

PR News
Platinum
PR
Awards
 ISSUE

HONORING THE BEST OF THE BEST

Rallying the public and organizations to donate nearly 26 million diapers for struggling moms; reenergizing the GM brand by tenaciously pitching compelling stories to the media; helping Gulf Coast tourism get back on its feet after the BP oil disaster—all in a day's work for our Platinum PR Award honorees. Well, more than a day's work. This year we honor excellence in 40 categories for campaigns spanning Jan. 2010-May 2011; we also celebrate this year's Hall of Fame inductees. We feted the Platinum PR Award winners and honorable mentions at a Sept. 14 luncheon in New York. Congratulations to all, and a special thanks to our luncheon sponsor DS Simon Productions. For extended profiles of all the finalists, visit prnewsonline.com/platinumpr2011. ■

ANNIVERSARY CAMPAIGN

Pierson Grant Public Relations**25th Anniversary of the Blizzard - A Blizzard of Publicity**

To celebrate the 25th anniversary of the Dairy Queen Blizzard, the "Blizzardmobile" set out on a four-stop tour across the country. Along the stops in NYC, Washington, D.C., Berkshire Hathaway in Omaha, Neb., and Children's Hospital in

Los Angeles, the company raised money for the Children's Miracle Network Hospitals. The tour kicked off on the *CBS Early Show* and engaged bloggers online to help spread the word about the frozen treat. Along the way, celebrity spokespeople, including Tori Spelling and Warren Buffett, rolled up their sleeves to hand out Blizzards from the Blizzardmobile. A Facebook event page was created for each market, treating fans to games, apps and a photo contest in which the winner won free Blizzards for a year. A giant DQ spoon signed by Warren Buffett was auctioned on eBay and an online contest in which fans posted videos of themselves singing Happy Birthday to their Blizzards helped engage fans and raised awareness online. "Miracle Treat Day" helped raise \$4 million in one day for the Children's Miracle Network Hospitals, and increased Blizzard sales by 16% for the year. —*Regina D'Alesio*

HONORABLE MENTIONS:

Aflac – Aflac Duck Wingman Bead Helps Kids Find Courage Against Cancer: Through media outreach, online initiatives and event sponsorships, Aflac sold 10,000 Duck Wingman beads to raise awareness and funds for children with cancer.

Hampton Hotels and Cohn & Wolfe Austin – Save-A-Landmark 10th Anniversary: Community outreach helped preserve five American landmarks—including Lincoln's cottage.

Euro RSCG Worldwide PR – Fifty for Five: Five years after Hurricane Katrina, Sears and Rebuilding Together rebuilt 50 homes in the Gentilly neighborhood of New Orleans.

Porter Novelli – Tip Top 75th Birthday: To reengage customers with its ice cream brand, Tip Top and PN executed a series of "dates" with customers, including an ice cream hunt.

Turkcell İletişim Hizmetleri A.S. – 3G Speed Test: To celebrate the one-year anniversary of their fast 3G services, Turkcell carried out a speed test in front of the media.

BLOG

Centers for Disease Control and Prevention**Preparedness 101: Zombie Apocalypse**

Are you prepared for a Zombie Apocalypse? It's the question the CDC posed to shake up its standard personal safety message. In an effort to reach a wide audience—including a young demographic—the organization used social media to spread the word about Zombie Apocalypse preparation. On May 16, 2010, the CDC posted a blog containing valuable information on how to prepare an emergency kit, create an emergency plan and where to find shelter whether seeking safety from a tornado, a flood or, perhaps—zombies.



The blog was then posted on the CDC's Twitter feed and Facebook page and quickly went viral: 30,000 visitors came to the blog—crashing the site. Plus, the keywords "CDC" and "Zombie Apocalypse" were top trends on Twitter. —*RD*

HONORABLE MENTIONS:

Boeing Commercial Airplanes – "Randy's Journal": Covering major company updates, news and reflections on the industry, this blog has generated 6 million page views to date.

Euro RSCG Worldwide – Four Part Brain Series: Euro RSCG Worldwide CEO Marian Salzman shared her personal experience with a brain tumor in a well-received series for The Huffington Post.

Kaiser Permanente – "Dispatches from Haiti": KP doctors blogged about their relief efforts following the devastating earthquake in 2010.

Shift Communications – PR Squared: Todd Defren on PR, Social Media and Life: Since 2004, Defren's blog has given its readers deep insight into PR and social media, attracting more than 7,400 registered readers to date.



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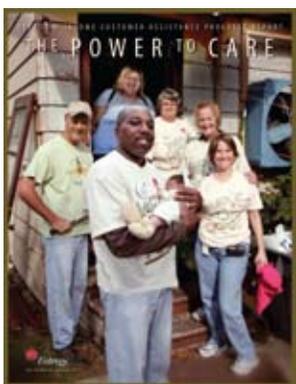


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ANNUAL REPORT

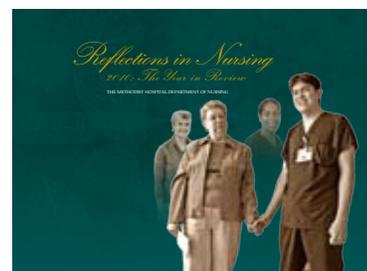


Co-Winner: Entergy Corporation Low Income Customer Assistance Progress Report

The annual progress report for Entergy Corporation's Low Income Customer Assistance Program delineates the company's strides in providing assistance for low-income households that face a far more severe economic strain from energy costs than higher-income households. It has several target audiences in mind, including employees and retirees, low-income advocates, service organizations and legislative groups in Arkansas, Louisiana, Mississippi and Texas. The 2010 report focuses on Entergy's work in 2009 when it identified, set and achieved measurable program goals. These included providing payment assistance for energy bills, weatherizing homes, distribution of basic necessities such as fluorescent light bulbs and air-conditioning units, and even building homes through employee volunteer labor. —*Sahil Patel*

Co-Winner: The Methodist Hospital Reflections in Nursing 2010: The Year in Review

The first thing you notice about the Methodist Hospital's annual report is its robust design and craftsmanship—the title on the cover glows in a reflective, gold font and comes bound in a decorative strip. When you slide out the binding and open the report, you are greeted with high-quality pictures of employees and patients, providing a feel for the hospital's environment. The report not only reflects on 2010, but also looks forward to the next couple of years via "A Vision for the Future"—an outline that establishes annual goals for the Methodist Hospital in six areas: Leadership and Education; Collaborative Patient Care Delivery; Workplace Environment and Community Presence; Evidence-Based Practice and Research; Innovation and Technology; and Financial Health. —*SP*



HONORABLE MENTIONS:

King County Library System – 2010 Year in Review: The Busiest Year Ever: KCLS's annual report provides information on every aspect of the library system's operations, including its Web-based initiatives, technological upgrades, volunteer programs and more.

MWW Group – 2011 MWW Group Corporate Citizenship Report Promise Practice: MWW Group's annual CR report not only provides coverage of how actively the agency pursues corporate responsibility, but contains personal stories from employees recollecting the ways they are helping others on their own time.

Norfolk Redevelopment & Housing Authority (NRHA) – Setting the Example Since 1940: NRHA's annual report celebrates 70 years of providing housing assistance to the Norfolk community. Along with interviews with NRHA leaders, images from World War II-era to present day weaves together a shared history in the city.

PepsiCo – Performance with Purpose, the Promise of PepsiCo: The PepsiCo report mixes easy-to-read information, such as 47 "snapshots" of PepsiCo's activities and CR goals for the future, with detailed financial reports and analysis.

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BRANDING CAMPAIGN



General Motors and Weber Shandwick An American Comeback Story: Resurgent Brands and Great Products Tell the Story of the New GM

As the new General Motors Co. began operation in July 2009, it faced a highly charged and mostly negative media environment fraught with criticism from multiple circles. Realizing that it was a difficult—if not impossible task—to alter the “corporate perception” of GM among industry media and consumers in the near term, GM and Weber Shandwick devised a new centralized news and storytelling approach—GM News Bureau—that would focus on telling positive stories about GM’s four remaining brands after bankruptcy.

The News Bureau team concentrated almost entirely on brand and product stories, while emphasizing the positive attributes of the “New GM” as a company that designs, builds and sells the best vehicles in the world. A twofold approach to media outreach was devised: One team focused on mining stories and a second team focused on pitching stories to major media every day. For each story, content and assets were loaded to the media site and coordinated with social media teams. Over 200 mined stories led to 12,000 placements/reposts, increased readership of GM’s media site by 97.5%; and its four brands combined for 55% of the share of voice for 2010 versus Toyota and Ford. —*Bill Miltenberg*

HONORABLE MENTIONS:

1-800-Flowers.com - Operation Undercover: 1-800-Flowers.com targeted top-tier media and used social networks to share CEO Chris McCann’s experience on the TV show *Undercover Boss*.

AirTran Airways with Cramer-Krasselt - Skip The Stampede: To establish a social media process for the airline through the use of video, Cramer-Krasselt and AirTran poked fun at a competitor’s “cattle call” boarding process and highlighted AirTran’s points of differentiation.

Alpaytac Inc. - Bellator Fighting Championships Brand Building: To establish Bellator as a major player in the crowded MMA landscape, Alpaytac chose compelling stories of Bellator fighters and pitched newspapers and sports pubs while leveraging social media.

Coyne PR/Breastcancer.org – One Mission, One Voice: To drive visibility for breastcancer.org and Dr. Marisa Weiss—a prominent figure in the breast cancer community—Coyne PR engaged the media to tell Dr. Weiss’ personal cancer story.

Deloitte Touche Tohmatsu Limited – A Force to be Reckoned With: The largest private professional services organization tapped MWW Group to create a campaign positioning DTTL as the preeminent industry leader via top-tier media exposure for global CEO Jim Quigley.

Edelman/Pantone – Pantone Color of the Year: Bringing Next Year’s Hot Hue to the Masses: In declaring Honeysuckle the 2011 Color of the Year, Pantone and Edelman capitalized on relationships with high-profile fashion and interior designers, and well-known consumer brands to increase mainstream visibility bolster Pantone’s color authority.

