

PRESS RELEASE PRESS RELEASE

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Road Commission wins public relations award for Roadways newsletter

Flint, Michigan. ---

The Genesee County Road Commission is pleased to announce that their proactive approach to communicating with the motoring public has earned them another award for public relations excellence. Having recently won CRAMmy Awards from the County Road Association of Michigan (CRAM) for their road safety message billboard campaign and their program of advising local school superintendents of their winter storm response activities, the Road Commission's latest honor is a PACE Award from the Central Michigan chapter of the Public Relations Society of America (CM-PRSA) for ***Roadways***, the Road Commission's "occasional one-pager about all things road-related".

The PACE Awards are mid-Michigan's highest honor of public relations activities and are awarded annually to practitioners who, in the judgment of their (out-of-state) peers, have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. More than 300 non-profit organizations, corporations and public and private agencies in Clinton, Eaton, Genesee, Gratiot, Ingham, Jackson, Livingston and Shiawassee counties have been recognized for excellence in public relations over the past two decades.

According to Robert Slattery, the Road Commission's director of information systems and planning and the author of ***Roadways***, the one page publication aims to educate and inform the

motoring public; promote the Genesee County Road Commission as a proactive public service agency that cares about the motorists it serves; and enlist the aid of those motorists in this effort.

“*Roadways* is an offspring of *The Weekly Merchant Update* publication we did as part of the 2008 Miller Road reconstruction”, he said. “During that huge project we discovered that ongoing communication with motorists, merchants and media was instrumental in calming fears, keeping stores open and converting vocal critics into ardent supporters.”

Manager-Director John Daly agreed. “By showing motorists the many facets of the Road Commission and the complexities and challenges of the job we do, keeping them informed about upcoming and ongoing road work, educating them about such issues as road funding, road maintenance techniques, snow plowing priorities and work zone safety concerns, and by asking for their assistance, we hope to turn potential adversaries into allies in our effort to maintain a safe, cost-efficient and quality county road system. The lesson learned in 2008 has again proven to be true.”

Although the audience for the Weekly Merchant Update was primarily merchants, shoppers and users of Miller Road during its 2008 reconstruction, the target audience for *Roadways* is all of the motoring public of Genesee County as well as those who live, work or visit Genesee County. *Roadways* is sent to a database of over 400 citizens, school superintendents, township supervisors, city and village officials, Genesee County Commissioners, Genesee County Road Commissioners, Road Commission employees and all media outlets in the county. Anyone wishing to receive *Roadways* can do so by sending an email to rslattery@gcrc.org.

While GCRC monitors its roads closely, it welcomes calls from the public regarding dangerous conditions such as large potholes. Motorists can report road issues to GCRC by calling (810)

767-4920, sending an email to potholes@gcrc.org or clicking on the “Pothole Report” icon on its website, www.gcrc.org.

For more information about the Road Commission’s public relations programs contact Road Commission Manager-Director John Daly at 810.767.4920. For more information about the CM-PRSA and the PACE Awards contact Monica Ware, Public Relations Specialist at the County Road Association of Michigan at 517.482.1189 Ext 17, or mware@localroads.net.

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