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CONTACT:

Shana Reyes

(973) 316-1665

sreyes@coynepr.com

**COYNE PUBLIC RELATIONS WINS BEST PAPER AWARD AT PRESTIGIOUS
CORPORATE COMMUNICATION INTERNATIONAL CONFERENCE (CCI)**

Agency Recognized for Social Media Thought Leadership

Parsippany, N.J., June 11, 2010 – Coyne Public Relations announced today that it has received global recognition for its thought leadership in social media at the annual Conference on Corporate Communication, held June 4 through June 7 at Wroxton College in Oxfordshire, England.

Coyne PR won first place in the Practitioners category for its paper titled, “Mapping and Leveraging Influencers in Social Media to Shape Corporate Perceptions.” The paper, presented by Coyne PR Vice President Norman Booth, provides an overview of a customizable Influencer Index, a valuation algorithm to help brands identify key influencers and evaluate online conversation points.

The annual Conference on Corporate Communication is sponsored by Corporate Communication International (CCI) at Baruch College/CUNY (USA) in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). The 2010 conference attracted scholars and practitioners from around the world to exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics.

“This award is a testament to the thought leadership that drives our strategic approach and creative thinking for each and every one of our clients,” said Richard Lukis, President of Coyne Public Relations. “This index is an invaluable tool for all companies looking to navigate the social media space to reach their consumers.”

Papers presented at the conference were included in the *Conference on Corporate Communication 2010 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

ABOUT CORPORATE COMMUNICATION INTERNATIONAL AT BARUCH COLLEGE/CUNY

Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

ABOUT COYNE PUBLIC RELATIONS:

Coyne Public Relations, LLC, is a full-service public relations agency with offices in Parsippany, New Jersey and New York City. With expertise in a variety of categories, Coyne PR consistently displays the knowledge and creativity that has made it one of the country's fastest growing agencies. Prominent national brands including The Walt Disney Company, Goodyear, Shell Lubricants, Medco Health Solutions, Inc., General Mills, and Hard Rock International look to Coyne PR to create high-profile public relations programs that deliver significant media results and help them attain their marketing communications goals.

With more than 50 industry honors, 2009 was a tremendous year for the agency. These honors include being named Midsize Agency of the Year by *PRWeek* and *PR News* as well as Consumer Agency of the Year and Best Agency to Work For in America by *The Holmes Report*.

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