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## American Marketing Association Recognizes New Reach Media and Chowan University for Marketing Excellence

**San Antonio, TX – Thursday, May 27, 2010** – New Reach Media today announced that it took top honor in the non-profit category at the 2010 Marketing Excellence Awards presented by the San Antonio Chapter of the American Marketing Association. The award was in recognition of New Reach Media’s “CU in 09” enrollment campaign for Chowan University, a private liberal arts institution located in Murfreesboro, NC. Other finalists in the non-profit category included Valero Federal Credit Union and San Antonio Livestock Exposition.

The award was presented to Craig Jenkins, President of New Reach Media, at a ceremony Wednesday night where he commented, “We are extremely pleased to receive this honor and recognition on behalf of the hard work that both Chowan University and New Reach Media put into making this campaign a success. It is further confirmation that our personalized, cross-channel approach to marketing is both highly effective and cost efficient for our clients.”

Chad Holt, Vice President of Enrollment for Chowan University said, “We set ambitious goals for the school in 2009, and were even able to surpass those with the help of New Reach Media. Enrollment is up, our acquisition costs are down and we were able to take a significant dollar amount in savings to the bottom line. New Reach Media brought us innovation, technical and creative expertise, and diligent support and feedback.”

Chowan University achieved a record enrollment in 2009, while at the same time, drastically reducing its student acquisition cost with the help of New Reach Media’s cross-channel marketing approach. The enrollment campaign integrated direct mail, email and personalized web sites to communicate with prospective students from first touch to matriculation. New Reach Media was recognized by the San Antonio Chapter of the American Marketing Association for outstanding marketing achieved during a year of economic woes and cut backs that has put many colleges and other non-profit organizations in jeopardy.

### **About New Reach Media**

New Reach Media is a marketing communications consultancy and solutions provider that helps organizations build and manage relationships that create value. Specializing in cross-channel

marketing, its proprietary Personal Relationship Optimization<sup>SM</sup> platform supports clients' deployment, coordination and analysis of one-to-one communications across different media channels. New Reach Media is based in San Antonio, TX. For more information, please visit [www.newreachmedia.com](http://www.newreachmedia.com).

### **About Chowan University**

Chowan University is a Christian educational institution founded in 1848 by Baptist families in Murfreesboro, NC. For over 160 years Chowan has enjoyed a long and distinguished tradition of faith and education in Northeastern NC. Its mission is to provide a caring environment characterized by Christian values and intellectual freedom in which students can gain the knowledge, skills, creativity, and ethical values they need to flourish in a rapidly changing, culturally diverse global society. More information can be found at [www.chowan.edu](http://www.chowan.edu).

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