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CAUSE RELATED MARKETING

MWW Group & Samsung Mobile Samsung Mobile March to a Million In-School Education and Recycling Program

MWW Group and Samsung Telecommunications America’s in-school education and recycling program “March to a Million” set out to collect 1 million mobile phones for recycling. As part of this initiative, they created a nationwide program to educate middle and high school students about the importance of cell phone recycling while raising brand awareness among this key demographic. Initially aspiring to collect 30,000 cell phones from schools from April 1 through June 1, 2010, MWW and Samsung distributed a leader guide to administrators, which included an educational guide and curriculum, a collection box for phones and giveaway items for students who recycled their phones. A Facebook page and microsite were set up so program materials could be accessed online or in the classroom, and fans could post updates on their recycling efforts on the Facebook page.



At the end of the campaign, Samsung Mobile collected more than 33,000 mobile phones, surpassing their initial goal. Additionally, 67% of schools reported using the classroom activities and lessons as part of the program, and some schools have created their own Facebook pages to help support the initiative. —*RD*

HONORABLE MENTIONS:

Aflac – Aflac Duck Wingman Bead Helps Kids Find Courage Against Cancer: Aflac teamed with nonprofit Beads of Courage to boost the resilience of children with cancer through art. Aflac sold 10,000 beads—surpassing its campaign goal.

Booz Allen Hamilton Inc. – The Real Warriors Campaign: Booz Allen created a Web site with resources, tips and tools for all “Real Warrior” service members and their families, while a media campaign included video profiles and PSAs featuring stories of Real Warriors.

Disney Parks – Disney Parks Celebrates the Volunteer Spirit with “Give a Day, Get a Disney Day”: Partnering with the HandsOn Network, Disney and Coyne PR inspired 1 million people to do volunteer work. In return, volunteers would receive a free admission to a Disney park.

Ogilvy Public Relations Worldwide and Kimberly-Clark’s Huggies – Helping Diaper “Every Little Bottom”: Huggies and Ogilvy PR created the initiative that featured *Grey’s Anatomy* star Ellen Pompeo as ambassador and nonprofit partners hosting local diaper drives. The result: nearly 3 million diapers donated by the public in six months.

Macy’s Inc. – Macy’s National Believe Day: Macy’s launched “Double Donation Day” by donating an additional \$1 dollar to the Make a Wish foundation for every letter donated to Macy’s Santa letter drive. Fifty wishes were granted to children and more than 200,000 letters were collected.

NSF International – Making Safety a Top News Story: NSF developed proprietary research studies on common household germs and food safety study, gaining coverage by mom bloggers and traditional media outlets.

Chris Vary, Digital Communications, Weber Shandwick



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COMMUNITY RELATIONS

Cone Inc. and Jiffy Lube International 2010 Maintenance Partners for Life

In making the connection between maintaining heart health and vehicle health, this cause marketing campaign had seen tremendous success in its first two years of 2008 and 2009.

Spearheaded by Virginia Q. Sanchez, manager of communications at Jiffy Lube International, the campaign addresses both business and social objectives: enhancing Jiffy Lube's reputation as a good corporate citizen, acquiring new customers and building pride among Jiffy Lube franchisees. For 2010, the goal was to raise an additional \$1 million for the American Heart Association's (AHA) Go Red For Women movement—via \$3 customer donations. To drive awareness of the initiative, Cone and Jiffy Lube conducted extensive media outreach at the national, regional and local levels for print, TV, radio and online outlets, and targeted key bloggers.

For the first time, Partners for Life featured a microsite that informed visitors where to go to participate and gave them an opportunity to donate online. Other outreach included a Facebook page, radio media tour and an audio news release. Executed from Feb. 1 to March 14, 2010, the campaign raised more than \$1.1 million for AHA while garnering 174 million media impressions—up 20% from 2009. —**Scott Van Camp**

FAST FACT:

The Partners for Life Facebook page saw a nearly 500% increase in fans in 2010 over 2009.

HONORABLE MENTIONS:

Coca-Cola HBC Croatia – Our Beautiful Sava: Extending a program launched in 2007, Coca-Cola HBS Croatia extensively promoted live events to raise awareness of conservation and eco-tourism along Croatia's River Sava.

Cooney/Waters Group, Inc. – Mobilizing Trusted Community Stakeholder and Grassroots Support in Los Angeles to Address Infectious Disease Threat Among Hispanic Adolescents: Community groups, behind high-impact media outreach, helped triple the sales of meningitis vaccines in L.A. County, when compared to the rest of the state.

Foundation for Eye Health Awareness and Weber Shandwick – Think About Your Eyes Campaign Launch: A mix of grassroots, media relations and social media efforts for eye exams resulted in a 17% increase in new patient exams in nine markets.

Ogilvy Public Relations Worldwide and Kimberly-Clark's Huggies – Helping Diaper "Every Little Bottom": Bottom line: Nonprofits and consumers donated 3 million diapers, in addition to 22.5 million pledged by Huggies.

RF Binder Partners Inc. – Setting Opportunity in Motion in America's Communities: Bank of America's Neighborhood Excellence Initiative: National outreach to community news editors drove the message that BoFA helps communities with its business and philanthropic efforts.

CRISIS MANAGEMENT



Deveney Communication

Louisiana Office of Tourism BP Oil Spill Response

On April 20, 2010, an explosion and oil leak devastated tourism in the Gulf Coast region. By July 15 the leak was capped, but negative perceptions continued to erode Louisiana tourism. The Louisiana Office of Tourism (LOT)—with Deveney Communication—launched a comprehensive, research-based and results-driven campaign to preserve an industry that employs more than 200,000 people.

Deveney and LOT developed a one-voice strategy, providing all organizations and individuals interacting with the media consistent messaging and facilitating the exchange of timely information, producing more than 160 daily media audits and weekly stakeholder reports distributed to a network of more than 1,100 partners. They also formed an experts bureau

comprised of more than 86 spokespeople and leaders in myriad industries. LOT achieved 449% of its publicity goal, and research shows that tourism is trending up and the perception of the extent of devastation has decreased by 20%. —**BM**

HONORABLE MENTIONS:

Aflac with Kaplan Thaler Group, PainePR and Digitas – Japan Earthquake / Aflac Duck Loses Voice: When Gilbert Gottfried, the voice of the Aflac Duck, tweeted insensitive remarks following the Japan earthquake/tsunami disaster, Aflac engaged the public to find a replacement.

Allison & Partners – SOS Children's Villages—USA: Communicating with Donors and Media in the Aftermath of the Haiti Earthquake: Following the earthquake, SOS Children's Villages handled a media firestorm surrounding 33 children allegedly being taken out of the country by American missionaries via a comms plan that emphasized proper messaging and staff training.

American Airlines and Weber Shandwick – Bomb Threat Response: American Airlines Tweets with Passengers Aboard Flight AA24: When an alleged bomb threat grounded AA Flight 24 in San Francisco, the AA/Weber Shandwick social media teams immediately addressed rumors to the public and communicated with two passengers on the plane.

CommunicationWorks – Minimizing Damage, Maximizing Advantage: When more than 7,000 students' college entrance tests were incorrectly scored, CommunicationWorks implemented disclosure strategies for schools, parents and the media.

Howard Brown Health Center and PCI – Creating a Lifeline for a LGBTQ Health Center:

Rocked by financial mismanagement, the Health Center and Public Communications Inc. successfully restored public confidence in and support for the HBHC by telling a complete and transparent story.

NEI and Burson-Marsteller – Digital Crisis Management for U.S. Nuclear Industry During Japan Crisis: After Japan's earthquake/tsunami, a crisis of confidence in nuclear power within the U.S. spread. B-M's digital crisis comms team partnered with the Nuclear Energy Institute to ensure the industry's nuclear safety messages reached its core audiences.

U.S. Navy Bureau of Medicine and Surgery – Deploying COMFORT to Bring Hope to Haiti: Following notification that USNS Comfort hospital ship—the cornerstone of the U.S. contribution to Haitian relief efforts in the wake of a devastating earthquake—would deploy, the BUMED communications team coordinated national and international press coverage of the deployment.

Weber Shandwick New York – Not Such Easy Going in Big Easy: When the BP oil spill struck, consumers thought New Orleans' water and renowned seafood had been tainted. To fight the perception, a multi-pronged PR effort with credible spokespeople initiated positive press for the city.

EMPLOYEE COMMUNICATIONS

Northwestern Mutual Leaving a Legacy: Million Minutes Project

CEO retirements are commonplace, but when Edward J. Zore, longtime chairman and CEO of Northwestern Mutual, chose to retire in 2010, the company decided to give the gift of a lifetime to the community that meant so much to Zore.

The Leaving a Legacy: Million Minutes Project was designed to donate 1 million minutes of employee time to nonprofits throughout Milwaukee. All 5,000 employees were given four hours of paid time off, and were challenged to find a way that they could help their community. The project was kicked off when 200 NM volunteers built a playground at the Milwaukee Boys and Girls Clubs camp in just one day.

Ultimately, more than 80% of employees volunteered a total of more than a million minutes to more than 1,120 nonprofit organizations, resulting in 80% coverage of targeted local print media and 50% of targeted local broadcast media. —*BM*

**FAST FACT:**

In a Million Minutes wrap-up survey of employees, positive impressions of NM increased to 97%.

HONORABLE MENTIONS:

American Airlines and Weber Shandwick – Fuel Smart: American Airlines Employees Make a Difference: Weber Shandwick's campaign led to 600 employee suggestions on conservation and, ultimately, more than 123 million gallons in fuel savings in 2010.

Beehive PR With Deluxe Corp – I'm In It to Win It for United Way: When the annual United Way Campaign needed a jump-start, Beehive developed an integrated campaign that renewed enthusiasm, and increased employee participation and donations.

Central Arizona Project – Safety for Life: After being given one year to bring itself back into compliance due to safety violations in 2010, the water management organization deployed a safety story video contest, employee-based safety posters and safety highlights in the company newsletter.

Deloitte – Greening the Dot: Since 2007, Deloitte's CSR program has expanded its reach from

the office to the home, and now has made a generational leap by using technology through its Next Generation Web site hub.

