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**EMU wins another major communication award**

**Ypsilanti —** Eastern Michigan University’s Division of Communications has won another major award from the International Association of Business Communicators (IABC).

The IABC Heritage Region recognized EMU with a 2011 Silver Quill Award of Merit in its “Multi-Audience Communication” category for the creation and execution of EMU’s 2010 integrated football marketing plan. titled “Going to the Ground Game.”

The award was presented to Theodore G. Coutilish, associate vice president of Marketing; Meghan Britton, marketing assistant; and Scott Schultz, former director of athletics marketing.

Judges praised the marketing plan for its creative messaging, implementation of social and new media techniques, and high quality of writing. After passing through two judging tiers, scores were averaged to determine the award in the final round.

The award, which will be presented at the IABC Heritage Region award ceremony at the Book Cadillac Hotel in Detroit on Oct. 9, 2011, comes on the heels of recent high-profile IABC communication awards to EMU.

In June, the IABC Detroit chapter recognized all three of EMU’s marketing entries with its top Award of Excellence and its very top “Best of Show” award for its football marketing plan. The other two awards were in the categories of Marketing Communication (“Saved by Zero: EMU's Bold 0% Tuition Increase Communication Campaign”) and Small Budget Special Events (“You Rock: EMU Science Complex Open House”).  
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