

PR News

Building the bridge between PR and the bottom line.

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PRNews[®] NonProfitPRawards Special Issue

Nonprofit PR traditionally embodies huge efforts made on tiny budgets, and this year's winners are no exception. From the top campaign in the "shoestring" category (the Pennsylvania Department of the Auditor, for its push to provide rural transportation for people with disabilities) to dawson|duncan's endeavors to help the American Foundation for the Blind draw attention to the need for more Braille textbook transcribers for vision-challenged children, all the winners in this issue clearly demonstrated their creativity and large hearts. The winners were fêted at a Press Club luncheon in Washington, D.C., on Friday, December 8. Congratulations to all, and thanks to our sponsors, U.S. Newswire, NAPS and Vocus. For the full list of winners and honorable mentions, visit www.prnewsonline.com.

ADVOCACY CAMPAIGN AND LOBBYING EFFORTS

Campaign: Utah Teen Driving Safety Winner: AAA of Northern California, Nevada and Utah

The best way to make young drivers into safe drivers is to give them the best driver training possible and keep their parents involved, says the **AAA of Northern California, Nevada and Utah**, which supported development of a stronger Graduated Drivers License law. So, when the Department of Public Safety in Utah found that teen drivers – although they made up only 7.7% of the driving population in that state – are involved in 27.6% of all crashes and 16.2% of fatal crashes, they were determined to find ways to better educate both teens and their parents about keeping the roads safe.

Largely a rural state, Utah has traditionally opposed stringent teen driving laws because they felt it made it more difficult for children to travel between towns and help out with farm chores. Existing laws were not enforced, and teen drivers often wrote their own notes requesting official exemptions for themselves. AAA Utah spokesperson and lobbyist Rolayne Fairclough used the auto club's clout and history to support stronger legislation and form lobbying partnerships with the **Utah PTA, Coalition for Utah Traffic Safety, SafeKids, Utah Highway Patrol**, and insurance lob-

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CORPORATE PARTNERSHIPS

Campaign: Let's Say Thanks To Our Troops Winners: Xerox Corporation and Give2TheTroops

By early 2006, 150,000 United States men and women had been deployed to the Middle East, and **Xerox Corporation** wanted to find a way to show appreciation for their service. Following the success of its "Let's Say Thanks" community card drives in Atlanta and Phoenix, which resulted in the delivery of thousands of postcards overseas, company executives sought to build the program into a national initiative.

The Xerox team conducted a careful search to locate an appropriate partner – a military support organization with access to all branches of the military, the ability to deliver messages of support to deployed troops and the ability to do so on a consistent basis – and they found one in **Give2TheTroops**.

The PR team then chose the ultimate communications vehicle for reaching a distant,

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CRISIS MANAGEMENT

Campaign: Hurricane Katrina Response Winner: The Humane Society of the United States

In response to Hurricane Katrina's impact on the Gulf Coast, the **Humane Society** mobilized to help the area's furriest residents. Anticipating the storm, communications executives planned ahead and were ready to spring into action as soon as the hurricane had passed. When they did, they faced a harsh reality: Tens of

thousands of animals had been left behind.

The PR team shaped a plan and relayed critical messages about animals' safety. A press release to Gulf Coast media reminded pet owners to evacuate with their pets and offered preparedness tips. The practitioners leveraged the media to expedite rescuers' access



to affected areas, and members of the PR staff stayed in temporary animal shelters to help and give the media first-hand accounts. The PR managers also updated media on a regular basis to dispel rumors that animals were being killed or abandoned.

The national attention that focused on the Humane Society's efforts resulted in preemptive actions when future hurricanes approached. When Hurricane Rita threatened the coast of Texas, the state governor and the mayor of Galveston urged residents to take their pets with them.

After the Humane Society saved 10,000 animals and reunited 2,000 families with pets, the PR team used Hurricane Katrina to lobby Congress to pass the Pets Evacuation and Transportation Standards Act – PETS – which would require local and state disaster plans to provide for pets and service animals. The act passed, and its message trickled down to state levels. The **Department of Homeland Security** created a new awareness campaign about including pets in disaster planning.

This PR powerhouse achieved its victory by turning tragedy into a platform for change and giving animal safety front-of-mind presence for times when four-legged lives hang in the balance.

HONORABLE MENTIONS

If anyone knows about being prepared, it's the nation's scouting organizations. So when the **Girl Scouts of the USA** began to plan the 2005 Girl Scout National Council Session, which would host more than 14,000 girls and adults, it reviewed its issues/crisis management system to make sure it was ready to protect the safety of all attendees at the Atlanta event. The group developed extensive security measures and medical triage capabilities. A media room stood ready to handle crisis communications. Spokespeople were chosen and trained. At the event, no security or safety issues arose, and more than 1.1 million media impressions were generated. A planned realignment was successfully pitched to council leaders, and the reputation of the Girl Scouts was preserved.

On May 30, 2006, one of **Washington Hospital Center's MedSTAR Transport** helicopters crashed while transporting a critically ill patient, and the hospital's PR team had to take control of the story and underscore the helicopters' safety record. By following a strategic crisis plan, remaining completely transparent

and being the go-to source for information about the crash, the executives managed the story and subsequent coverage. In the end, 574 stories about the incident were broadcast or published; 80% were neutral, fair or objective, 15% were positive and only 5% were negative.

With medical devices such as pacemakers and implantable cardioverter defibrillators being recalled left and right in early 2005, the **Heart Rhythm Society** stepped up to combat the industry's floundering reputation. Communications executives reassured a nervous public with a task force created to develop guidelines for providing heart patients with clearer, timelier and more consistent information about the recalls. In addition, by bringing together medical device manufacturers, cardiac care professionals, government agencies, Congress and patient advocacy groups in July of 2005, the Society's PR team was able to position the specialists – and the truth – in front of media. Thanks to their smoothly run operation, the Society effectively quelled a potential maelstrom of negative press and fearful patients.

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EMPLOYEE COMMUNICATIONS

**Campaign: Picture the Future: Building a New Peel Board Brand – Internal Launch Kit
Winner: Peel District School Board**

The **Peel District School Board** had a new logo, and it was proud of it. When the Director of Education unveiled the new brand to senior administration in August 2005, he emphasized the need to standardize its use and appearance across the system. So the Board created a mini-launch kit to distribute the new logo.

The goals were to provide a brief, easy-to-use presentation for principals and vice principals to use at their first staff meetings of the year; to ensure that at least 50% of principals used the launch kit; to communicate the reasons behind the new Peel brand to school staff; and to generate excitement about

the new brand and make sure it was used.