Discovery Networks Latin America/US Hispanic – DLA/USH's Internal Communications Tools: Discovery EVP and managing director Henry Martinez' "Henry's Desk" e-mail is distributed to the entire company's workforce. Topics include employee promotions, news and awards.

National Association of Insurance Commissioners (NAIC) – The Politics of Relocating an Office: After a decade in its downtown Kansas City office, the NAIC explored options for new space while regularly engaging and updating employees on virtually every element of the relocation process.

Turk Telecom – Welcome 2011: When Turk Telecom recruited 3,357 new employees in 2010 to its offices nationwide, it enacted the Welcome 2011 program to inform the new hires about the company's organizational structure, business operations and corporate identity.



EVENT MARKETING

Co-Winner: Bowling Proprietors of America 2010 Celebrity Bowling Hall of Fame Campaign

The premier trade association for the bowling industry tapped MWW Group to help elevate the sport and clear up misconceptions of bowling as a dying business. MWW group devised a campaign to encourage fans to cast votes online to induct a celebrity bowling-lover into the International Bowling Museum Hall of Fame. Combining digital grassroots outreach through the candidates' fan blogs, Web sites, Facebook pages and Twitter feeds, the results were striking: 1.3 million Hall of Fame votes were cast and 776.7 million media impressions were earned. The Hall of Fame 2010 celebrity inductee: Taylor Swift. —*SVC*

Co-Winner: Cohn & Wolfe with Buick The Regal Remix: Flipping the Script to Reach a Younger Prospect

Buick isn't a car brand that one associates with bright lights, loud rock, hot clubs, trendy art centers and killer cocktails. But that is exactly what Cohn & Wolfe and Buick achieved with Regal Remix—injecting life into a product of which the average owner in 2010 was age 72. With the objectives of getting a younger demo, driving buzz and spurring sales of the 2011 Buick Regal, Cohn & Wolfe engineered a digital-driven effort that focused not on the Regal's features but trendy venues, tasty food and top-name bands. Focused on six events across the country, C&W leveraged a microsite and social media to reach a younger audience. And, the agency succeeded. The average age of a Regal owner since Jan. 2011? Sixty-one, and the brand sits No. 8 on the list of auto brands' "likability (up from No. 17). —*SVC*

**HONORABLE MENTIONS:**

Cone Inc. – Yoplait Save Lids to Save Lives - Sheryl Crow Breast Cancer Awareness Concert: Aggressive local and national media outreach drove home Crow's concert and encouraged fans to send in pink Yoplait lids that go toward the Susan G. Komen for the cure donation.

Cramer-Krasselt – Tork Cleans Up with Guinness World Record: Touting the Tork hand sanitizer product, C-K engineered a Guinness record of 2,151 soccer fans cleaning their hands at a 2010

Major League Soccer game in Philadelphia, gaining coverage from ESPN and The Associated Press.

Chase Card Services & Ketchum– Chase Sapphire Creates Mad Cardmember Experience: Mad Men Partnership: Promoting its card member services, two events were created in conjunction with the popular TV show *Mad Men*, ultimately increasing awareness of the card.

Ogilvy Public Relations Worldwide and Nestlé Raisinets – Raisinets City: Ogilvy PR turned the California Central Valley town of Raisin City into Raisinets City for a day.

EXTERNAL PUBLICATION

The Boeing Company and Methodologie Inc. **AERO Magazine**



Launched in 1998, *AERO* magazine targets a specialized audience: employees of Boeing Aircraft. One *AERO* writer works with subject matter experts to craft articles addressing maintenance, engineering flight and safety. The technical information contained in each article is written in an easy to follow, cohesive tone. The quarterly publication is available to employees in print and online formats. Photos and illustrations complement each article of the 32-page pub, resulting in a clean, attractive layout for both the print and online versions. The latest reader survey shows that 92% of respondents found the content to be valuable and timely. The online version of *AERO* generates an average of 25,000-30,000 visits per month. The content has led to new business, including airlines' adoption of new Boeing technologies, and the use of *AERO* information to train pilots on new fuel conservation procedures. —RD

HONORABLE MENTIONS:

Consumer Electronics Association – CEA's Innovation Movement Video Brochure for Capitol Hill: CEA's brochure is designed to educate policy makers about free trade, skilled immigration reform and federal deficit reduction.

Makovsky + Company – Commemorating 30 Years of Specialized Thinking: Capturing the evolution of PR, this pub also forecasts the "Next Thirty Years," explaining why the industry is on the threshold of a golden age.

NYU Langone Medical Center – Innovation – 2010 Research Report: The report shines a spotlight on researchers, describing their approach and commitment to transforming their study findings into new therapies, diagnostics and devices.

Office Depot Foundation and SCORE – Business Planning Tools for Nonprofit Organizations, Second Edition: This guide for nonprofits provides useful information on nonprofit strategic plans, business places, funding sources and tools and resources.

FINANCIAL/INVESTOR RELATIONS

General Motors Introducing the New GM

To build investor excitement for the company and its cars, GM planned and executed a multi-city road show and online video road show for potential investors. After pre-releasing Q3 financial results before the road show, the new management team met with 85 investment firms over two weeks—thus enabling management to speak about the company's success in coming back from the brink and returning to profitability. Further investor interest was generated in the online road show presentations as they received 1,248 hits from institutional investors and 15,063 from retail investors. The resulting investor confidence in the company helped GM launch a landmark IPO of \$23.1 billion in 2010. —Sahil Patel

FAST FACT: GM also developed a new investor section for its redesigned Web site, GM.com, to further build investor confidence in the company.



HONORABLE MENTIONS:

Lambert, Edwards & Associates – A Healthy SNAK of Increased Sales, Distribution and Stock Price: LE&A's experiential outreach program

led to an 82% jump in Inventure Food's stock price by the end of 2010.

OfficeMax Inc. and FD – Maximizing Communications of 5-Year Growth Plan at OfficeMax: Financial Dynamics' March 2010 investment community event kicked off Office Max's 5-year growth plan.



GLOBAL PR

GE GE ecomagination Challenge: Powering the Grid

On July 13, 2010, in partnership with the four leading venture capital firms, GE launched the \$200 million ecomagination Challenge: Powering the Grid campaign to change the way we create, connect and use power. It offers investment and commercial relationship opportunities to find, fund and bring to scale the best ideas from innovators, technologists, small businesses and students, as well as five \$100,000 innovation award winners. Through the Challenge site, earned and paid media outreach, and social media tools like Facebook and Twitter, the Challenge engaged and informed a broad audience about GE's leadership and commitment to innovative clean energy technology. Powering the Grid launch was strategically held in San Francisco to capitalize on the strong clean technology press and blogger presence. Additional Challenge events were held in Germany, Japan, France, Korea, Australia and Canada. —BM

HONORABLE MENTIONS:

American Airlines and Weber Shandwick – American Airlines and the oneworld Alliance Win the Battle for Japan Airlines: When American Airlines was in jeopardy of losing Japan Airlines to rival Delta, Weber Shandwick quickly mobilized resources across the globe for a multi-front corporate crisis campaign.

Cohn & Wolfe – AIDS Treatment for Life International Survey (ATLIS 2010): Cohn & Wolfe created the AIDS Treatment for Life International Survey, a platform for the delivery of key Merck

messages with breakthrough information meaningful to HIV/AIDS patients.

Euro RSCG Worldwide PR – Wyclef for President: Euro RSCG devised a communications strategy for musician Wyclef Jean, who ran for president of his home country, Haiti. Jean was humanized by personal letters and op-ed pieces addressing his true goals.

Financial Times – Pioneering the Metered Model: As the media industry moved to a new position of acceptance of paid content—which the *Financial Times* adopted in 2007—a PR campaign was launched to ensure that *FT* received credit for pioneering the model.

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GREEN PR

Hormel Foods with Burson-Marsteller

Corporate Responsibility and Sustainability Communications at Hormel Foods



By maintaining constant communication with stakeholders about its sustainability initiatives, Hormel Foods also keeps “green” top-of-mind with its employees. The company uses a multi-faceted approach to emphasize how important being green is to Hormel Foods. First, its annual CR report for stakeholders is framed through its “Our Way” platform—an articulation of Hormel’s mission and values. This integration drives the message to stakeholders and employees alike that being responsible is one of the company’s core principles.

Second, instead of just broadcasting its green initiatives, Burson-Marsteller and Hormel Foods have implemented a communications program that engages stakeholders. The annual report is complemented by quarterly e-newsletters that encourage interaction and feedback. For the 2010 report launch, a Twitter contest was held to test the participants’

knowledge of the report and the company’s sustainable business practices. The prizes ranged from gift boxes and sustainable prize packs containing Hormel products to money-saving coupons. All together, it serves to maintain a consistent push toward responsible corporate citizenship. And it works. Since 2009, Hormel Foods has jumped 10 places on *Corporate Responsibility Magazine’s* 100 Best Corporate Citizens rankings to #30. —SP

HONORABLE MENTIONS:

The OutCast Agency – The Birth of a Cleantech Brand: Bloom Energy: Dealing with immense pressure to deliver for raising \$400 million without having a product to show, Bloom Energy, a solid oxide fuel cell company, scored a major win by pitching and landing a profile on *60 Minutes*.

Paine PR – P&G Future Friendly-Making Conservation Second

Nature: P&G, through its Future Friendly conservation program, sponsored the Earth Day Network’s annual live event in Washington, D.C., developed an online campaign to promote sustainable living in exchange for P&G making charitable donations and encouraged employee participation in sustainable living. The campaign received overwhelmingly positive (95%) coverage.

FAST FACT:

There were more than 600,000 impressions/Twitter users reached for the Hormel CR report launch contest.

INFLUENCER COMMUNICATIONS

Intel and Ogilvy Public Relations Worldwide Intel Advisors

To help consumers become aware of the importance of Intel processors and other Intel technology innovations, the Intel Advisors board was devised in December 2010 to tap digital lifestyle influencers and connect with Intel’s target consumer audiences. The program sought to build meaningful, authentic relationships with online influencers who engage with consumers and are considered experts or taste makers by the social media community.

