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Media Contact:
Priscilla Applebee
OCPRSA Communications Chair
priscilla.applebee@gmail.com



Westbound Communications Takes Best In Show at PRSA's Western District Conference in Hawaii

***Judges recognize the agency's 2020 Census Campaign
for its comprehensive approach to drive inclusion***

Orange County, Calif. (May 2, 2022) - The [Orange County Public Relations Society of America](#) (OCPRSA), the region's premier industry nonprofit for public relations professionals, is proud to announce [Westbound Communications](#), a 19-year-old regional agency, received the 'Best in West' Award at the 2022 PRSA Western District Conference for their 2020 Census Campaign. This is the second time Westbound Communications has been awarded the regional distinction in the past five years.

Westbound Communications' award-winning campaign aimed to communicate the vital need to count every person living in the county as part of the national census that occurs every 10 years. Despite the census taking place amid the pandemic, the campaign supported the county in reaching its highest-ever census response rate.

"It's always a thrill to be recognized for work that really makes a difference in people's lives," said Linda Shipkey Martin, APR, from Westbound Communications. "Together with the County, our team showed its creativity and dedication to the goal of counting every person in the county despite the obstacles presented by the pandemic."

The annual public relations conference, held in Prince Waikiki, Honolulu, Hawaii, featured industry experts, including keynote speakers Peter Shankman, New York Times best selling author, and Brandi Boatner, Digital & Advocacy Communications Manager at IBM. Conference topics included best practices in DEI communications, building community engagement, thought leadership, professional development, and more.

"We are incredibly proud of Westbound Communications for their hard work and dedication to the public relations industry," said Patty Conover, president of OCPRSA. "Despite many headwinds and challenges, they worked closely with their client to meet and surpass

expectations for the betterment of our community. Thank you to Westbound for their outstanding work, and thank you to PRSA Western District for their recognition.”

The first in-person PRSA event of the year marks a turning point for future events across the nation. Concurrently, OCPRSA continues to plan a full array of both virtual and in-person programming with topics ranging from DEI to internal communications, media relations, crisis management and more.

For more information about OCPRSA and becoming a member, visit www.ocprsa.org.

About OCPRSA

The award-winning Orange County chapter of PRSA (OCPRSA) is a 501(c)6 nonprofit organization of communications professionals representing corporate, government, nonprofit and educational organizations in Orange County. It was formed in 1963 with a handful of members and is part of the Public Relations Society of America (PRSA), the nation’s largest professional organization serving the communications community with a mission to “make communications professionals smarter, better prepared and more connected through all stages of their career.” OCPRSA is one of the top 20 largest chapters in the country and is an 11-time winner of the national PRSA Diversity & Inclusion Award. Close to a quarter of the membership have earned their [Accreditation in Public Relations \(APR\)](#). For more information, visit www.ocprsa.org.

About PRSA’s Western District Conference

The Public Relations Society of America (PRSA) is the nation’s largest professional public relations association with more than 30,000 members and 10 regions nationwide. PRSA Western District covers 11 chapters in five western states to provide chapter leaders and PR professionals with continuous training, networking opportunities, and key events and meetings to advance the public relations profession. For more information, visit <https://prsawesterndistrict.org>.

About PRSA

The Public Relations Society of America (PRSA) is the nation’s leading professional organization serving the communications community. Founded in 1948, PRSA is the principal advocate for industry excellence and ethical conduct and provides members lifelong learning opportunities and leading-edge resources to enhance professional connections and support them at every stage of their career. With more than 30,000 members, PRSA is collectively represented in all 50 states by 110 Chapters and 14 Professional Interest Sections, and on nearly 375 college and university campuses through its student organization, the Public Relations Student Society of America (PRSSA). For more information, please visit <https://www.prsa.org>.

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