Extensive research went into the creation of the logo, which everyone agreed should be fun, youthful and modern, as well as bold, simple and timeless.

The launch kit featured an introductory video for the logo, a backgrounder to use as a speaking reference and a print launch mailer. The video was set to upbeat music and included photos of Peel board students and activities, as well as the guiding vision words, dispersed throughout the video. The print launch mailer acted as a visual aid to interpret the new logo, from its guiding principals to the specific

HONORABLE MENTIONS

Christiana Care Health System decided in 2005 that it would be inconsistent for a health care provider to continue to tolerate smoking anywhere on its campuses. That was the easy part. The hard part was letting its employees know and getting them to buy into it. Fearing that a small group would oppose the move despite overwhelming support for it, the organization distributed information, offered convenient, free smoking cessation classes, and monitored employee feedback. Posters and tent cards promoted awareness, e-mail messages and staff meetings kept the messages flowing, and interac-

tive educational displays were created every month. To date, employees are fully on board.

Oregon State University's traditional University Day Celebration was fading out in popularity due to a lack of focus, so the PR team took matters into their own hands, injecting the fall kick-off event with new energy. A solid employee communications strategy that brought university representatives together from all areas – athletics, marching band, key faculty – jump-started attendance from a couple hundred to nearly 1,000, thereby breathing new life into a long-standing annual community event.

aspects of the branding. As each layer of the mailing – which started small but unfolded to poster size – was unfolded, a new layer of survey results was reinforced.

The results surpassed expectations. Approximately 67% of principals showed

the video to their staffs and introduced the new logo, and word-of-mouth responses were impressive. The Board was flooded with positive e-mail messages, and orders began to come in for specialty items with the new logo, from pins to pens.

► **Corporate Partnerships** *Continued from Page 1*

largely dispersed audience: the Internet. The resulting Web site, www.LetsSayThanks.com, enabled visitors to send a cyber postcard to the troops. To bolster the appeal of each card, the team worked with community organizations to get children to submit patriotic drawings; a university design professor judged entries, and winners were posted on the Web site.

The PR team used non-traditional viral marketing techniques that would reach all corners of cyberspace and increase traffic to the site. Pass-along e-mails, a "Send to a Friend" link on the site, and military and artwork

contest-winning spokespeople generated the outreach needed to drive traffic to www.LetsSayThanks.com.

The Xerox/Give2TheTroops effort well surpassed goals, and the program helped build Xerox's brand awareness around a socially responsible mission, engaging employees nationwide by using the company's intranet and a communications vehicle.

The site got traffic from all 50 states and averaged 125,000 daily visitors. The initiative resulted in 2 million messages being delivered to the inboxes of servicemen and women: a "Thank You" heard 'round the world.

HONORABLE MENTIONS – CORPORATE PARTNERS

The "**Tsunami Relief Project: Operation Kids & XanGo – It Makes a Village**" provided shelter and rebuilt a Thai village for refugees of the 2005 tsunami with 32 houses, a community center, school, boat-building facility and waterway to the sea.

Honeywell Hometown Solutions joined the **National Center for Missing and Exploited Children** to create the "Got 2B Safe! Think Smart, Take Charge" program to teach children 8-10 how to avoid being abducted or sexually exploited. The campaign incentivized teachers with a classroom makeover competition.

MTV and United Way of America teamed to help young people participate in com-

munity service projects with "Storm Corps," a Spring Break campaign that helped rebuild storm-affected communities damaged in hurricanes.

Avnet and Maricopa Community College District increased awareness of community colleges' need for contributions through the Aventura Tech Games, an Olympics-style academic competition that earned \$150,000 in donations.

The **Marine Toys for Tots Foundation and Mail Boxes Etc.** "Deliver Some Love" campaign drove media exposure around the 2005 holidays, selling donation cards and leveraging a NASCAR sponsorship and PSAs. \$600,000 created a Merry Christmas for children.



Fast Facts

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Vocus is a leading provider of on-demand software for corporate communications and public relations (PR). In an age of real-time communications, with an increasing number of media outlets and a rapidly growing volume of news and other public information, traditional approaches to public relations are becoming outdated. By automating and integrating essential elements of PR operations, Vocus enables our customers to manage large amounts of information, deliver consistent and well-executed communications, collaborate among large or geographically dispersed teams, and analyze and report on the effectiveness of their communications and PR efforts.

As part of our solution, we provide an extensive database of over 800,000 records that includes journalists, media outlets, and analysts as well as publicity opportunities such as editorial calendars, awards, speaking opportunities and events. Our information database is integrated with our suite of on-demand modules that together address the communications life-cycle from identifying key contacts, to distributing information, to closing the loop with digitized feedback and management analytics.

Solutions

Vocus offers flexible solutions and add-on modules designed to meet the communications needs of all types of organizations- all backed by implementation and customer support teams. Our solutions include:

Public Relations Standard Edition. Make the most of time and resources. Using our premier information database, organizations can easily search for and target contacts, publicity events, and other opportunities from one source, simplifying data collection efforts and increasing productivity.

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NONPROFIT EXECUTIVE OF THE YEAR

Winner: Janet Moore, Director of Community Relations and Marketing, Mission & Health Hospitals

Janet Moore embodies the concept of “doing well by doing good.” As the director of community relations and marketing for Asheville, North Carolina-based **Mission & Health Hospitals**, she leads a department of eight public relations and marketing professionals with one goal in mind: creating a positive impact on Mission’s brand and the community it serves.

But 2005 presented challenges that threatened to prove her goal was easier said than accomplished; specifically, the yearlong transition of a new CEO demanded her constant attention to ensure that Mission’s messages and commitment to the community remained focused and visible. But rather than let the chal-

lenge dominate her time and energy, she used the transition as an opportunity to get out in front of employees and community members. Along with her team, she facilitated one-on-one meetings with the new CEO, Joseph Damore, and employees, physicians and community leaders; posted quarterly CEO update videos on the organization’s Web site; and sent quarterly letters to key constituents.

Moore’s efforts did not go unnoticed. Not only did she guide the CEO’s smooth transition, but she drastically increased Web traffic, from 667 visitors a day in March 2004 to 1,628 visitors a day two years later. And, as proof of her flexibility, adaptability and stellar multitasking, she

did all this while launching successful advertising/PR campaigns for Mission’s Bariatric Surgery program, its use of Cyberknife technology to treat previously inoperable tumors, and its new women’s health Web site.

All told, Moore helped maintain Mission’s position in the community as a caring, people-first organization – a

position only strengthened by the results of her 2001 creation of “Mission Home Help” to help the hospital’s staff purchase homes in North Carolina’s expensive housing market. By 2005, it had helped 17 employees become new home owners. If that doesn’t demonstrate a commitment to her community, we don’t know what does.