Throughout the yearlong program, the Intel Advisors—which represent some of the most influential personalities online and span across parenting bloggers, tech bloggers and even a You-Tube famous vlogger—were provided with exclusive access to Intel technologies, products, executives and events. In return, the Advisors leveraged their social media channels to communicate to their followers about how Intel and technology supports them in pursuing their passions. Advisors participated in major industry and consumer events on behalf of Intel, including the Consumer Electronics Show, South by Southwest, Computex and the Intel Developer Forum. The Advisors helped Intel’s products and messaging land in a variety of new-to-Intel sites that directly reach and engage the consumer audience, including Blissfully Domestic, Manic Mommies and PopGadget. The team reached more than 1.3 million people combined on Twitter. —BM

FAST FACT:

Videos made by the Intel Advisors attracted more than 1000,000 views.

HONORABLE MENTIONS:

Conover Tuttle Pace (CTP) – Restoring the Spirit of Pinehurst No. 2: CTP repositioned the historic Pinehurst No. 2 course through influencer outreach and compelling content.

GM Western Region Communications and Weber Shandwick Los Angeles – Chevy Best of Tours: Influential bloggers and community members were brought together for a Chevrolet experience that wasn’t meant for auto-enthusiasts.

Huntington Bank – Huntington’s Small Business Platform: In 2010 the Columbus, Ohio Bank launched a program that positioned CEO Steve Steinour as an authority on small-business banking. Steinour was named by *TheStreet.com* as one of 2010’s most loved bank CEOs.

Southwest Airlines Company – Mosaic - A Southwest Airlines Community Affairs & Grassroots Publication: To showcase its commitment to the communities it serves, the airline

shares Mosaic with over a thousand influencers.

Tourism Australia – Oprah’s Ultimate Australian Adventure: To increase tourist visitation from the U.S., Australia tapped Oprah, her audience and crew to travel to Australia and show the benefits and ease of taking an Australian holiday.

U.S. Army—Building an Army of Advocates: Weber Shandwick and the U.S. Army ramped up influencer attitudes and perceptions about joining the Army by rallying 9,000 knowledgeable third-party advocates.

Weber Shandwick and MilkPEP – got milk? Breakfast BlogHer Program: To combat “breakfast skipping,” Weber Shandwick tapped influential bloggers, nutrition professionals and their followers to communicate the benefits of lowfat milk at breakfast.

INTERNAL PUBLICATION



iolo technologies iolo insider

iolo technologies boasts an average staff growth rate of 30% over the last several years. Despite that phenomenal statistic, until 2009 the company had only issued two staff newsletters in its 12-year history. Recognizing the need for a change, the company made a concerted push to implement a monthly newsletter that could become a valuable tool in building company culture and cohesiveness.

FAST FACT:
The iolo newsletter e-mails have an average employee open rate of 75% to 95%.

Fast forward to today, the new iolo insider newsletter is published once per month. On top of the usual sections for staff and company news, it offers unique features designed to create a sense of community. These include sections that offer useful lifestyle tips; illustrate the diversity in cultures represented amongst the employees; display photos taken from iolo events and iolo-sponsored events; and a "Just for Fun" section that includes baby photos, movie polls and humorous cartoons.

It's no surprise then that after the introduction of the newsletter, iolo jumped from #46 to #30 on the "Best Places to Work in LA" by the *LA Business Journal*. The newsletter was specifically cited as a significant reason for the jump. —SP

HONORABLE MENTIONS:

Diageo North America – The Main Ingredient: Diageo promoted employee engagement by holding a contest to take and submit photos of Diageo products available at bars and restaurants for its biweekly newsletter. The prize was a bottle of Johnnie Walker Blue Label, a Diageo brand.

Multimedia over Coax Alliance (MoCA) – Morning MoCA Member Newsletter: MoCA's monthly newsletter focuses on creating a cooperative culture by soliciting and highlighting member articles for the newsletter. The publication has an impressive 98% open rate.

MARKETING COMMUNICATIONS

EA SPORTS & Fleishman-Hillard

Madden NFL 12 Cover Athlete Voting Campaign



EA SPORTS & Fleishman-Hillard's multifaceted public relations and marketing effort to build awareness for the Madden NFL 12 cover athlete voting campaign was led by an aggressive media relations campaign that provided weekly and mid-weekly updates of voting results for key media targets. Furthermore, a partnership with ESPN allowed for the various player candidates to plead their cases for being the next cover athlete during interviews. Social media channels were also used as fans got the chance to participate in live chats with each player candidate. The campaign—led by EA Sports' Rob Semsey, Julie Foster and Kristina Foster, and FH's Steve Hickok, John Reseburg and Brett Cummings—culminated in March 2011 during the NFL Draft with the announcement of Peyton Hillis as the cover athlete. Once selected, the choice of Hillis was marketed via a Madden NFL 12 Kickoff event in New York's Times Square, an event that included a "first look" at the game and a photo shoot on a giant replica football field and media opportunities such as an appearance on *Late Night with David Letterman*. EA Sports achieved a 548% increase in total number of stories and 241% increase in media impressions over the previous year's iteration of the game. —SP

HONORABLE MENTIONS:

Conover Tuttle Pace (CTP) – Zenyatta's "Quest for Perfection": A campaign to increase interest in the 2010 Breeders' Cup—centered around Zenyatta's chase for an undefeated record—helped reverse the trend of decreasing interest in horse-racing as ticket sales increased by 40% from 2009 while revenue increased by 27.4%.

Hawaii Visitors & Conventions Bureau – HVCB's 2010 "Perfect Moments" Market Saturation Campaign: HVCB's promotional campaign to create interest in visiting Hawaii centered around seven month-long marketing efforts in targeted cities; to promote the events, HVCB invited influential bloggers to visit Hawaii and document their experiences.

Northwestern Mutual – A Foundation for Life: To educate and inform

prospective and current clients about the benefits of permanent life insurance, NM's Foundation for Life campaign set up a six-city speaking tour for NM CEO John Schlifske and *Forbes* CEO Steve Forbes to discuss the stability and flexibility of permanent life insurance. The media tour, combined with ads in business publications, resulted in a 9% increase in brand awareness.

Ogilvy Public Relations Worldwide, Initiative Media and Bayer Health Care Pharmaceuticals – Girlfriends for Folate: Ogilvy PR and Bayer, targeting young women who are largely unaware of the need to take folate in order to reduce the risk of birth defects, turned to MTV celebrity Vanessa Minnillo and popular celebrity and lifestyle outlets in a campaign that generated 400 million impressions and helped Bayer achieve mentions alongside the campaign in nearly 100% of the coverage.

FAST FACT:
The EA Sports Madden NFL Facebook fan page brought in 200,000 new fans, a 50% increase from the number before the start of the campaign.

MEDIA EVENT

GolinHarris 2011 McDonald's All American Basketball Games Create Arch Madness in Chicago

Since the first McDonald's All American High School Basketball Game in 1978, millions of dollars have been raised for kids and families in need through the event, which donates all proceeds to local Ronald McDonald House Charities in the Chicago area. For the 2011 game, McDonald's and GolinHarris set some aggressive goals, focusing on integrated communications: Sell out the United Center (20,000+ seats) on March 31; double TV viewership and increase exposure of the game among new and existing fans; and elevate the contest by connecting it with charity among fans and media. Ticket sales were driven by three events on "McDonald's All American Day" on March 15, 2010: a Game Groupon offering, resulting in 1,998 tickets sold; a Player of the Year announcement; and a ticket push among NBA fans at a Bulls-Wizards game that night.

Meanwhile, to drive group sales, GolinHarris led an effort that established relationships with more than 30 key organizations in Chicago. The result was standing-room-only crowd at the United Center, setting an all-time attendance record; a TV viewer rating that was doubled from 2010; and 52 million local and national media impressions that connected the McDonald's Games to charity. —SVC

**FAST FACT:**

GH generated nearly 50 million media impressions that linked to and/or referenced ticket sales.

HONORABLE MENTIONS:

Cone Inc. – The American Cancer Society Launches the Choose You Movement: The two-day event designed to create awareness of the breast cancer initiative featured *Grey's Anatomy* star Ellen Pompeo and generated placements in top broadcast, print and online outlets.

Cone Inc. – Yoplait Original Yogurt "Calcium in Ever Cup" MyGetTogetherParty with Nancy O'Dell: National media and bloggers met with the *Entertainment Tonight* host Nancy O'Dell in Los Angeles to discuss strong healthy bones and Yoplait yogurt.

Disney Consumer Products – Disney Store Time Square Grand Opening Celebration:

The Disney Store opening, covered by *Good Morning America* on Nov. 9, 2010, was preceded by a sweepstakes contest and a billboard unveiling.

U.S. Census Bureau – A New Portrait of America, First 2010 Census Results: Robust online and social media outreach built anticipation for the results showcase held Dec. 21, 2010, at the National Press Club in Washington, D.C. The event generated 10,025 news clips.



MEDIA RELATIONS

Navistar International Corporation A Boss Saves Jobs, Helps the Community

In order to avoid laying off skilled workers, Chuck Sibley, manager of Navistar's engine plant in Huntsville, Ala., devised a unique program that would pay employees to conduct community volunteer work in the area. Navistar's management team immediately took to this fresh idea that would save jobs and strengthen ties to the local community. After partnering with three community organizations, the communications team—Navistar's Marsha Burton, Kyle Rose and Lisa Hartenberger—captured extensive photos and video of the volunteer work that was packaged into a news release for local and national media.

The buzz from the initial outreach program resulted in Chuck Sibley being nominated by *People* magazine for its "Hero of the Year." Seizing the opportunity for further media coverage, Navistar promoted Chuck's candidacy through social media, an employee event and its LPGA event. Chuck won the prize and Navistar matched the \$10,000 donation that was split among its three partner charities.

This charitable campaign generated tremendous feedback from current and potential investors. One potential investor said, "I've rarely been moved by the actions of a public corporation as I was by the actions of Navistar... Since I don't buy your products, I will most certainly buy your stock." —SP

FAST FACT:

Media coverage included *People*, ABC's *World News Tonight*, CNN's *American Morning* and 10 major radio networks.

