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**Rasor Receives Two Blacksmith Awards
from the Public Relations Society of America**

CINCINNATI, OH (December 19, 2018) – Rasor Marketing Communications announces it is the recipient of two Blacksmith Awards from the Cincinnati chapter of the Public Relations Society of America. The annual Blacksmith Awards honor the best of Greater Cincinnati's public relations community, from talented, experienced practitioners to stellar work that has local, national and international impact.

Rasor received the following awards at a ceremony held on November 15:

- A Blacksmith Award for a Public Service Communications Campaign for the Brent Spence Bridge maintenance communications campaign. Rasor developed and executed a comprehensive communications campaign to support a five-month maintenance project on the Brent Spence Bridge (BSB), a primary double-decker thoroughfare carrying traffic from two major interstate highways across the Ohio River between metropolitan communities. Maintenance necessitated 60 days of 24/7 work on both bridge decks, rerouting traffic among lanes and three phase changeovers. Original capacity of the BSB was approximately 80K-100K cars/day. Currently, it supports average daily traffic of 160K-180K vehicles. Rasor communicated with both local and out-of-town drivers to maximize safety and minimize backups by encouraging them to seek alternate routes whenever possible. A clear, concise message track was created to convey our overall themes: Plan Your Drive, Know Your Lane and The Big Picture.

The campaign also included development of and daily updates to BrentSpence2017.com, Facebook and Twitter account development, e-blasts, media relations, including a news conference and serving as a spokesperson, as well as managing a constituent feedback review process.

- An Award of Excellence for blogs written for The Summit, A Dolce Hotel. In addition to managing the grand opening, media relations and social media of The Summit Hotel, Rasor also wrote insightful blogs that boosted awareness of the hotel’s event spaces, dining, lodging and unique amenities.

“As recognition goes, there is nothing more gratifying than being cited by your peers for excellence. They have first-hand knowledge of what you do and how important it is to collect metrics that demonstrate success. We are so honored and thankful for the clients who have given us their trust and the opportunity to help them connect,” says Mimi Rasor, owner and president of Rasor.

About Rasor Marketing Communications

Rasor Marketing Communications is a thoughtful, creative agency specializing in marketing, public relations, communications, social media, design, writing and research. Founded in 2005 and headquartered in Cincinnati, this American Marketing Association Pinnacle Award winner and 2014 Goering Center Runner Up is an SBE, WBE, DBE and EDGE certified organization. Some of the agency’s clients include UC Health, Cintas, the City of Mason, the Warren County Transportation Improvement District, the Eastern Corridor Program of Projects, the City of Montgomery, the Clermont County Transportation Improvement District, and KZF Design. Learn more about Rasor at www.rasormarketing.com.