HONORABLE MENTION

Neal Zipser, VP of communications for the **Motor & Equipment Manufacturers Association**, wears many hats, speaking with trade and consumer media around the world to push the positive side of the automotive supply industry. His achievements for 2005 include spearhead-

ing the promotion of the AAPEX Show in Las Vegas, generating publicity for new auto lighting products to help reduce pedestrian fatalities, and building awareness of counterfeit automotive parts, which present safety issues as well as costing consumers needless repair costs.

EVENT & TRADESHOW PR

Tie

Campaign: AVMA: Marketing Hawaii
Winner: The American Veterinary Medical Association

When the **American Veterinary Medical Association** decided to hold its 143rd annual convention in Honolulu, it wondered whether it had bitten off more conference kibble than its members cared to chew. The destination, a huge draw for leisure travelers, was perceived as too expensive and distant for a business trip. Other obstacles in getting members to attend included competition from



other veterinary groups, a preconceived notion that the event would be too formal, and a fear that members and exhibitors would not attend because they would not have enough time for sightseeing. The group set out to dispel

Campaign: Baseball Slugger Stamps Hit Grand Slam at Yankee Stadium
Winner: United States Postal Service

The United States Postal Service’s PR team hit a grand slam this past summer with a First Day of Issue stamp event immortalizing four baseball greats: Mickey Mantle, Hank Greenberg, Roy Campanella and Mel Ott. The PR practitioners reasoned that nothing captures the spirit of Americana better than “Mom, baseball and apple pie.” But while mom and apple pie weren’t in the cards for this PR event, base-

ball certainly was. To capture the attention of the media and sports enthusiasts, the PR team focused on the July 15, 2006, Yankees game against the Chicago White Sox to unveil the Baseball Sluggers stamps at Yankee Stadium in New York City. The Postmaster General was scheduled to throw out the opening pitch, and the PR pros arranged to fly in the children of all four baseball heroes to unveil six-

► Event & Tradeshow PR *Continued from Page 1*

Tie

Winner: The American Veterinary Medical Association *Continued*

the myths about the costs, promoted the venue as a paradise for convention-goers as well as tourists, touted the high quality of the education provided by the AVMA conference, and emphasized a laid-back attitude. A revised schedule built in sightseeing time for families and colleagues. To get the maximum desired effect, the entire marketing campaign was timed well ahead of the event to let the marketing message sink in with time to spare, to boost registration numbers. The messages were reinforced with “save the date” postcards, direct marketing pieces, ads in scientific journals and an “interactive” poster. One key message was that although the attendees would enjoy

the vacation atmosphere and sightseeing opportunities, it would not compromise the educational value of the event, which offered “over 1,000 hours of continuing education” for the attending vets. Laidback Hawaiian shirts with the AVMA logo worn by the staff at the conference kept the relaxed dress code in full view, and many attendees bought the shirts for their own wear.

One serendipitous benefit of the island venue was the ability to promote the event more extensively to Pacific Rim members of the AVMA, which might not otherwise have attended. The event was a hit: attendance was up 17.6% from 2005 to 2006, and 345 foreign veterinarians attended.

Winner: United States Postal Service *Continued*

foot images of their fathers. By the time Postmaster General and Bronx native John Potter’s first pitch crossed home plate, all eyes were on the real stars of the game: the stamps. A 20-by-26-foot billboard spanned center field, the cameras were rolling and stamps started flying off the shelves – \$11 thousand worth sold in the first three innings alone.

In addition to the game-time stamps sales, 70 million of the 200,000 million stamps printed sold in the first month, 19 media outlets covered the July 15 game, and the stamps were front

and center in all coverage. On August 17 – a little more than a month after the stamps’ unveiling – the USPS’s VP of public affairs and communications sent an e-mail message to the PR team in honor of the continued buzz. He wrote: “Wow! Game’s been over for weeks, and we’re still scoring.”



HONORABLE MENTIONS – EVENT & TRADESHOW PR

The **100th birthday of SAE** (an influential organization in mechanized transportation) was an occasion to celebrate. The company’s communications team used the event as an excuse to re-establish ties with the media and create new, lasting relationships. An anniversary logo was developed, as were a piece of centennial artwork, anniversary DVD and video. A large interactive display graced the SAE’s three premier events: the World Congress, AeroTech Congress & Exhibition, and Commercial Vehicle Engineering Congress & Exhibition. Centennial celebrations ran the gamut, from a limo delivering cakes to media outlets to a party for staff and guests. Media events delivered the news in a variety of venues, and a staff picnic culminated in the release of 300 biodegradable balloons. Extensive mentions in the media reflected the fact that SAE

had indeed revived its relationships with contacts in the world of journalism.

Eppie’s Great Race, the World’s Oldest Triathlon, started with a suggestion from a kayak instructor to Eppie Johnson, a restaurateur with a flair for unusual promotions. Now 33 years old, the race needed new ways to increase its media coverage and register at least 50 children as participants in the new **Kaiser Permanente Kids Duathlon**, a new element of the race that made it more “kid-friendly.” New angles pitched to the media included the ability to follow a particular home-town participant’s experience, recruiting a regional ABC affiliate anchorwoman to compete as the “Iron Woman,” and persuaded meteorologists to mention the race in their broadcasts as the date neared. Kaiser

Permanente doctors spoke on air about how to have a safe and healthy race. Total positive media coverage rose by 28% year over year, and 137 children participated in the Duathlon.

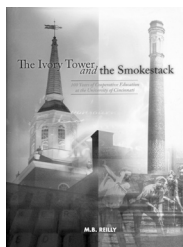
The **American Association for the Advancement of Science** (AAAS) was concerned about a growing polarization between science and religion, but it also felt a need to protect the integrity of U.S. science education. So the organization worked to raise public awareness of the importance of teaching evolution and emphasize the importance of integrity in science education in America. Focus groups, online surveys, press outreach and the use of third-party speakers who were well known and trusted (from the Vatican’s Chief Astronomer to Animal Planet’s Jeff Corwin) helped achieve the

group’s goals. An “*Evolution on the Front Line*” video opened an event that helped to spread the message that intelligent design theory should not be taught in a science classroom. A Web site containing event materials, the video and a teaching guide keeps the momentum going.

To combat the pervasive problem of underage drinking, **The Century Council** issued a call-to-action for mothers to talk to their daughters about drinking’s inherent dangers. The organization gave mothers the information and tools they needed to speak openly and knowledgeably using a *Girl Talk* brochure, blog and Web site; an event to kick-start the campaign at the National Press Club attracted swarms of media, and the 3.5 million hits received since then confirm that it was a raging success.