HONORABLE MENTIONS:

General Motors and Weber Shandwick – An American Comeback Story: Resurgent Brands and Great Products Tell the Story of the New GM: Weber Shandwick and GM developed GM Media Online, an online storytelling hub that would focus on positive stories of GM's revival.

IFC – Portlandia: Using local outreach, national press events and exclusive sneak peeks, IFC managed to get both Portland and New York excited for a show created by Fred Armisen and Carrie Brownstein. In the process, the channel recast itself as one with critically acclaimed original content.

Intercontinental Hotels Group (IHG) – IHG's Check it Free Promotion: IHG turned a negative situation into a positive by offering to pay travelers' luggage fees in exchange for staying at one of its hotels. The promotion was touted in the national media and by influential travel experts.

Ogilvy Public Relations Worldwide and The Government of Mexico – From Bad to Great: Promoting Mexico's Environmental Leadership Amidst a Drug War: Ogilvy PR successfully shifted media coverage leading up to the UN Climate Change Conference in Mexico from the country's ravaging drug war to its environmental leadership.

HALL OF FAME

We honor our 2011 Hall of Fame inductees—campaigns that have not just made an impact over the past several years but that we feel will likely be referred to in years to come, long after the campaigns themselves have ended. These Hall of Fame campaigns have had a larger cultural impact than even its creators might have imagined.

AFLAC - AFLAC DUCK



He has his own Facebook page (278,000 likes) and his own Twitter account (12,000) followers. He was born on Jan. 1, 2000, and in 2011, after the tsunami in Japan, his voice changed in a very public—and embarrassing—fashion. Adolescence is tough on all of us, but when you represent a large supplemental insurance provider such awkwardness can leave its scars. But it all just rolled off the Aflac Duck’s back. From his hatching to the present moment, the Duck has given Aflac a personality, a positive image and a sense of fun. More than his creators could have possibly guessed, the Aflac Duck has taken on a life of his own. He’s waddled across all media, telling consumers how to get the “Aflacts” about how the company’s insurance works, generating more than 90% brand recognition. And he has represented the company in its corporate responsibility programs, most recently in the Aflac Duck Wingman bead as part of its campaign with Beads of Courage, a nonprofit organization that provides therapeutic beads for children facing cancer and other illnesses. This duck can’t fly, but he’s got legs that will take him the distance. —Steve Goldstein

AMERICAN AIRLINES & WEBER SHANDWICK - FUEL SMART

Since 2005, Weber Shandwick has been a conceptual, internal relations and media relations force with partner American Airlines’ for the company’s Fuel Smart program, an employee-led effort to identify, evaluate and implement ideas that are safely reducing the airline’s fuel consumption. In 2010 the program reached the milestone of more than 500 million gallons of fuel saved by employees. Among the fuel-saving ideas have been single-engine taxiing, the removal of unnecessary items from cabins to reduce aircraft weight and the reduction of unnecessary potable water. And at the heart of these and other reputation-enhancing, team-building and—not least—energy-saving ideas have been American’s employees themselves. In recent years Weber Shandwick has helped American keep Fuel Smart front and center in its internal communications, reminding employees that they have the power to play a key role in energy conservation. —SG



BOOZ ALLEN HAMILTON INC. - THE REAL WARRIORS CAMPAIGN



The Real Warriors Campaign was launched by the Defense Centers of Excellence (DCoE) for Psychological Health and Traumatic Brain Injury to encourage returning U.S. service members, veterans and their families to seek help for “invisible” wounds and aid in recovery and reintegration. Since 2008, Booz Allen Hamilton has been a partner with DCoE in the development and implementation of the Real Warriors public education campaign. Booz Allen has conducted research on the barriers that might prevent members of the military from seeking help. The goal, all along, has been to reduce stigma—to highlight the strength and courage that lies at the core of the recognition that one needs help. Booz Allen’s campaign has used social media networks and traditional media channels to reach service members. The traditional outreach alone has netted coverage of its PSAs in 177 countries, including Iraq and Afghanistan, reaching 1.5 million members of the military community weekly. The PSAs have aired domestically on 270 TV stations, helping to drive traffic to the Real Warriors Web site and to the Facebook page, which has nearly 21,000 likes as of Sept. 2011. —SG

HALL OF FAME

COMCAST - COMCAST CARES DAY

Giving back to communities should be more than a one-time-a-year experience, but when a company is as big as Comcast (more than 100,000 employees) and as powerful, that one day is going to have a major impact outside and inside the company. The cable operator, programmer and, more recently, parent company of NBC Universal, launched its first Comcast Cares Day in 2001. In that pre-social networking era Comcast mobilized 6,000 volunteers—employees and employees' family and friends—to fan out in their individual communities and devote a day to giving back. On April 30, 2011, nearly 70,000 volunteers worked with organizations such as National Urban League, United Way, Boys & Girls Clubs and Big Brothers Big Sisters to rehabilitate public parks, plant sustainable food gardens and clean up schools. The 10th annual Comcast Cares day spanned 39 states and Washington, D.C., and, together with Comcast's renowned leadership in using social media for customer service, it has helped redefine the public's image of cable companies—even though Comcast is now far more than just a provider of your HBO signal. —SG



Volunteers add some color to the playground at Fairhill Elementary School in Philadelphia during Comcast Cares Day 2011 (April 30).

CONE INC. & JIFFY LUBE INTERNATIONAL - MAINTENANCE PARTNERS FOR LIFE

Nina Sundell (left), district manager for Heartland Automotive Services, Inc., a Jiffy Lube franchisee, kicks off the 2010 Maintenance Partners for Life campaign with her daughter and husband, both of whom have fought heart disease.

What do automotive oil changes and heart disease have in common? Probably not much at first glance, but that didn't stop executives at Jiffy Lube International and partner Cone Inc. from making a connection for "Maintenance Partners for Life," Jiffy Lube's first-ever nationwide cause-marketing campaign, which launched in 2008. The common thread: preventative maintenance, which keeps hearts and cars healthy. Since its first year, the campaign—ably led by Virginia Q. Sanchez, manager of communications for Jiffy Lube International—has leveraged the parallel between heart health and vehicle health to educate people on smart preventative maintenance in both contexts and for good reason: Not only is heart disease the nation's No. 1 killer of women, but a vehicle inspection campaign by the Car Care Council revealed that 88% of vehicles fail at least one part of the inspection process. With Cone's help, in the first year of the campaign, Jiffy Lube raised more than \$1 million by asking customers to donate \$3 to the American Heart Association's "Go Red for Women" movement. In 2010, Jiffy Lube and Cone once again surpassed the goal of \$1 million, with more than 1,700 Jiffy Lube service centers participating. —SG

DELOITTE - GREENING THE DOT

To steer its offices nationwide in the right environmental direction, Deloitte embarked on an ambitious enterprise in 2008 that challenged employees to reduce the company's footprint. The professional services company's "Greening the Dot" program was unique in that it cut across departmental silos, forging a benchmark of solidarity for both Deloitte and green initiatives on the whole. The initiative was epic: It encompassed the appointment of green champions to lead green teams in nearly 90 offices; the dissemination to employees of a "greening toolkit" containing more than 35 office greening projects to help reduce energy, paper and product consumption; and a Green Dot Scorecard online measurement device tracking the program's progress. In 2010 Deloitte decided to make a leap to the next generation of green advocates—via employees' children and their friends. On Earth Day of that year the company held a teleconference featuring Deloitte employees' kids ranging from New York City and Europe to India. —SG



Deloitte colleagues helping the environment during IMPACT Day—the annual firm-wide day of volunteering.

HALL OF FAME



EDELMAN/UNILEVER & DOVE - DOVE CAMPAIGN FOR REAL BEAUTY

From its launch in 2004, the Dove Campaign for Real Beauty was a newsmaker—and a divisive one at that. Edelman and Unilever sought to create a high profile for the Dove brand by sending a message that beauty is not synonymous with youth and skinniness. In the U.S., Unilever and Edelman put “real” women of different sizes and shapes at the center of the messaging to expand the definition of beauty, inspiring women to discover and enjoy their beauty and instilling the Dove brand with a revolutionary, label-debunking beauty philosophy. The campaign brought women’s self-esteem issues front and center—a by-product of which was a harsh light cast on more traditional beauty product messaging. The Dove Campaign for Real Beauty dared to probe the meaning of beauty and question the veracity of consumer messaging itself. —SG

GE - ECOMAGINATION

GE launched ecomagination in 2005 to meet customers’ demand for energy efficient products, but the ultimate goal from the beginning was to drive growth and reward investors. It just so happens that along the way GE has enhanced its reputation as a company focused on sustainability. In 2006, the company invested more than \$900 million in cleaner technology research and development and created 45 ecomagination-certified products (resulting in \$12 billion in revenues for 2006). In 2008, GE was planning its three-year ecomagination anniversary event in Beijing when, on May 12, 2008, a major earthquake devastated the Sichuan province of China. The company quickly switched gears and focused its anniversary event on China’s earthquake-related water crisis. And last year GE took ecomagination to new frontiers—and new levels of media awareness—by launching the ecomagination Challenge, a Web-based platform to crowdsource ideas for a smarter electric grid. In 10 weeks, GE received nearly 4,000 ideas and created a community of 74,000 people across 150 countries. —SG



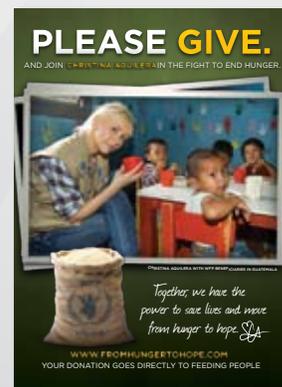
OFFICE DEPOT FOUNDATION - BACKPACK CAMPAIGN

The Office Depot Foundation has made its National Backpack Program and associated campaigns part of the very fabric of Office Depot’s public profile. Since 2001, Office Depot and the Office Depot Foundation have been giving backpacks and sackpaks to children to boost their self-esteem and give them the sense that they have the tools they need to succeed in school. The first year of the program some 50,000 backpacks were donated; the second year 100,000 were donated; and the following year the number rose to 200,000. By the end of 2011, Office Depot and the Office Depot Foundation will have given supply-filled backpacks and sackpaks to approximately 2.5 million children. And two years ago Office Depot Foundation

ramped up its media relations efforts with the launch of 25 “Back-to-School Backpack Celebration” events across the U.S. and Canada involving local government officials, school district reps and nonprofits. “The most valuable lesson learned was the importance of telling the story about the impact that the backpacks made [in students’ lives],” said Mary Wong, president of the Office Depot Foundation. These stories reached the *Washington Post* and the *Wall Street Journal*, casting Office Depot as a big box store that has an emotional stake in education. —SG

