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## **Strauss Radio Strategies Wins Boutique Agency of the Year**

*SRS Recognized by Bulldog Reporter for Outstanding Achievement  
by Communications Agencies and Professionals*

WASHINGTON, DC – February 2, 2012 – Strauss Radio Strategies, Inc. (SRS), the nation’s leading provider of strategic radio and television media relations services, announced today that it is the recipient of a Bulldog Stars of PR Award for Boutique Agency of the Year.

Strauss Radio Strategies was honored with the Silver Award in the category of “Boutique Agency of the Year (Specialty Practice).” According to *Bulldog Reporter*, out of hundreds of entries received, a team of working journalists chose only around 50 of the top agencies and PR professionals for various broad-ranging awards based on their outstanding performance, creativity, results and contribution to the communications industry.

“I’m so excited that my team was honored with this prestigious award,” said Richard Strauss, President and Founder of Strauss Radio Strategies. “We love working with our outstanding clients and delivering top notch radio and television services to them.”

“Strauss Radio Strategies was clearly one of the most impressive entries in the Bulldog Stars of PR Awards, so it’s no wonder the firm won both the Gold Award for Small Agency of the Year and the Silver Award for Boutique Agency of the Year,” said Jim Sinkinson, Publisher at *Bulldog Reporter*. “The firm’s solid list of clients, its superior results and its outstanding marketing leadership made our judges’ jobs easy: Strauss Radio Strategies clearly stands head and shoulders above most of the nation’s PR firms.”

*Bulldog Reporter* publishes the “Daily ‘Dog” online trade journal, the PR/communication industry’s largest circulation publication, and is the industry’s premier provider of professional development events and materials. A complete list of 2011 Bulldog Stars of PR Award winners can be found at: <http://www.bulldogreporter.com/2011-stars-of-pr-awards-winners>.

### **About Strauss Radio Strategies, Inc.**

Strauss Radio Strategies, headquartered in Washington, DC and with offices in New York City and Los Angeles, is celebrating its seventeenth year as the nation’s leading communications, public relations, consulting and strategy firm focused exclusively on radio and television media relations. Offering a diverse range of strategic radio and television services that include radio media tours, television satellite media tours, on-site event coverage, audio news releases, PSAs, radio promotions and advertising, SRS works on behalf of corporations, political campaigns, public relations firms, non-profit groups and government agencies. SRS also delivers bilingual radio services for clients reaching out to the Spanish language radio community. For more information on the company, please visit <http://www.straussradio.com>, e-mail us at [info@straussradio.com](mailto:info@straussradio.com), or call 202-638-0200.

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***The Nation’s Premier Public Relations, Communications, and Strategy Firm Specializing in Radio***

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