



Health, Science & Nonprofit  
Communications/Public Relations

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**For Immediate Release**

**BROOKHAVEN LAB & TARTAGLIA COMMS WIN TWO *BULLDOG AWARDS***

***Awards, Judged by Journalists, Given for Media & Public Relations Excellence***

SOMERSET, NJ – April 13, 2011 – The U.S. Department of Energy’s (DOE) Brookhaven National Laboratory and Tartaglia Communications have won two *Bulldog Awards for Excellence in Media and Public Relations* for a publicity initiative that brought worldwide media attention to 2010 research results from the Lab’s Relativistic Heavy Ion Collider (RHIC). Tartaglia Communications is Brookhaven Lab’s public relations agency of record. RHIC, which has made a number of major discoveries about the nature of the universe, is one of the world’s largest and most scientifically advanced particle colliders.

“These awards validate not just the leading-edge science here at the Lab and at RHIC, but the credibility and trust-based relationships our media and communications staff and colleagues at Tartaglia Communications have with leading science journalists,” says Peter Genzer, manager of Brookhaven National Laboratory’s Media, Communications & Production Services Office.

The Brookhaven Lab campaign won a Gold award in the “Best Campaign Under \$25,000” category, and a Bronze award in the “Best Not-for-Profit/Association/Government Campaign” category. In 2010, the campaign also won a *Bronze Anvil Award of Commendation* from the Public Relations Society of America (PRSA).

“These awards are particularly meaningful, as they are judged strictly by working journalists,” says Dennis Tartaglia, president of Tartaglia Communications. “We are proud of the role we’ve played in increasing the visibility of this leading edge research.”

According to publisher *Bulldog Reporter*, which gives the *Bulldog Awards*, “Winners were chosen from hundreds and hundreds of entries representing the very best strategic and tactical prowess that PR and corporate communications has to offer. Campaigns were judged by dozens of working journalists, who assessed them on the basis of their ability to achieve extraordinary visibility and influence opinion, as well as on their creativity, command of media and technology, and tenacity.”



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In the award-winning campaign, Brookhaven Lab and Tartaglia developed and executed a strategy to announce two major results related to RHIC scientists' quest for the primordial matter known as quark-gluon plasma (QGP) through RHIC's high-speed collisions of heavy ions. The first finding was that collisions at RHIC had created the hottest temperature ever seen in a lab, hotter than the temperature required to create QGP. The second finding was that this "quark soup" showed evidence of forming "bubbles" in which two of the universe's fundamental "laws" of symmetry are violated.

The BNL/Tartaglia team partnered with the American Physical Society (APS) to announce these tantalizing results at APS' February 2010 scientific meeting in Washington, DC. Results were further discussed during a subsequent tour of RHIC co-sponsored by Science Writers in New York, the New York chapter of the National Association of Science Writers.

These strategies generated in-depth coverage in more than 400 leading news outlets worldwide, and resultant global visibility for RHIC's leading edge science. Social media engagement further expanded the campaign's reach through tens of thousands of Twitter retweets and YouTube viewings of RHIC animation.

In 2005, RHIC scientists made major news by creating a "perfect liquid," surprising the scientific community by recreating a primordial fluid that challenged notions about the nature of the early universe. The communications team was challenged to bring journalists' attention to these new, equally important yet somewhat esoteric discoveries.

Tartaglia Communications develops high-impact, strategic communications programs for a range of health, science and nonprofit organizations. The firm's principals, Dennis and Sheila Tartaglia, draw on their extensive expertise and network of contacts to deliver customized programs that help clients reach their business, policy and educational objectives. Tartaglia Communications and its principals have earned more than two dozen top awards, including PRSA's *Silver Anvil* and PRWeek's *Healthcare Campaign of the Year*. To learn more, visit [www.TartagliaCommunications.com](http://www.TartagliaCommunications.com) or call (732) 545-1848 To learn more about Brookhaven National Laboratory, visit [www.BNL.gov](http://www.BNL.gov).

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