

## [A night at the PRism Awards \(that we didn't win any of\)](#)

The gang from [RIT University News](#) made its annual appearance at the PRism Awards, sponsored by the [Rochester chapter of the Public Relations Society of America](#), on June 11. The PRisms, which were awarded this year at [Casa Larga Vineyards](#) in Fairport, are a salute to the best work taking place in the local public relations field.



I'm used to our team walking away with top honors in at least a few categories, but that didn't turn out to be the case this year. Instead, we received three Awards of Excellence, which is basically runner-up recognition. I accepted our certificate for the categories of Integrated Campaign, which focused on our marketing and public relations work for [Imagine RIT: Innovation and Creativity Festival](#). John Follaco accepted for Media Relations, which related to the [Cyber Safety and Ethics Initiative](#). And Sue Weisler accepted in the category of Photography.

University News put forth some amazing work during the past year, so I'm disappointed we didn't receive higher recognition, but I'm grateful to the entire staff for the tremendous effort they forth day in and day out.

For an offbeat look at this year's PRism Awards event, I invite you to [check out the entry posted on Stellavision](#), my personal blog. As you will see, we still managed to make the most of our evening.