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Contact:

Jerry Schwartz, President

(212) 725-4500

[gss@schwartz.com](mailto:gss@schwartz.com)

**G.S. SCHWARTZ & CO. WINS PUBLIC RELATIONS AWARD  
FOR INTERCOLLEGIATE STUDIES INSTITUTE PROGRAM**

**NEW YORK, June 2008** – G.S. Schwartz & Co. Inc., a leading mid-sized independent public relations and investor relations agency, today announced it has won a Big Apple Award for its *Failing Our Students, Failing America* public relations program for the Intercollegiate Studies Institute (ISI). The award was presented at the 21st Annual Big Apple Awards, held by the New York Chapter of the Public Relations Society of America.

The *Failing Our Students, Failing America* public relations campaign was created by G.S. Schwartz & Co. to raise national awareness of the crisis in civic learning at our nation's colleges, increase support for ISI and its mission, and illuminate the failings of higher education and its stakeholders. Please see [www.isi.org](http://www.isi.org).

**The program included outreach to top-tier and local print, television, radio and online media, key bloggers, and an agency-arranged news conference strategically held at the National Press Club in Washington, D.C. By the end of 2007, ISI's findings and recommendations had reached more than 180 million Americans through print and online outlets, 4 million broadcast television viewers, over 12 million radio listeners and more than 100 bloggers ran pieces on the study.**

In making the award presentation to the agency, Michelle Charlesworth of WABC-TV's Eyewitness News, noted the online success of the program, which included influential bloggers writing about the result of the study and a dramatic increase in ISI Web site registrants.

"We are honored that our work was recognized by a panel of judges comprised of senior level executives in the public relations industry. But most important is that the program far exceeded the Intercollegiate Studies Institute's goals, the cornerstone of our programs for all of our clients, and the key to our long client relationships," said Jerry Schwartz, president and founder of G.S. Schwartz & Co., which is based in New York, the nation's media and financial center.

G.S. Schwartz & Co. Inc., founded in 1981, is a full service, mid-sized agency with about 28 employees and 40 clients. The independently owned agency's largest clients have included Anheuser-Busch, Promotion Marketing Association, Johnson & Johnson, American Express, DHL Worldwide Express and Dow Jones & Co.