EXTERNAL PUBLICATION

Campaign: The Ivory Tower and the Smokestack
Winner: University of Cincinnati



Many students and professionals are aware of university cooperative programs, where students work to get hands-on experience in their fields of study while still enrolled in school. What many people don't know is that the **University of Cincinnati** is the global founder of the co-op program concept, which began in 1906.

The year 2006, then, marked the program's centennial anniversary, and the university wanted to use the occasion as a peg for outreach; and so *The Ivory and the Smokestack* was born. University public relations executives decided that a centerpiece publication would inform and remind the public of its position as

founder of cooperative education; foster a sense of pride and celebration among alumni, students, faculty and staff; and enhance the university's reputation among other cooperative schools, which number 1,500 worldwide.

Given the breadth of the goals, an in-depth history lesson was needed to ensure all information was accurate and informative. The team studied University of Cincinnati archives, historical newspapers dating back to the early 1900s, photographs from personal archives and specialized history texts, and they conducted interviews campus-wide to capture the essence of the co-op program.

HONORABLE MENTIONS

More accurate information on America's poor and hungry is available today than ever before, thanks to a survey done by **America's Second Harvest**. The report was released in a large-scale media blitz starting in February 2006. An early Associated Press story started an avalanche of coverage in 170 outlets, and America's Second Harvest coordinated extensive media tours. The report has been delivered to all member food banks, members of Congress, major donors, journalists and partner hunger-relief organizations.

The **National Audubon Society** faced challenges when putting together its 2005 Annual Report. It's no small feat to make an annual report an engaging publication, and the Society wanted to draw attention to all of its conservation work, not just its association with birds. Using the Society's heritage, strategically organized

sections within the publication and conservation success stories, the PR team created a winning report, and their efforts – and attention to creative design – were recognized by their audience and industry publications.

The **Mainstay Life Services'** mission is to ensure that people with developmental disabilities live full, active lives; so its annual report needed to highlight the achievements of its members and gain support of contributors, government, vendors and family members of residents. The PR team focused on the organization's 35th anniversary and illustrated its history with the stories of long-term residents. The resulting publication was a heartwarming account of triumphs and accomplishments; it even went beyond the projected goal and helped Mainstay Life Services kick-off its first-ever Founders' Day event.

Once the publication's content was finalized, the team promoted it via various

avenues: Admissions officers use it to explain the concept to prospective Page 10 ►

FUNDRAISING AND MEMBERSHIP CAMPAIGN

Campaign: Digital Mammographic Imaging Screening Trial
Winner: American College of Radiology

Standard film mammography has not always served the needs of certain women. For them, digital mammography offers a significantly more effective option, although few women knew it existed.

The American College of Radiology (ACR) launched a campaign to release the results of the Digital Mammographic Imaging Screening Trial (DMIST), thereby raising awareness of the group's research and

helping secure increased funding for future research. Principal Investigator Etta Pisano, MD, FACR, announced the DMIST results at the American College of Radiology Imaging Network annual meeting, timed to coincide with the publication of the same results in the *New England Journal of Medicine*.

About 500 print articles about the study results ran after a media event. In addition,

HONORABLE MENTIONS

The **National Catholic Educational Association's** Child-to-Child effort encouraged children to donate a dollar to support students whose schools were destroyed by Hurricane Katrina. More than \$1 million had been collected and distributed by December 2005, and the money continues to arrive to this day.

The **Herberger College of Fine Arts** needed to raise \$50,000 by the end of 2005, its PR team developed a "One Hand Clapping" theme that highlighted the collaborative element of art and implored the College's audiences for help. Mission: accomplished. The team surpassed its stated goal of \$50,000 by 70%.

tion, broadcast reports ran in major television outlets.

The ACR has seen a 31 percent increase in the number of ACR-accredited facilities with digital mammography equipment and a 32 percent increase in the number of digital mammo-

graphy units in the facilities. Medical imaging manufacturers have given more than \$7 million to the ACRIN Fund for Imaging Innovation, and a major foundation granted ACRIN \$1.5 million for a clinical trial related to early detection of breast cancer.

INTERACTIVE PR/MARKETING

Campaign: Building Homes of Our Own Interactive CD-ROM Education Game Winner: National Association of Home Builders

Interactivity is an appealing characteristic of any PR campaign, especially when the target audience is kids and teenagers. That fact, coupled with the soaring popularity of interactive games like SIM City and, more recently, Second Life, poised the **National Association of Home Builders (NAHB)** for a tremendous tech opportunity; it was just a matter of positioning it.

The NAHB, which works to advance the public image of the home-building industry, wanted to hop aboard the interactive bandwagon to educate middle and high school students about the industry and the career opportunities it offers through a SIM City-style CD-ROM game. First, though, the PR/marketing team would

have to get teachers on board to include it in their curricula. To overcome this hurdle, they positioned the game as meeting the requirements of President Bush's "No Child Left Behind" Act, which mandates the use of technology in education. The team also ensured the game was designed to meet national content standards of learning for middle and high school coursework, and they supplemented the CD with a Teacher's Guide that provides suggested lesson plans and benchmarks.

Once teachers were aware of the new game and got onboard – thanks in part to widespread advertising efforts, direct mailings, national media placement and extensive media outreach – the NAHB executives

had to sit back and wait for the kids to catch the "Building Homes of Our Own" bug.

They didn't have to wait long; surveys of educators who use the program indicated that 99.99% rated it anywhere from above-average to excellent. Furthermore, 90% of NAHB affiliates reported that they value providing the "Building Homes of Our Own" game as a free, high-quality education resource.

Approximately 42,000 teachers have requested the program to date; in turn, an estimated 3 million students



have access to its content, thus raising the profile of home-building as a viable and rewarding career opportunity, all through the click of a button.

