center for outstanding contributions to the PRSA Austin Chapter for three years or less.
- Chapter Star Award: **Amy Sharpe** of Fleishman Hillard, for outstanding contributions to the PRSA Austin Chapter for more than three years.



## Austin Chapter

- Shining Star Award: **Jeff Johnson**, an independent consultant, for a public relations person who exemplifies the high standards of public relations ideals.
- Lifetime Achievement ‘Superstar’ Award: **Dwayne Cox** with Austin Community College was recognized for his significant contributions to advancing the public relations profession and for his leadership contributions to the Society and other organizations dedicated to public relations education.

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### **About the Public Relations Society of America (PRSA) - Austin Chapter**

The Public Relations Society of America Austin Chapter (<http://prsa.austin.org>) is a major association for professionals in public relations, government relations, communications, lobbying, marketing, publications, special events and fund raising. Chartered in 1966, PRSA Austin is the networking link to the professionals in these fields. Membership in the PRSA Austin network provides access to dynamic local resources and more than 15,000 colleagues nationwide to help its members become a more effective, successful practitioner.

PRSA Austin is a chapter of PRSA National, the world's largest organization for public relations professionals. The Society has nearly 28,000 professional and student members. PRSA is organized into 116 Chapters nationwide, 18 Professional Interest Sections along with Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms, and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 250 Chapters at colleges and universities throughout the United States.