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**Gable PR Receives Two Bernays Awards from San Diego
Chapter of Public Relations Society of America**

Agency Strengths Highlighted in B2B and Community Relations Honors

SAN DIEGO, CA – Gable PR, a growing public relations firm known for its sophisticated and successful approach to managing complex programs, received two awards at the 17th Annual Edward L. Bernays Awards program presented by the San Diego chapter of the Public Relations Society of America. The annual event recognizes the best achievements by San Diego firms and was held September 17th at Loews Coronado Bay Resort.

Gable PR was awarded one Silver Bernays Award of Excellence for superior execution in a community relations campaign for the Transportation Corridor Agencies (TCA). The agency also received a Bronze Bernays Award of Excellence for the media relations-business to business program carried out for TAG, a growing outsourced accounting firm.

Community Relations and B2B have long been strengths for Gable PR. The agency has been involved in a wide range of community-focused campaigns, from major anniversary celebrations for San Diego institutions (The San Diego Zoo, Sea World, San Diego Seaport Village) to public policy-focused campaigns such as the nine-year program to support the extension of the San Diego Trolley through Mission Valley, from Old Town to La Mesa. B2B is also an agency strength, stemming from successful programs for technology, life science and financial clients and the agency's long-term relationships with major business and financial media, both locally and nationally.

“B2B campaigns aren't typically the flashiest,” said Tom Gable, CEO, “but rather are among the more strategic and results-driven campaigns. They are a bit like three-dimensional chess, where programs need to be thought out on many levels and then be implemented to reach internal and external audiences through different strategic approaches.”

For TCA, Gable PR helped counter a misinformation campaign that was using fear to foment community opposition to the completion of the 241 toll road, a crucial link in the region's transportation network. Gable PR placed pro-241 op-eds in every major print publication in the county, moved media coverage from 90% negative to a more-balanced 60-40 split, and helped assemble a coalition of community leaders to support the project. As a result, public opinion moved in the right direction: a majority of county residents indicated support in a public opinion survey.

For TAG, the agency conducted competitive research and led a creative process to develop new branding and positioning for TAG. Gable PR then oversaw a redesign of the accounting firm's Web site and created a steady stream of news announcements on new acquisitions and new hires. The agency also established a Guru Program™ for management team personnel that included speaking opportunities, bylined articles, and profile pieces. TAG was positioned as being a true partner in client growth and Southern California's premier outsourced accounting consultancy. TAG benefited from over 1 million audience impressions in the targeted local and business trades and identified 15 new business leads as a direct result of potential new clients reading coverage about the expanding consultancy.

The Edward L. Bernays Mark of Excellence Awards are open to all agencies and organizations in San Diego County. Entries were judged by the Denver, Colorado chapter of PRSA, which praised the overall high quality and professionalism of the work from its San Diego colleagues.

About Gable PR

Gable PR, based in San Diego, delivers highly effective public relations programs for clients in a broad range of industries. Its tradition of success goes back 30 years with Tom Gable, agency founder, a nationally recognized authority on the strategic use of public relations for positioning, branding, reputation management and delivering meaningful results. Clients have included private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company (Pfizer). Agency programs have earned the highest honors in the PR profession and helped clients of all sizes and needs succeed. For more information: www.gablepr.com.

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