HONORABLE MENTIONS

Every educational institution wants to recruit more students; the problem is how to go about it. **Rollins College** in Florida did so in part by launching its *R-Journals*, which feature the day-to-day life of real Rollins students. Five students were chosen from 12 first-year applicants to participate in the pilot, and their stories and photos were featured on the college's Web site starting in 2004. Now, the program receives nearly 30 applications to participate in the journals, which are refreshed at least 10 times per month. A 2005 freshman survey showed that 21 percent of entering students had read the *R-Journals* during the pilot program, surpassing the

goal. This effort gets an A for its outstanding results. The National Security division of **Battelle's Pacific Northwest National Laboratory for the Department of Energy** helps analysts zero in on potential threats. When its current initiative was approaching its deadline, the team found new ways to show off its work to encourage further development. A dramatic, six-day, mock scenario was compressed into a 90-minute, fast-paced presentation, with PNNL's information analysis and detection tools written into the script. The *Threat Alert 2006* show would be presented for a live audience, as well as recorded on a DVD. The show

was such a success the DVD had to be reprinted to meet demand. Most importantly, the department received word that it earned its funding for further initiatives. Chronic and debilitating movement disorders like Parkinson's affect more than 40 million Americans, and **WE MOVE PR** professionals didn't take that fact sitting down; rather, they orchestrated an interactive campaign that engaged the media to bring these disorders to light. With creative interactive tactics including a video of a mime conveying the experience of having a movement disorder and an interactive Web site that serves as a resource center for patients, the

team generated buzzing interest that resulted in increased awareness of the disorders and their many victims. The **American Society for Microbiology** harnessed the power of podcasts and new media with their public radio outreach program, *MicrobeWorld Radio*. PR practitioners converted the radio show – a daily 90-second news capsule designed to promote microbiology – into a format suitable for iPod use. The nod to new technology worked: Since the launch of the radio podcasts in August of 2005, there have been more than 700,000 downloads and 1,100 regular subscribers.

MARKETING COMMUNICATIONS

Campaign: 2005-2006 Celebrating Women's Health Lecture Series
Winner: Christiana Care Health System

For five years, **Christiana Care Health System** has celebrated women's health with a lecture series as part of a community education/outreach effort. But the lectures, although they were presented by prominent health care experts across a wide range of specializations and got good response from their audiences, garnered lackluster attendance, sometimes numbering a mere 25 attendees per event.

Clearly, the CCHS needed to get the message out to more people. Its goals were to double the number of attendees for each event, while cutting the cost to "fill the seats" of the lecture halls in half. The group's strategy included reevaluating the vehicles it used to reach attendees; dropping a paid advertising component and turning to direct mail; identifying opportunities to get the message out more effectively; tweaking the ways the message was presented; and setting up an online registration that made it possible to sign up for lectures around the clock. Four-color, oversized postcards

were designed and mailed out a month ahead of each lecture, teasing the topics of future events.

The 12,000 pieces were mailed to targeted zip codes within a 10-mile radius of each lecture's location. A Web site was also used to promote the lectures, while enabling attendees to register online. Banner ads highlighted current lectures, while links provided details. E-blasts were delivered to attendees of previous lectures and events, and enabled the organization to cut costs by not sending snail mail to anyone for whom they had an e-mail address. Community calendar listings, newsletter announcements, posters and flyers rounded out the outreach effort, along with postings on the employee intranet.

The goals were more than met: the lecture halls started filling up, with more than twice as many attendees as before, and costs were reduced by two-thirds.

HONORABLE MENTIONS

The Office of the **Indiana Attorney General's** Unclaimed Property Division needed to reunite consumers with unclaimed money and assets totaling more than \$262 million. **Hirons & Company Advertising + Public Relations** had a plan. A series of humorous TV spots drove consumers to IndianaUnclaimed.com to search for lost assets. Radio ads highlighted ways owners could be reunited with their lost assets. Billboards also underscored the fun approach to the program, while increasing awareness and driving traffic to the Web site. The number of claims nearly doubled following the campaign.

The goal of the *Read Together Palm Beach County: One Book, One Community* campaign was to foster civic participation through a common bond: in this case, a book. By encouraging people across the county to read a single book together during a six-week period, **Florida's Palm Beach County Literacy Coalition** aimed to boost literacy and raise awareness of the importance of reading. Ads in local publications; letters to libraries, chambers of commerce, schools, businesses and organizations; press releases and press conferences; a public service announcement; and a major kick-off event helped to publicize the campaign and keep people involved. Nearly 35,000 people participated, a 3% increase from the year before, and 5% more people were aware of the event. And the book? *To Kill a Mockingbird*, by Harper Lee.

Over the past five years, the number of U.S. home foreclosures has grown at a shockingly high rate. The **Homeownership Preservation Foundation** set up a hotline for people facing potential foreclosure to call and get information on how they can avoid losing their homes. Communications pros launched a marketing campaign to rev up its visibility, using a PSA campaign that focused on markets with higher rates of foreclosure. Thanks to extensive research, the team's use of media kits and media tours, and their ability to leverage the mortgage industry, the Foundation saw a 550% increase in calls to the hotline.

The **Rhode Island Resource Recovery Corporation (RIRRC)** faced a costly detrimental problem: pervasive plastic bag litter that accumulated over the year resulted in \$1 million in cleanup annually, and local retailers and the Rhode Island Department of Environmental Management were doing little to incite change. To take matters into their own hands, RIRRC PR executives launched the *ReStore* campaign to promote in-store recycling programs within grocery stores, creating enough buzz with research, grassroots letter-writing, advertising, a partnership with a local zoo and solid branding to achieve impressive results: approximately 3,500,000 media impressions (even though *ReStore* launched the week of hurricane Katrina) and a 15% reduction in cleanup costs.

Almost half of the attendees had never attended the lectures in the past, and 85%

of them report the quality of the presentations as "excellent."

► **External Publication** *Continued from Page 8*

students and their parents; employee-services officers use it to enhance employee relations; the President's office and Development office both offer it as a gift to university supporters; and the Co-op office

uses it to strengthen relationships with corporate partners, and to develop relationships with potential partners.

As a result of their targeted outreach, the communications team raised awareness

of the University's history as the co-op founder while influencing other universities to develop cooperative programs of their own. Plus, a celebratory luncheon held at the University of Cincinnati

in April 2006 prompted praise of the book and its message. When every audience – internal and external – receives a PR initiative so enthusiastically, it's clearly a job well done.

MEDIA RELATIONS

Campaign: The Making of an ICU Nurse Winner: Massachusetts General Hospital, Patient Care Services

Gone are the days where the nursing profession was best illustrated by white paper hats and stockings. The problem is that many people don't know it and remain fixated on long-outdated stereotypes, and the profession has suffered accordingly. A nursing shortage plagued the industry, and **Massachusetts General Hospital** executives were certain that it was in large part due to the profession's image problem – a problem they set out to rectify through aggressive and authentic outreach efforts to position nurses as career-oriented, mature, intelligent professionals who were essential to the health-care industry.

Authentic was the key word of the PR media outreach initiative. The Massachusetts General Hospital communications team didn't want to rush a quick handful of media hits that barely scraped the surface of the nursing practices; specifically, Intensive Care Unit nurses. Instead, they opted for a long-term program that would communicate the realities of the profession through media invitations to shadow nurses in the trenches. It was a risky proposition, considering the delicate nature of healthcare, but the PR team took all measures necessary to ensure a success from the onset of the initiative.

