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**FOR IMMEDIATE RELEASE**  
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## **Cedarville Newsroom Awarded “Best of Show” by Dayton PRSA**

**CEDARVILLE, OHIO** -- It was a banner night for Cedarville University at the 2019 Dayton Area Public Relations Society of America (PRSA) annual PRISM Awards ceremony held at The Dayton Club. Dayton PRSA presented 20 awards to public relations individuals and organizations.

In the media relations category, Cedarville won a PRISM for developing and implementing its campus newsroom. PRSA also named one entry as its “Best of Show” award from among all award-winners in the nine categories based on the highest score determined by the judges from the Capital City PRSA in Albany, New York Chapter.

“Best of Show” went to the Cedarville University newsroom, which scored 98 points out of a possible 100 to receive this award.

Mark D. Weinstein, executive director of public relations, attended the 2017 PRSA International Conference in Indianapolis, which featured campus newsrooms. Weinstein brought the idea back to Cedarville, and after gaining approval from the university’s administration, Shawn Rifner from the department of communication and the marketing and communications team started building the infrastructure for the present newsroom.

Lynn Brock, then the Cedarville’s dean of library services, offered space in Centennial Library for the newsroom. In the 20 months since opening the newsroom, Cedarville faculty experts have conducted 366 live or recorded television interviews. In addition, the marketing team has produced more than 100 academic videos from the facility, and the Center for Political Studies produces its weekly video blog from the newsroom.

“The PRSA international conference proved to be so valuable in terms of dreaming about the possibility of having a newsroom and connecting Cedarville faculty with media throughout the region and country,” said Weinstein. “I am so appreciative to the administration for sharing the vision of this newsroom, our faculty for being willing to answer media’s questions, and my colleagues for creating this great tool to share our stories.”

A result of the newsroom extended Cedarville’s reach into new media markets. In addition to conducting media interviews with all of Dayton’s television stations, the newsroom has been used for interviews with stations in Columbus and Cincinnati, as well as Fox News, Fox Business News, and CNN.

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 4,193 undergraduate, graduate and online students in more than 150 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings and leading student satisfaction ratings. For more information about the University, visit [www.cedarville.edu](http://www.cedarville.edu).