YUM! BRANDS - WORLD HUNGER RELIEF

Four years ago, Yum! Brands—parent company of KFC, Pizza Hut, Taco Bell, Long John Silver’s and A&W—set out to deal with a different kind of hunger when it launched a partnership with the U.N. World Food Programme, a humanitarian agency that aims in 2011 to reach more than 90 million people with food assistance in more than 70 countries. Back in 2007, Yum! executives sought to raise awareness of the global hunger crisis by mobilizing nearly 1 million employees and family members company-wide to raise funds from the 125 million weekly customers who patronize their brands during “World Hunger ReliefWeek.” The company and franchised restaurants in 112 countries generated \$16 million while the total value of monetary donations, food donations, awareness campaigns that includes PR, in-store point-of-sale items, PSAs, volunteer hours and advertising totaled \$187 million. But that was just the beginning of an annual program that has made Yum! a key corporate player in global disaster relief. In 2010, Muhammad Ali and Christina Aguilera helped WFP’s Haiti relief efforts by appearing in a global PSA underwritten by the Yum! Brands Foundation, and Yum! also funneled \$500,000 from its World Hunger Relief coffers to help WFP provide food to earthquake victims. —SG



LARGE PR FIRM OF THE YEAR

ANNUAL INCOME OF \$60 MILLION OR MORE

APCO Worldwide

If a company, large or small, manages to increase global revenue by 13%, and U.S. revenue by 25%, it is safe to call that a very good year. If it's also able to expand its business by opening a new location in San Francisco and acquiring new assets in London and Dubai, then it can be upgraded to a great year. Not only was APCO Worldwide able to achieve these aforementioned successes, but it also managed to execute several significant campaigns for its global clients, including the merger of United Airlines and Continental Airlines and the Clinton Global Initiative's annual meeting in New York. APCO Worldwide also furthered its position as a leader in the market by introducing two new innovative measurement platforms: the Return on Reputation Indicator, a reputation management tool that provides concrete suggestions on how a company or industry can enhance its reputation; and Social EQ, a model developed in partnership with The Huffington Post that assesses the effectiveness of a company's social media efforts. —SP



HONORABLE MENTIONS:

GolinHarris: This year GolinHarris made headlines when it said goodbye to all of its VPs, SVPs, EVPs, account executives and account supervisors. Actually, the PR agency dropped the job titles, not the people associated with them.

Ketchum: While Ketchum achieved double-digit organic growth boosted by 320 new business wins at a 65% win rate, it also introduced new and innovative resources, including the relaunch of Ketchum University—complete with 1,500 hours of available courses.

Ogilvy Public Relations Worldwide: The agency retained 100% of its top 20 clients, and launched the world's first bespoke Islamic branding practice with Ogilvy Noor.

Waggener Edstrom Worldwide: Waggener Edstrom demonstrated an impressive client retention rate that allowed the agency to maintain 98% of its client revenue base from 2009. At the same time, WE won 57% of its prospects pitched—a success rate that brought in 70 new clients.

Weber Shandwick: Weber Shandwick achieved nearly 10% growth in new and expanding current business revenue. The firm further solidified its digital communications capabilities by launching Inline Communications, a marketing platform that integrates digital and traditional media activity for clients.

MWW Group

On its way to a successful year that included over 75 new client wins, MWW Group furthered its commitment to innovation in 2010 through the creation of Dialogue Digital, a consolidation of the firm's digital media practice and in-house branding agency, led by EVP Jared Hendler. MWW achieved great success when it captured the largest share of voice for Sara Lee's Jimmy Dean brand at BlogHer, the leading gathering of female bloggers. Furthermore, MWW was one of the first public relations agencies to release a corporate citizenship report and the second in history to obtain an ISO certification as a "Green Company." —SP

MIDSIZE PR FIRM OF THE YEAR

ANNUAL INCOME OF \$10 MILLION TO \$60 MILLION

HONORABLE MENTIONS:

Carmichael Lynch Spong: In 2010 the agency secured 11 new client wins and added more than \$3.5 million in increased revenue.

Cone: Cone was successful in many cause branding campaigns for clients, including using celebrity spokespeople and experiential marketing to generate buzz for Purina ONE's "1 million in one day" giveaway.

Coyne Public Relations: Tasked with creating growth in revenue, profits and size of staff, Coyne management developed a new financial infrastructure that increased revenue to \$16 million, a 35%

increase over 2009, with profit margins rising from 4% to 16%. The agency also welcomed new additions to their staff at the senior level.

Euro RSCG Worldwide PR: Euro RSCG created 293 original stories for Sears' "Cash for Appliances" that generated more than 500 million media impressions.

Zeno Group: Bolstered by new client acquisitions, Zeno Group achieved \$4 million in increased revenue and a 24% growth in revenue in 2010 versus 2009 and, as a result, made 13 new senior hires and opened a new office in Toronto.



SMALL PR FIRM OF THE YEAR

ANNUAL INCOME OF LESS THAN \$10 MILLION

Linhart Public Relations

As the result of innovative public relations campaigns for big companies like Southwest Airlines and top-notch client and employee engagement programs, Linhart Public Relations achieved a 34% growth in revenue in 2010. The agency successfully marketed Southwest Airlines in the Denver area through an experiential PR program that included a Southwest Porch, an outdoor lounge for visitors. The Denver-based firm emphasizes building strong employee relationships.

And it is not all talk, as the agency funds an incremental year-end profit sharing program for every employee's 401(k) account. It even invested \$2,125 per full-time employee on a professional development training program. It's no surprise then that the agency added 10 new professionals and boasted a 100% retention rate. —SP

HONORABLE MENTIONS:

Alpaytac Inc.: Combining a social media campaign with aggressive media outreach, Alpaytac helped client Bellator (a mixed martial arts company) secure a three-year deal with MTV Networks.

Henson Consulting: In 2010 and 2011, the agency achieved 38 new client wins versus only six losses, and increased client revenues by almost 50%.

INK Public Relations: Successful PR campaigns in the tech sector include positioning Bluetooth SIG executive director Mike Foley as a thought leader on the topic of headset/Bluetooth safety.

Lambert, Edwards & Associates: Further boosted by the acquisition of John Bailey & Associates in the previous year, LE&A's revenue grew by 15% in 2010.

Warschawski: The firm boasts a staff of 18 high-level employees, half of whom are at the director level or above. That leadership helped the agency grow net earnings by 10% in 2010 vs. 2009.

Hill & Knowlton

Merck Asma en Español: Creating an Asthma Resource Center for the Hispanic Community

A national survey by Merck and the Asthma and Allergy Foundation of America revealed that awareness of asthma was limited among the nearly 3 million Hispanic-Americans who suffer from it. Hill & Knowlton set out to change that, using a variety of tactics, such as a Spanish-language Web site (www.AsmaEnEspañol.com), media outreach and trusted spokespeople, including Dayanara Torres (pictured), who served as the face and voice of the campaign. More than 8,000 unique visitors accessed the site, with nearly 8,700 downloads of patient content. —RD

MULTICULTURAL CAMPAIGN



HONORABLE MENTIONS:

- Alpaytac – Bellator Fighting Championships: Hispanic Community Cornerstone for Growth:** Alpaytac tells the stories of Hispanic fighters for mixed martial arts brand Bellator.
- Burson-Marsteller – Mark It. Scan It. Vote the New Way. Preparing NYC Voters for Paper Ballots:** New York City’s 4.3 million voters are prepped by Web sites and educational materials.
- Euro RSCG Worldwide PR – Meeting the Eye Health Needs of Culturally Diverse Groups:** Euro RSCG, with Transitions Optical, raised awareness of cataracts and glaucoma among high-risk Hispanic-, Asian- and African-American populations.

- Flowers Communications Group – McDonald’s McCafé Launch Summer Festival & Concert Series:** Summer concert and arts events helped build awareness and drive in-store traffic among the African-American community.
- Howard Brown Health Center and PCI – Creating a Lifeline for LGBTQ Health Center:** In Oct. 2010, Howard Brown and PCI raised \$633,000 in 50 days, increased its Facebook following and rebuilding public confidence in the center, which faced a financial crisis.
- Weber Shandwick Chicago – Degree Women Fine Fragrance Collection Latin GRAMMYS Program:** Fans were treated to behind-the-scenes videos of Latin GRAMMY winner Shaila Durcal preparing for the awards program.

ONLINE COMMUNICATIONS

NEI and Burson-Marsteller Digital Crisis Management for U.S. Nuclear Industry during Japan Crisis

In the immediate aftermath of the devastating March 2011 earthquake in Japan, American public opinion shifted from 57% in support of nuclear energy to seven out of every 10 Americans being concerned about the chance of a nuclear disaster in the U.S. It was a crisis of confidence that needed to be addressed quickly. NEI, in partnership with Burson-Marsteller, launched the @NEIupdates Twitter account, the “NEI Nuclear Notes” blog and developed video content within a branded YouTube channel to ensure that NEI would position itself as a credible source on nuclear safety and information. —SP

HONORABLE MENTIONS:

- Chrysler Group LLC – Dodge Rock ‘n Roll Half-Marathon:** To launch the 2011 Dodge Durango, Chrysler live-tweeted and posted videos (viewed over 62,000 times) during a 700+ mile road trip from Chrysler Headquarters all the way to Virginia Beach.
- Denison University – TheDEN:** TheDEN uses Web 2.0 technologies, including descriptive tagging and social networking, to drive engagement among stakeholders.
- O’Malley Hansen Communications – Sara Lee Deli: Solving the Mama Saga:** After

- bringing back the “Saga Moms,” OHC created videos for Sara Lee’s branded Metacafe channel in which the moms discussed ways to solve common lunchtime issues.
- Siemens Industry Inc. – Plantville, a Siemens initiative:** Siemens created a free, interactive online game, Plantville, that simulates a plant manager’s experience. Five weeks after the game’s launch, Plantville had 9,400 players.
- U.S. Census Bureau – 2010census.gov:** The official Web site for the 2010 Census averaged 2.3 million page views per week, topping out at 23 million in the first week of April 2010.