They began by identifying



two nurses who embodied a nurse's fast-acting, critical-thinking character and then media trained them to tell their compelling story. Second, the team did what many communications executives still fail to do when conducting media relations: They identified the most appropriate journalist for the story and pitched him with a personal, in-depth proposal.

The result? The targeted journalist – *Boston Globe* health/science reporter Scott Allen – jumped on the story. By letting Allen interact directly with the nurses, the relationship continued for a year and resulted in a four-part, front-page series titled: "Critical Care: The Making of an ICU Nurse." It was a full eight-page spread with 18 color photographs and 13,500 words.

The PR executives' patience paid off many times over, as the initiative delivered impressive – and measurable – results: Applications for the winter session doubled from previous years, providing a large pool of talent from which to hire the best candidates. More recently, the department received nearly 600 applica-

HONORABLE MENTIONS

The **UJA-Federation of New York** and its network agencies had a wonderful opportunity to participate in a three-month campaign inspiring readers of *The New York Times* to donate to the most vulnerable and poor in the city through a series of stories by a variety of organizations. The nonprofit needed to find ways to persuade vulnerable people to share their stories, report and factcheck them and boil down 15 acceptable stories from the 50 they received. The team set strategies, created a How-To Guide to help agencies and social workers decide which cases to focus on, coordinated the editorial team to keep the momentum going, fostered friendly competition among team members, and kept the entire team advised of its progress with electronic links. *The New York Times* published 15 of the UJA-Federation's stories with an ad equivalency of \$40,000 per story.

How do you promote the **U.S. Postal Service** using a holiday national public relations/media outreach program? You start with a cookie. Postcards were sent to more than 1,300 reporters across the country in a range of media every week. But before the first themed postcard arrived, each reporter received a press kit in the form of a Priority Mail box containing a cookie, a letter explaining the campaign, and a "recipe box" for all the postcards they would receive. The postcards supported products or information from the USPS, with images from the 2005 Holiday Shipping and Mailing Guide and promo messages. More than 2,000 stories reached a combined audience

of 132,535,000 people, with an ad value equivalency of \$2.8 million. And the American public learned everything it wanted to know about holiday mailing and shipping – but was afraid to ask.

When the **Colorado State University** (and partners that included **NASA** and the **Canadian Space Agency**) launched satellite radar CloudSat 438 miles above the Earth in April 2006, it needed a whole other stratosphere of media coverage. To achieve this, the PR team dubbed April 11th "Media Day" and followed up with press releases, information from a panel of experts and press conferences to highlight the University's key role in the launch. The result: CloudSat generated tons of media attention, much of which included the University as a key focus.

Thanks to celebrity spokespeople like Michael J. Fox, movement disorders such as Parkinson's disease have experienced greater media exposure in recent years, and the **WE MOVE** organization continues to promote the message of much-needed early diagnoses and treatment. The campaign leaders appealed to the media by working with celebrity patients, establishing an annual Movement Disorders Awareness Month through a Congressional proclamation, and disseminating a battery of video and audio news releases that feature neurologists and patients. Their efforts generated more than 220 million media impressions, thereby raising awareness of disorders that affect a staggering 40 million Americans.

tions for only five vacancies, and a corporate donor signed on to underwrite the costs of reprinting and distributing the full series to high school science teachers and nursing schools nationwide.

Through very targeted and strategic media outreach, the PR program achieved its individual goal, but it also made strides in correcting a problem that has been centuries in the making.

MEMBER COMMUNICATIONS

Campaign: Nation's Building News Winner: National Association of Home Builders

The official weekly online e-newspaper of the **National Association of Home Builders** (NAHB) was looking for a makeover to attract a larger readership among the association's members.

An online survey tracked the membership's views and analyzed reading patterns. This enabled the group to fine-tune its plans to improve the publication, as well as collecting e-mail addresses for the members and their employees. The redesigned product used color to boost user-friendliness, while introducing new features including floor plans, builders' tips and weekly lumber prices.

A follow-up survey reported that the newly redesigned

Nation's Building News was meeting the readers' needs, as reflected by an increase in total circulation from 135,000 a month to 200,000. Member circulation numbers rose from 80,000 to 110,000, and member employee circulation increased five-fold, from 10,000 to 50,000.

Readers responding to the survey said they found NBN very informative (70%), that articles in NBN helped them understand the benefits of being an NAHB member (84%) and that NBN was as useful as non-NAHB publications, if not more (84%).

Anecdotally, success was measured in reports that the new features are consistently among the top five to 10

► **Advocacy Campaign...** *Continued from Page 1*

bying organizations, to pass a bill making it easier to understand and enforce existing GDL laws.

Once the law was passed, Utah's first lady attended a press conference to emphasize the importance of parents' involvement in monitoring teen driving. AAA sponsored a DriverZED interactive teen driver training DVD-ROM and provided free copies to every high school in the state.

Media interviews stressed the dangers of a trend in teen street racing, and a "Deadliest Days on the Road" press release warned teens and their parents that more

teens die during the summer months, especially near prom and graduation season, than at any other time of the year. Other press releases explained the new GDL measures, and 156,000 brochures were distributed at local AAA and department of motor vehicle offices.

Legislation passed to strengthen Utah's GDL law in May 2006, and 119 news media stories appeared in Utah between August 2005 and August 2006 featuring AAA support of safe teen driving. More than 5,321,891 media impressions were created for a \$115,991 media ad value equivalency.

HONORABLE MENTIONS

The **American Veterinary Medical Association** represents many facets of veterinary medicine. The problem was how to communicate its global efforts to its allied organizations' leadership and 600 members. The answer was a daily Internet news vehicle. The AVMA branded site would gather stories from various sources across the Internet, synopsize them and provide links, highlight AVMA advocacy and outreach stories, and distribute what "News Bytes" daily. The first 11 editions led off with a breaking news section dedicated to hurricane relief and recover efforts in the Gulf States after Hurricane Katrina. Now, the AVMA receives daily requests to expand distribution of "News Bytes" to include

veterinary students and the general membership.

Katrina's toll on the Gulf Coast was devastating, not to mention the insurance aftermath that went into recovery and cleanup. That's why, in the weeks following the storm, the **CPCU Society** – an association of 26,000 insurance professionals – had a cleanup project of its own. The group set out to produce a special booklet demonstrating its commitment to helping victims and their communities recover from the disaster. Using members' firsthand accounts of the tragedy, Society executives put out an eight-page, full-color booklet, "After Katrina," and along with other marketing efforts it helped raise \$60,000 for CPCU members.

stories read each week (out of more than 30). In addition, when TV commentator Bill O'Reilly disparaged the building industry, the NBN kept its members informed and led a campaign demand-

ing a retraction of his statements. NBN solicited letters from its members seeking an apology, with successful results and an appearance on *The O'Reilly Factor* by the NAHB's president.

