



State of Connecticut

Insurance Department

THOMAS R. SULLIVAN
COMMISSIONER

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Insurance Department Awarded For Outstanding Internal Communications

Today, Commissioner Thomas R. Sullivan announced that Dawn McDaniel, Public Information Officer for the Connecticut Insurance Department, received the Public Relations Society of America (PRSA), Connecticut Valley Chapter's prestigious 2010 Silver Mercury Award for the department's internal employee newsletter, The Department DOIngs.

One of Commissioner Sullivan's first objectives after being appointed to the Connecticut Insurance Department was to improve internal communications within the department. Dawn McDaniel, of Portland, Connecticut, was hired shortly after the Commissioner's arrival and soon began the process of designing, writing, and producing the quarterly internal newsletter. The newsletter includes updates about each division's current initiatives, personnel changes, staff recognition, reports from the Commissioner, and other department news. Dawn's responsibilities also include media relations, speech writing, communication planning, and website design.

"Dawn's initiative, creativity, and standard of excellence are now being recognized by her peers in the public relations industry, something we've all known within the Insurance Department," said Commissioner Sullivan on Dawn's award.

The Mercury Awards recognize outstanding work in the public relations, communications, and marketing professions. The awards are designed to honor creative and strategic excellence and to encourage outstanding performance in the field of public relations. This regional awards competition includes all of Connecticut, Western Massachusetts, and the Westchester County/Lower Hudson Valley region in New York.

The Connecticut Valley Chapter of the Public Relations Society of America awarded Dawn McDaniel the 2010 Silver Mercury Award at their awards ceremony held at Anthony's Ocean View Restaurant in New Haven on Thursday evening, June 10th, 2010.

ABOUT THE CONNECTICUT INSURANCE DEPARTMENT

The mission of the Connecticut Insurance Department is to serve consumers in a professional and timely manner by providing assistance and information to the public and to policy makers, by regulating the insurance industry in a fair and efficient manner which promotes a competitive and financially sound insurance market for consumers, and by enforcing the insurance laws to ensure that consumers are treated fairly and are protected from unfair practices. For more information, visit the Connecticut Insurance Department at www.ct.gov/cid.

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