ONLINE PRESS ROOM/MEDIA CENTER



Disney Consumer Products Online Press Room

Not only does Disney Consumer Products’ online press room get updated in real time, but the company also goes out of its way to inform the press of the updates by publishing video alerts on YouTube or e-mailing short notices to relevant trade and consumer press. Furthermore, all of the content, ranging from news announcements to press kits and event materials, are integrated to make it easy for the press to find all the information required for coverage in one place—this can include downloadable product fact sheets, high-resolution images of the product and links that both instantly connect the press to social media channels and encourage them to comment on the news. The

feedback has been positive, and DCP has experienced a steady increase in traffic over the past year: 20% increase in unique visits, 16% increase in site visits and a 12% increase in page views. —SP

FAST FACT:
Overall, DCP generated more than 4 billion media impressions with much of the coverage including information available in the press room.

HONORABLE MENTIONS:

- Baylor Health Care System – Online Newsroom:** Similar to online shopping, Baylor’s newsroom provides a “basket” feature that allows users to choose the items they wish to download (in multiple formats) and puts them in their basket until they “check out.”

- Eucomed – Online Media Centre:** Eucomed employs a two-way sync feature that centralizes every communication channel, from social media and blogs to press releases and newsletters, into its media center. The new features and restructuring of the center has resulted in a 310% increase in the number of visitors to the online newsletter compared to August 2010.

Carmichael Lynch Spong with Webmaster Radio.fm Untying the Purse Strings of America's Most Powerful Consumer

PODCAST/VIDEOCAST



Maria Reitan (pictured), senior principal of Carmichael Lynch Spong, hosts Purse Strings, a weekly 30-minute podcast on marketing to women that streams live on WebmasterRadio.fm. Seeking to take advantage of this unique asset in hopes of raising awareness of the agency's expertise and to position Reitan as a thought leader, CLS partnered with WebmasterRadio.fm to cross-promote the podcast. Along with creating special promos for her podcast that would air during regular programming, WebmasterRadio.fm hired Reitan as its reporter for the 2009 PRSA International Conference and, in exchange for her support of the network's own biannual conference, verbally mentioned her show during the event. As result of these efforts, the podcast saw a 32+% increase in downloads year-over-year. —SP

HONORABLE MENTIONS:

American Society for Microbiology (ASM) – This Week in Microbiology: To make its new podcast on microbiology accessible and informative for general audiences, ASM encourages interaction with the audience via comments, e-mail, voicemail and even article submissions for future discussion topics.

Chrysler Group LLC – Under the Pentastar: The weekly video recap of Chrysler's top stories,

releases and product reveals is disseminated over Chrysler's media site, blog, YouTube, Twitter account, Facebook page and the employee Intranet site.

Cone Inc. – Tune Up with Jeannie & Christina, Yoplait Light Two Week Tune Up with Live Webcast: To promote Yoplait Light's Two Week Tune Up dieting program, Cone created a webcast that featured a live Q&A segment where viewers could submit questions via Facebook or Twitter.

PR ON A SHOESTRING

Co-Winner: Sealed Air Corporation Bubble Wrap Protects the Captain

After New York Yankees captain Derek Jeter and longtime teammates Jorge Posada, Mariano Rivera and Andy Pettitte appeared on the May 3, 2010, cover of *Sports Illustrated*, Jeter soon became the last man standing due to injuries to the others. The SI cover jinx had struck again. Always looking to tie Bubble Wrap to news of the day, Coyne PR and Sealed Air commissioned a special roll of the wrap—complete with Yankee pinstripes and Jeter's uniform number 2 (pictured)—to send to the superstar, to keep him from getting hurt. After that, a media blitz ensued, garnering coverage in *USA Today*, the *Wall Street Journal*, the major New York dailies—and four broadcast segments by *CNN Headline News*. —SVC



Co-Winner: Ogilvy PR Worldwide and Maggie Moo's Ice Cream & Treatery Tax Day 'Sundae Stimulus'

Looking to create awareness, gain national media exposure and differentiate its brand from larger competitors, Maggie Moo's tapped Ogilvy PR to engineer a rather "taxing" initiative: a Maggie Moo's Tax Day ice cream giveaway. For national media outreach, the Ogilvy PR team, led by senior VP Steven Rice, developed a trend story utilizing larger brands' tax day promotions. To local media, only the Maggie Moo's giveaway was pitched. The trend story landed in the April 2010 issue of *Kiplinger's Personal Finance* as well as on the *CBS Early Show*. Nearly 18,000 visitors came to the Maggie Moo's Web site on Tax Day on April 15, and 90% of them were first-time visitors. —SVC

HONORABLE MENTIONS:

Centers for Disease Control and Prevention – Preparedness 101: Zombie Apocalypse: CDC used a dose of "zombie humor" via its blog, Twitter and Facebook to get the public thinking about being prepared for all eventualities.

Goodyear – Goodyear Assurance "Fuel Max: Border to Border": Coyne PR and Goodyear promoted a new tire's fuel efficiency via a record-breaking trip on a single tank of gas.

Illinois Tollway – Drive Now. Text Later.: A kickoff press conference, online outreach and posters and bumper stickers helped drive the state's effort against texting while driving.

PRESS RELEASE

Berman & Company Unintended Consequences of Reusable Bags



Going against the grain of popular belief, Berman & Company wanted to raise awareness about the possible dangers of using reusable bags—specifically, unsafe lead levels in fabric-like bags. The agency first created and optioned an extensive study that tested lead levels of reusable bags from chains across the country. Next, it pitched the story as an exclusive to a consumer reporter for *USA Today*. In addition, special lists of mom bloggers and reporters who cover various topics including the environment, consumer issues and government were targeted to create added coverage. The campaign, led by team members James Bowers, Sarah Longwell and J. Justin Wilson, culminated in a national press release that highlighted the study and was sent out on the day the exclusive story in *USA Today* was published. The study was covered by over 70 newspaper, television and blog outlets. —SP

HONORABLE MENTIONS:

Insurance Brokers Association of Ontario with Impact Public Affairs – Insurance Brokers Urge Ontario Government to Ban Credit Scoring to Protect Consumers: Seeking to ban the practice of measuring a person's insured risk by looking at their credit score, IBAO added a press

conference and press release to its annual government outreach day two days prior to the introduction of a bill asking the Canadian government to ban the use of credit scoring.

Mediabrand – IPG Media Lab Launches Retail Experience Center: Mediabrand's press release was complemented by a 3D floor plan of the new Retail Experience Center at IPG Media Lab.

PRO BONO

GLOBALHealthPR & Spectrum The Progeria Research Foundation - A Needle in the Haystack: 'Find the other 150'

Progeria, one of the world's most rare diseases, causes children to age prematurely and affects 54 children in 30 countries, but experts estimate that another 140 children worldwide have yet to be diagnosed or identified. The disease has a devastating effect: All children with Progeria will die of a heart disease that affects millions of normal aging adults, but at an average age of 13 years. Spectrum and GLOBALHealthPR, conceived a campaign to "Find the other 150." An informational Web site, Findtheother150.org, and intense media outreach resulted in hundreds of stories placed globally, 10 international interviews, 15,000 visitors to the site and, most importantly, 24 more children identified with Progeria. —BM

HONORABLE MENTIONS:

Adfero Group – Action to Cure Kidney Cancer (ACKC): Adfero's redesign of the ACKC Web site, plus a Facebook presence that has grown to more than 10,000 Facebook fans, has supercharged the movement.

Bausch + Lomb with Lions Club International – Fighting Childhood Blindness: The Pediatric Cataract Initiative: To gain understanding and awareness of pediatric cataract disease, the public affairs

team at B+L created a global philanthropic program that introduced the Pediatric Cataract Initiative (PCI).

Chamberlain Healthcare Public Relations – Kids Kicking Cancer Breath Brake Public Service Campaign and Smartphone App Launch: To raise awareness and visibility Kids Kicking Cancer, Chamberlain designed the free Breath Brake smartphone app that reminds people to relax their muscles with their breath.

FAST FACT:

Localized media pitches and in-language press releases were critical to the success of the "Find the other 150" campaign.

PRODUCT LAUNCH

Waggener Edstrom Worldwide Year of IE9: Launching a More Beautiful Web

Tasked with turning Internet Explorer (IE) critics into advocates, Waggener Edstrom developed a focused yearlong campaign that engaged key influencers and conveyed a single, consistent message—"Beauty of the Web." Nine "Platform Previews" were scheduled between March 2010 and 2011 to demonstrate the redesigned IE. At these events (pictured), influencers were invited to meet with the individuals who built the product and Microsoft's third-party partners, lending an air of credibility to the browser. Once the beta was launched in the fall of 2010, the concept of "Beauty of the Web" was introduced, positioning Microsoft itself as an industry thought leader by challenging audiences to view the Web with new eyes. Was the effort to keep influencers involved successful in converting opinion of IE? The evidence is in the result: 2.36 million downloads of IE9 in the first 24 hours, five times the rate of IE8. —SP



HONORABLE MENTIONS:

Cone Inc. – Purina ONE beyOnd "1 Million in ONE Day": The social media and experiential campaign, planned in just three weeks by Cone, generated over 63 million media impressions.

The Hershey Company – Pieces Candy Launch Event: JSH&A developed a program in which customers could mail in wrappers of their favorite Hershey products in exchange for the Pieces product.

Sweet result: In the first four days, 25,000 people signed up online to exchange wrappers for a free bag.