HONORABLE MENTIONS – ADVOCACY

The **American Foundation for the Blind and Dawson Duncan Communications'** National Campaign for Literacy, Textbooks, Transcribers and Technology lobbied for laws to support transcribing Braille textbooks as a career. More than 1,000 people called the AFB asking how to become Braille textbook transcribers.

The **National Association of Children's Hospitals** sponsored its second "Family Advocacy Day," a grassroots lobbying effort that brings child patients and their parents to Capitol Hill to push for funding from Congress. The 33 families that participated helped create 3.1 million media impressions.

AARP Tennessee lobbied the state to boost funding for alternative long-term care choices for the elderly. The "Choices for Care" campaign overcame many hurdles to pass a Choices for Care resolution and focus grassroots support. More than 100 media hits were generated, and the administration committed to an ongoing effort to address long-term care.

After the 2005 hurricane season dispersed millions of Louisiana residents, an anticipated low voter turnout threatened local elections. The **United States Postal Service** took on the crucial role of spreading the word and delivering absentee ballots on time, mailing and processing 15,000 absentee ballots. Thanks to the "New Orleans Absentee Ballot Initiative," 14,999 ballots were counted.

PRESS RELEASE

**Campaign: Blitz Jay Leno Day
Winner: Cincinnati USA Regional Chamber**

Cincinnati USA Regional Chamber executives wanted to celebrate the 3-0 season start of the Cincinnati Bengals in the fall of 2005



– a record that was, for the time, unusually in favor of winning – while energizing the “Bold Fusion” annual young professionals summit. The hook of the initiative would be a spin on Jay Leno’s decade-long tirade against the team’s less-than-enviable record. Thus, “Blitz Jay Leno Day” was born.

The Chamber committed a 400-call phone blitz to the Tonight Show’s switchboard to tease Leno about the Bengal’s new charge to victory. Then, Cincinnati Mayor

Charlie Luken delivered a taped proclamation, deeming the day of the young professionals summit “Blitz Jay Leno Day.” That digital file, along with images of a Bengals jersey with the number zero and a nameplate reading “Leno Jokes,” landed in the inboxes of Tonight

HONORABLE MENTIONS

Arizona State University’s Herberger College of Fine Arts needed to attract coverage of its “Super Heroics” exhibition of fiber art professor Mark Newport. The targeted press release capitalized on pop culture while presenting Newport’s take on the accepted views of masculinity, raising the profile of Newport’s work and drawing more students to the college’s programs.

To showcase another side

of Philadelphia – its thriving vintage shopping side – **Greater Philadelphia Tourism Marketing Corporation** (GPTMC) staffers set out to write a press release that captured the unique shopping opportunities based on a 3-day itinerary. The team rounded out the initiative with a press trip that took media representatives out for a shopping spin, and the positive coverage and increased visibility paid off accordingly.

Show staff the day before “Blitz Day,” at which point Leno decided to personally deliver a phoned-in monologue to the summit with a theme: how his tough love turned around the Bengals’ losing streak. The PR team

got to work writing a witty release to whet the media’s appetite for Leno’s upcoming call, which, in the end, it did: The 7-minute phone conversation scored millions of radio impressions nationwide.

PR ON A SHOESTRING

**Campaign: Rural Transportation for Persons with Disabilities
Winner: Pennsylvania Department of the Auditor General**

The **Pennsylvania Department of Transportation** (PennDOT) had to come up with enough funding to expand its Persons with Disabilities Rural Transportation program for PA residents. An audit by the **Department of the Auditor General** had enabled PennDOT to discount fares for disabled residents in 35 rural counties, but mobility-challenged people in 30 other counties still needed assistance.

The Auditor’s office set out to raise awareness using statewide media coverage to influence state legislators to approve additional

funding for the Persons with Disabilities program in the 2007-08 state budget. But to do this, the team would have to find ways to reach the media on a budget of only \$1,000. A two-pronged media approach started by generating buzz in the state capital to force urban outlets with Harrisburg bureaus to report on the issue, then pitched influential media outlets serving rural markets.

Assertive lobbying persuaded a well-known columnist to write about the issue, garnering coverage at a critical moment. **Xpedite Systems** communications service and **PR Newswire** then

HONORABLE MENTIONS

To help the **Christopher Reeve Foundation** support paralysis research through its Superman Tags, the **MWW Group** leveraged opportunities with key influencers, including Dana Reeve, and helped the Foundation sell more than 50,000 of the tags, generating hundreds of thousands of dollars in donations.

Voce Communications reached out to persuade professional women to support young urban girls to become social change makers and innovators with its “Forum for Social Change” campaign. The campaign focused on generating online awareness and devel-

oped a strategy to boost the annual GFC summit. The San Jose summit brought 1,200 girls together to discuss issues and gather information for their 2006 social change projects.

oped a strategy to boost the annual GFC summit. The San Jose summit brought 1,200 girls together to discuss issues and gather information for their 2006 social change projects.

STEP-UP places 16- to 21-year-olds in summer jobs with local Minneapolis employers. To correct the problem of low brand awareness, it teamed up with Weber Shandwick and launched a campaign to generate awareness with just \$10,000. The PR team engaged influential leaders at a Leadership Circle Breakfast and coordinated a kick-off day. In the end, STEP-UP’s employer base increased by 59%.

helped push the message to various regions statewide, and invitations to the press conference went out to disability advocacy groups and persons with disabilities. And while the program achieved all of its public-

ity goals, it hit a far more important target: Senate Bill No. 1175 approved \$3.4 million to expand the shared ride transit program to eight additional counties and to cut costs in counties that already had the program.

PUBLIC SERVICE CAMPAIGN

**Campaign: America's WETLAND:
Campaign to Save Coastal Louisiana
Winner: America's WETLAND**

It's no surprise that Hurricanes Katrina and Rita took a devastating toll on the wetlands of coastal Louisiana; what may come as a shock to many people, though, is the fact that many years of mistreatment were a huge contributing factor to the area's susceptibility to the havoc in the first place, as the state loses 24 square miles of coastal wetlands each year.

Given the 2005 hurricane season's deadly impact, **America's WETLAND** set out to raise public awareness surrounding the importance of coastal Louisiana, the potential economic and environmental consequences of letting it continue on unprotected, and the role the wetlands play in hurricane protection. Through in-depth research, the PR team identified two clear themes: economic and energy security, and world ecological significance.

