



Corporate Communication Institute at Fairleigh Dickinson University

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NEWS RELEASE

For Immediate Release

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The Corporate Communication Institute to Receive PRSA-NJ's 2004 Award for Excellence

The New Jersey Chapter of the Public Relations Society of America (PRSA-NJ) will present the Corporate Communication Institute (CCI) at Fairleigh Dickinson University with its 2004 Award for Excellence at its 14th Annual Awards Banquet to be held the evening of June 9 at the Highlawn Pavilion, West Orange, New Jersey. As one of the most prestigious public relations awards in New Jersey, the PRSA/NJ Award for Excellence annually recognizes a for-profit and a non-profit organization for their commitment to the public relations industry and to the PR and communication process. CCI will receive this year's award in the non-profit category.

CCI staff consists of Dr. Michael B. Goodman, founder and director, and Christina "Tina" Genest, assistant director, who has been with the Institute since its inception in 1999. They are supported by David Milley, CCI webmaster, and Denise Gill, graphic artist, and principal of Folio Design. Their offerings are made possible through the contributions of CCI's board of advisors and other senior professionals who participate in CCI's executive briefings, symposia, annual

research, Leaders Forum, and Conference on Corporate Communication and by the financial investment of CCI's corporate sponsors and members. CCI is an institute of Fairleigh Dickinson University, and is located on its College at Florham campus, Madison, NJ.

Tina Genest will accept the award on behalf of the organization. "Tina has built a strong relationship with PRSA/NJ, partnering with them to provide our memberships and public relations professionals substantive, high-quality professional programs," stated Michael B. Goodman, CCI director. "Tina's work exemplifies CCI's mission and the prerequisites of this award," Goodman continued, "a steadfast commitment to nurturing excellence in the public relations profession." Ms. Genest has over 25 years of professional experience serving in not-for-profit executive positions and as a corporate communicator. She has been a volunteer leader of several community and educational organizations and has served as a school board member in Morris Plains (NJ) and Morristown (NJ). She holds three masters degrees, including an MA in Corporate and Organizational Communication from Fairleigh Dickinson University.

Michael B. Goodman is also a Professor in Corporate Communication at Fairleigh Dickinson University. He served as the director of Graduate Programs in Corporate Communication for sixteen years. Dr. Goodman is widely published and has been a consultant to aerospace companies, medical institutions, manufacturers, and corporations on corporate communication.

Reservations for the New Jersey Chapter of Public Relations Society of America's 14th Annual Award Banquet can be made by contacting Pat Lurker at 973-984-6184. The event will also honor recipients of the Chapter's 2004 Pyramid Awards, the Public Relations Professional of the Year, the Chapter Service Award, and the Future Public Relations Professional of the year Scholarship.

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