



Cinecraft Customer, Materion Quarterly Update Video Series Honored

Cleveland Ohio – December 13, 2013 – Materion’s Quarterly Employee Update Video was awarded the coveted “Gold Rock Award” at the Public Relations Society of America (PRSA) Cleveland Rocks Awards on December 5.

“Cinecraft Productions is proud to be the video production partner on this successful quarterly video series,” explained Dan Keckan, Cinecraft’s VP of Sales and Marketing. “Scott Minium, Executive Producer, has done a great job directing the series from our sound stage.”

In these quarterly employee communications, Materion CEO Dick Hipple speaks candidly and in his own words to some 2,600 employees worldwide. The videos report on quarterly financial results, promote various businesses’ accomplishments, encourage and recognize synergies and collaboration, and hone in on other specific, targeted areas of emphasis such as environmental and health & safety.

On a regional basis, Materion also won honors in the Public Relations Society of America's (PRSA) East Central District (ECD) Diamond Awards. The East Central District includes the Cleveland chapter of PRSA and 15 other chapters in Ohio, Pennsylvania, West Virginia, Michigan and Indiana. Materion received an Award of Merit for the @Materion Video series.