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Jun16

[Paul](#)

What to do with all that hardware?

Wanted: News office for large, private university in upstate New York seeks sturdy bookcase to help showcase its recent success.

University News—in conjunction with our friends in [University Publications](#) and RIT's [Educational Technology Center](#) (ETC)—was among the honorees at the 2008 PRism Awards ceremony. The annual event, sponsored by the Rochester chapter of the [Public Relations Society of American](#) (PRSA) and [PR Newswire](#), was held June 12 at the [Rochester Museum and Science Center](#).

[RIT: The University Magazine](#)

received its fifth PRism Award in the magazine category, a feat that coordinators of the awards program described as “unprecedented.” Published three times a year by University News and University Publications, the alumni magazine reaches a circulation of more than 113,000. Kathy Lindsley, editor; Bob Finnerty, executive editor; and Colleen McGuinness-Clarke, art director, were recognized at the ceremony.

Creative work related to [Imagine RIT: Innovation and Creativity Festival](#)

also caught the attention of judges. A promotional video highlighting festival preparations won a PRism Award in the video news release category. I accepted the honor, as writer and producer, on behalf of Steve Czompo, the video's director, and me. Also, the Imagine RIT logo received an Award of Excellence in the logo design category. Jeff Arbegast, multimedia graphic designer, was acknowledged.

In the photography category, Sue Weisler, University News manager of photography, received an Award of Excellence. This is the third straight year that her work has been recognized by the PRSA judges.

So with two additional PRism Awards this year, the collection of trophies we've received over the past six years stands at 15. I'm serious, we need a bookshelf. Feel free to contact University News office manager Susan Rosinski with leads.

1. [Will Dube](#)
Jun17

Congrats to all involved in the award winning projects. It is great to know that the work of UNS is so well received by our peers in the field!

Name (required)

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About us

The Tiger Beat takes you behind the scenes with the members of [RIT University News](#)—the news and public relations division of [Rochester Institute of Technology](#). Get the "story behind the story" and an insider's look at who we are and what we do to publicize RIT news.

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