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PRSA-East Central District Honors Cedarville University's Newsroom with Diamond Award

CEDARVILLE, OHIO -- Cedarville University received a Diamond Award for its "**Newsroom Expands Cedarville University's Media Footprint**" entry from the East Central District of the Public Relations Society of America (PRSA-ECD). The Diamond Award is presented to public relations practitioners who have successfully addressed a communication challenge with exemplary skill, creativity and resourcefulness.

Cedarville's entry outlined the strategy and development of a campus newsroom, which has increased Cedarville's visibility and enhanced the university's image and reputation through media interviews and marketing videos. The 42nd annual competition drew more than 120 entries from 17 chapters from Indiana, Kentucky, Michigan, Ohio, Western and Northwestern Pennsylvania and West Virginia. The district represents more than 2,750 PRSA members.

In 2019, Cedarville University's public relations department was awarded PRism and the "Best of Show" awards for the newsroom plan from the Public Relations Society of America (Dayton chapter). Cedarville's PRism entry received the highest PRism score -- 98 points out of a possible 100 -- to receive the "Best of Show" honor.

"It is a great honor to be recognized by the PRSA-EastCentral District and to know this award is the result of the selflessness and unity of the marketing and communications team at Cedarville University," said Mark D. Weinstein, executive director of public relations, who was notified of the award by John Palmer, APR, PRSA-EastCentral Diamond Awards Committee Chair. "As a member of the marketing and communications team, it's clear to me that my colleagues own their roles well and we're able to see the larger picture of what we're trying to achieve through our specific work. I am thankful for my colleagues and for the work they do to advance the mission of our great university."

Cedarville is averaging 190 interviews annually from the campus newsroom with regional media in Dayton, Columbus, Cincinnati and Cleveland. The facility has also allowed individuals to interview with the media from Fox News, CNN, K-LOVE and with stations in Chicago, Indianapolis, Grand Rapids, Michigan, and southern Florida.

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 4,380 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 high student engagement ranking. For more information about the University, visit www.cedarville.edu.