Once a specific goal helped bring the initiative into focus, the communications managers got to work

spreading the word. In an example of startling irony, the campaign launched its "Save America's Wetlands Write Now!" school letter-writing initiative with Louisiana's governor just five days before Hurricane Katrina hit; the fallout after the storm was then harnessed to reinvigorate the effort's momentum in emphasizing the need to protect the wetlands.

The staff responded to said fallout with immeasurable communications prowess: They instantly acted as the communications hub for all media, using their relationship with the Governor's office and the **Louisiana Disaster Recovery Foundation** to issue a call-to-action for nationwide assistance. Through a strategic partnership with the **Science Channel**, the group produced a documentary called "Coastal Crisis" that originally aired in June 2005; to reinforce the urgency of their message, America's WETLAND rebroadcast the

HONORABLE MENTIONS

The **Advertising Council's** "Buzzed Driving" campaign expanded on the earlier success of the "Friends Don't Let Friends Drive Drunk" program, launching during the holiday season – traditionally a time when drunk driving fatalities run high. The research-based campaign sought to reverse a perception that people who are "merely buzzed" are still sober enough to drive safely. The campaign successfully got the message out that "buzzed driving is drunk driving," using public service announcements on local television and Web sites. The Ad Council estimates the news coverage reached 49 million people, while the TV spots reached more than 97% of the country.

The **Brooklyn Public Library's**

early literacy campaign, "Brooklyn Reads to Babies," emphasizes the importance of reading to kids during the first years of life, targeting both parents and caregivers. Hoping to reach every family in Brooklyn with children under the age of two, the Library team hosted 11 kick-off events in neighborhood libraries in 10 of the neediest neighborhoods of Brooklyn after making sure the events were well publicized in the media. The group distributed 900,000 brochures with reading tips and a suggested booklist in six languages, with the help of more than 30 community partners in the five boroughs of New York City. The efforts reached 8,252,256 people through 25 printed and televised pieces, and 1,580 people attended the kick-off events.

production and followed up with a second documentary, "Washing Away."

Although the months immediately following the storms were most relevant to their cause, the America's WETLAND PR team did not lessen its efforts as time passed – quite the opposite. They rallied public support with petitions, featured Wetlands heroes in Mardi Gras parades and teamed with jazz legends to spread the word. The team's ability to cast a wide net and use

all communications vehicles and partnerships – both traditional and off-the-beaten-path – made the shrinking wetlands a front-of-mind issue for government leaders, media members and communities nationwide. While the campaign's direct impact on the coastline itself may not be seen for a years to come, its tireless effort and attention to each possible communicational angle promise made the best possible effort in bringing the erosion to a grinding halt.

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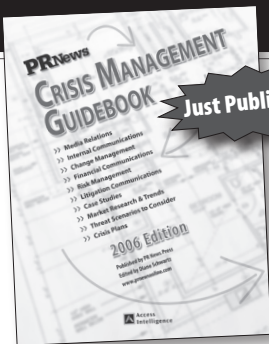
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WEB SITE

Campaign: Growing the Mom's Network on 3aday.org Winners: Dairy Management Inc., Edelman PR

Dairy Management Inc. wanted to reach more of its consumer evangelists – young mothers – for two purposes: to promote the benefits of dairy products as part of a healthy diet and as a weight-loss aid, and to encourage them to give more milk to their kids.

The objectives: to increase 3aday.org Mom's Network membership, and to build recognition of 3-A-Day of Dairy's stronger bones and weight loss benefits, using 3aday.org traffic, Mom's Network members and awareness data measurement tools.

The organization drove traffic to its Web site through key retail promotions and relationships; by rewarding mothers' participation on the site with online/off-line incentives to build loyalty; and by leveraging "back to school" time to activate and educate moms about the importance of milk in schools. The organization

took advantage of the Super Bowl season to promote – on the site and in its monthly Get 3! e-newsletters – healthy recipes incorporating milk, cheese and yogurt that mothers could use in their menus for the day of the game. A Real People, Real Results insert in *People* magazine highlighted 3-A-Day of Dairy's role in healthy weight loss and referred people back to the site. An online "Tackle It Today: Share Your Weight Loss Success Story" contest rewarded participants with a chance to win a trip for two to Hawaii and tickets to the 2006 NFL Pro Bowl. Frequently refreshed content on the site provided tips and tools for moms and families, including a Recipe Wizard, Workouts that Work, a 16-week food and exercise journal and a Dietary Assessment Tool developed by WebMD.com for 3-A-Day. Plus, a Spanish-speaking

version of the site, 3aldia.org, provided dairy tips and recipes, a meal planner and links to other resources in Spanish, including the USDA's MyPyramid, for the Latina audience.

The program boosted online Mom's Network membership by 139% between

January 2005 and January 2006. In addition, the average total monthly visits to the site soared to 190,000: an 88% increase from 2004, and mothers' awareness of dairy's connection to weight loss rose by 76%, up by 25% between November 2004 and February 2006.

HONORABLE MENTIONS

The **Pennsylvania Department of the Auditor General** recreated its Web site (www.auditorgen.state.pa.us) to make it the most appealing and easiest to use site in the state government. If that sounds like an oxymoron, it's not. On a shoestring budget, the in-house team added color and graphics to make the home page inviting, brought common sense to the navigation buttons and packaging (for a site that accommodates more than 727 pages of info), added interactive features that let the public fill out forms and download information, and

created links to other government sites of interest to the public.

Pervasive ignorance, misinformation and negative perceptions of the accounting industry among high school and college students has led to an alarming decline in accounting majors and CPA-certified prof between 1990 and 2000. The **American Institute of Certified Public Accountants** turned this trend of decline on its head with a long-term, innovative recruitment effort centered around www.startheregoplaces.com, an interactive Web site

that informs students about the opportunities a career in accounting would hold. The effort paid off, with 340,000 students registering with the program since its inception and the number of college students who declared accounting as a major rising from 2% in 2000 to 10% in 2006.

To promote the launch of its new Web site – and a first-of-its-kind travel site frequent flier miles program – **Louisville International Airport** PR executives kick-started a campaign based on a trifecta of PR tactics: messaging

(the Web site, www.flylouisville.com, was part of the tagline on all airport communications), partnerships (the local AAA baseball and arena football teams helped promote the site) and promotions specifically targeted to the most influencing audience (research showed that females between the ages of 25 and 54 are the primary decision makers regarding leisure travel). All said, the campaign paid dividends: Registered members went from 0 to 27,142, monthly tickets sold went from 0 to 494 and monthly ticket sales earned approximately \$200,000.

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