

The 2012 Landmarks of Excellence Awards program recognizes Black Horse Communications with an Award of Merit for outstanding achievement in public relations.

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Louisville, Kentucky -
[Black Horse Communications](#)
, in partnership with Baptist Hospital East, has been recognized with an Award of Merit for outstanding achievement in public relations at the 2012 Landmarks of Excellence Awards.

'Having Your Baby at Baptist Hospital East' showcases the hospital's maternity services. The video follows two couples – one who describes their experience in delivering their second child, while an expectant couple illustrates the step-by-step process – from where to register to kangaroo care for greater bonding to NICU expectations.

Each year, the Kentucky Chapter of the [International Association of Business Communicators](#) and the [Public Relations Society of America's](#) Bluegrass Chapter, host the Landmarks of Excellence Awards, which has become one of the region's best showcases of communications talent. The awards recognize participants for excellence in planning, creativity, and execution of programs or individual projects.

ABOUT BLACK HORSE COMMUNICATIONS

Black Horse Communications is an award-winning [video production](#) and [web design](#) company in Louisville, Kentucky with clients throughout the United States and Canada.

ABOUT IABC

The International Association of Business Communicators is a global network of communication professionals committed to improving organizational effectiveness through strategic communication. Established in 1970, IABC serves more than 16,000 members in over 70 countries and 100 chapters.

ABOUT PRSA

Chartered in 1947, the Public Relations Society of America is the world's largest and foremost organization of public relations professionals, with more than 21,000 public relations and communications professionals across the United States. PRSA members represent nearly every practice area and professional and academic setting within the public relations field.