

Anthony G. Brown
Lt. Governor

Martin O'Malley
Governor

Sam Abed
Secretary

FOR IMMEDIATE RELEASE

December 10, 2013

CONTACT: Eric Solomon, PIO

(O) 410-230-3164 (C) 443-970-3554

**DJS-TV *WHAT'S GOING ON* RECEIVES AWARD OF EXCELLENCE
FROM THE PUBLIC RELATIONS SOCIETY OF AMERICA**

Baltimore, MD – Maryland's top Public Relations professionals gathered at the Hotel Monaco in Baltimore for the Best in Maryland Awards Gala, hosted by the Public Relations Society of America's Maryland Chapter (PRSA-MD). The Maryland Department of Juvenile Services (DJS) was honored with the Award of Excellence for its internal television program, *What's Going On*, which was in the Video category.

"At PRSA, we believe our members should be recognized for their hard work and major contributions in public relations," said PRSA-Maryland President Nneka Jenkins, in a press release.

The Maryland Department of Juvenile Service's DJS-TV *What's Going On* is a 7-10 minute informative, entertaining, creative, and educational broadcast designed to highlight the positive work and success stories of its employees and youth. It was created by the DJS Office of Communications and Special Projects in 2012 to boost the morale of the agency by showcasing the great work that its employees do every single day.

"I am extremely proud of our Communications team in coming up with an innovative television program to promote the success in our Department," said DJS Secretary Sam Abed.

What's Going On is hosted by Richard Burton and produced by DJS' Public Information Officer Eric Solomon. The winning submission was the Department's first episode called *Reflections*. The video showcased DJS' Western Maryland facility Meadow Mountain. This Youth Center houses the Reflections Program, which includes a high and low ropes challenge course, an aquatic challenge, and different outdoor activities (i.e., hiking, biking, and rock climbing). The episode also features an inspirational interview with Barbara Ellis in our "Employee Spotlight."

Formed in 1961, PRSA-Maryland brings together local leaders in public relations and communications, from all practice areas (individual practitioners, businesses, nonprofits, agencies and government). With an organizational vision to unify, strengthen and advance the profession, PRSA-Maryland helps to build value and demand for public relations and communications. The organization is the hub for local PR and communications pros to make contacts, gain recognition for work through our awards programs and sharpen skills by keeping abreast of emerging trends or through volunteer opportunities with the Chapter.

All Best in Maryland Award entries were judged by the San Antonio Chapter of PRSA.

###