Inner Circle Labs – Zite Gets Personal: Inner Circle used the time-tested strategy of offering SXSW attendees a free cocktail for each download of the Zite personalized magazine app.

RED PR – CND Shellac Launch: Experiential marketing and pre-launch promotions to salon pros and media influencers helped deplete the nail polish product's one-year global supply in just six weeks.



PSA

U.S. Census Bureau 2010 Census Greg Biffle PSA

As part of its effort to reach NASCAR fans—a traditionally hard-to-count audience—the U.S. Census Bureau hired driver Greg Biffle (pictured) for one of its national public service announcements. In the commercial, Biffle "lays rubber" in his cul-de-sac as he encourages everyone to fill out the 2010 Census form and mail it back. He goes on to explain that the census is an essential tool to help communities get their fair share of funding to improve schools, hospitals and roads. It was essential for the Census Bureau to hire someone who could engage and reach NASCAR fans and encourage them to, as Census Bureau Director Robert Groves said, "speak for their community by filling out the forms and mailing them back." The effort was a success as the PSAs helped the 2010 Census exceed expectations by having a participation rate of 74%. —SP

FAST FACT:

The 2010 Census PSAs received more than 350 million views.

HONORABLE MENTIONS:

Concepts Inc. & The Campaign for Disability Employment – The "I Can" PSA Campaign: Concepts Inc. filmed PSAs starring seven real people with disabilities to emphasize what all people can do when given the opportunity. The campaign has garnered more than \$14.2 million in donated ad space.

R/P Marketing Public Relations – The Green Chair Campaign for Donate Life Ohio: With the Green Chair representing the loss of someone who did not get a needed transplant, PSAs starring local celebrities, organ recipients and donor families sitting on the chair helped the organization surpass its goal of 240,000 new registrants by 23%.

PUBLIC AFFAIRS

Smithsonian's National Zoo, Smithsonian Conservation Biology Institute
Amphibian Rescue PR Campaign



To increase awareness of the fact that nearly one-third of all amphibians are at risk of going extinct from a disease called chytrid, the Smithsonian's PR campaign for the Panama Amphibian Rescue and Conservation Project engaged new and strategic audiences, and provided individuals with options to take action. The Smithsonian public affairs team told the story about the work in progress to rescue 20 species of frogs in eastern Panama, the last stronghold for amphibian diversity, while also seeking a cure for the disease wiping them out. A comprehensive multimedia press kit, six separate releases related to the project and a mobile giving campaign were created and promoted on the Smithsonian Web site, in exhibits and on all publications related to the project. —**BM**

HONORABLE MENTIONS:

- Burson-Marsteller/The Board of Elections in the city of New York – *Mark It. Scan It. Vote the New Way – Preparing NYC Voters for Paper Ballots:*** The targeted multilingual public education program ensured voters were confident using a new voting system.
- McNeely Pigott & Fox Public Relations – *Friends of the Gaile Owens Campaign:*** Telling Gaile Owens' story via local and national media outlets, MP&F changed public perception and inspired Tennessee Gov. Phil Bredesen to lift Owens' death sentence.
- NYU Langone Medical Center – *Organ Donor - Concept Trial:*** To enlarge the organ donor

- pool in NYC, a campaign was designed to announce to the public via the press a new Concept Trial in order to educate political and community leaders about the details and benefits of such a program.
- Ogilvy Public Relations Worldwide, Taiwan – *Taiwan Pavilion at Expo 2010:*** Ogilvy's campaign raised awareness of Taiwan's Shanghai Expo 2010 participation, contributing to positive cross-strait relations and generating "brand" value for Taiwan.
- Widmeyer Communications – *Pool Safely: Simple Steps Save Lives:*** A series of national public media events and activities resulted in 636 TV reports, 142 print stories, 229 online pieces and 62 radio broadcasts.

RE-BRANDING/RE-POSITIONING

Grow Marketing Birkenstock Renaissance

Founded in 1966, in recent years Birkenstock realized it was in danger of "aging out" and becoming irrelevant among young consumers. In response, the venerable footwear company launched two new styles of sandals in 2009 to appeal to hip, price-conscious consumers. Enlisting Grow Marketing in 2009-2010 for the re-positioning, the two comms teams built excitement for the new styles among key bloggers and TV shows. Grow also reached out to fashion magazine editors, newspapers and broadcast producers to raise awareness for the campaign. The results: Birkenstock received more than 134 million media impressions and placed the shoes on hit shows—including *Parenthood*, *Weeds* and *United States of Tara*. —**RD**



HONORABLE MENTIONS:

- First Degree – *Keep America Fishing: The Voice of the American Angler:*** The American Sports Fishing Association's campaign gives anglers a powerful conservation voice with legislators.

- Porter Novelli Public Services, Washington D.C. – *SOYJOY Second Chances:*** To communicate improvements to SOYJOY's taste and texture, Porter Novelli initiated a new Facebook page, a Second Chances Contest and traditional and social media outreach.

FAST FACT: Positive coverage contributed to a 14% boost in Birkenstock sales.

RESEARCH & MEASUREMENT

Ogilvy Public Relations Worldwide and Kimberly Clark's Huggies
Helping Diaper 'Every Little Bottom'



One in three American mothers and one in five Canadian mothers struggle to afford to buy enough diapers for their babies. Consequently, they have been forced to cut back on other basic needs to ensure their babies have the right amount of diapers. These dire circumstances only came to

FAST FACT: The study surveyed a sample of 2,500 mothers with children up to 4 years old; it was conducted over the phone in English, Spanish and French.

light after a survey conducted by Ogilvy PR and Huggies on the scope and impact of diaper need in North America. Recognizing an opportunity to create a sustainable solution to this problem, Huggies developed the "Every Little Bottom" campaign. In a span of six months, the campaign united food banks, eight nonprofits and consumers to donate 25.5 million diapers—the equivalent of diapering 8,500 babies eight times a day for an entire year. Due to its success, Huggies plans to expand the program throughout 2011. —**SP**

HONORABLE MENTIONS:

- Euro RSCG Worldwide PR – *Championing Eye Health Education with the 2010 Employee Perceptions of Visions Benefits Survey:*** Euro RSCG conducted a survey to measure visions benefits perceptions among full-time U.S. employees. The results were featured in five of the six

- targeted HR publications, creating 1.7 million trade impressions.
- KD Paine & Partners – *SAS:*** KD Paine created a dashboard that enables SAS to monitor social media mentions and measure where the company stands against its competitors. The data is quantified in terms of perception and visibility, instead of simple regurgitation of social media mentions.

SATELLITE MEDIA TOUR



InterContinental Hotels Group (IHG)
Holiday Inn Launches 'Honeymoon on Us' with an SMT
by Reality Star Melissa Rycroft

Amid the relaunch of its Holiday Inn brand that included a \$1 billion investment in refurbishing and updating more than 3,300 hotels, IHG wanted to increase its share in group business. To do this, it targeted a new segment for Holiday Inn hotels—wedding celebrants. The company paired its effective “Honeymoon on Us” promotion with reality TV star and newlywed Melissa Rycroft (pictured, third from left). The SMT from IHG team members Karyn Sarago, Lindsay Cameron, Monica Smith and Natasha Gullet took place on June 1, 2010, inside a ballroom at Holiday Inn Downtown Disney in Orlando, and was successful in positioning the refreshed Holiday Inn brand as a viable location for wedding events, as it attracted a total broadcast audience of 8 million-plus viewers. —SP

HONORABLE MENTIONS:

GE – GE Optima 430s 1.5T Product Launch SMT: Professional golfer Jim Furyk helped highlight the nature of GE's new extremity scan machine in an SMT that generated over 16.3 million impressions.
Porter Novelli Public Services, Washington, D.C. – SOYJOY Super Bowl SMT with Leslie Bonci: Porter Novelli tapped Pittsburgh Steelers nutritionist Leslie Bonci to spread the pre-Super Bowl word on SOYJOY.

Weber Shandwick Chicago – Degree Ultra Clear SAG Awards SMT: To promote Degree Women's new fragrance, *Mad Men's* Christina Hendricks and celebrity stylist Phillip Bloch each hosted SMTs to promote Degree Women's new fragrance. Combined, the initiatives generated over 9.4 million media impressions.

FAST FACT:

IHG's online segments with Rycroft received 1.9 million unique visitors per month.

SOCIAL MEDIA CAMPAIGN

U.S. Army with Weber Shandwick Sharing the Army Strong Story

Given the meteoric rise of social media, the U.S. Army, with the help of Weber Shandwick, focused on increasing its social media engagement with potential recruits for Army Strong Stories, the official soldier blog. Tactics included launching “Inspire Stories,” a program that invited influential bloggers to Army events; integrating the site with both Facebook and Twitter; and launching the Army Strong Stories iPhone app. The campaign exceeded expectations as the initiatives generated more than 1 million visits in 2010, a 250+% increase over 2009. —SP



HONORABLE MENTIONS:

Berman & Company – Teachers Union Exposed: During Wyoming's efforts to reform teacher tenure and pay structure, the Center for Union Facts Facebook fan page reached 47% of Wyoming residents who are on Facebook.
Centers for Disease Control and Prevention – Preparedness 101: Zombie Apocalypse: Zombies paired with health preparedness information trended worldwide on Twitter.
Chamberlain Healthcare Public Relations for Boehringer Ingelheim

Pharmaceuticals Inc. – Health Seeker: Simple Steps, Healthier Together: HealthSeeker, a Facebook game that combines social networking with gameplay, has garnered over 78 original news stories and 275 million media impressions.
M Booth – Ameda “I Breastfeed Because” Campaign: Bethenny Frankel promoted Ameda's campaign, which generated 34 million media impressions and 257 Twitter posts.
U.S. Census Bureau – 2010 Census Using Social Media for 2010 Census Awareness: To quell the distrust and fears of groups that traditionally under-report, the U.S. Census Bureau developed a multi-platform social media campaign to respond to criticism and misinformation.



SPEECH

Early Learning Division Ontario Ministry of Education
'I wish I was a messenger'

Leading up to the launch of a new program in all Ontario schools—full-day kindergarten for 4- and 5-year-olds—the Ontario Ministry of Education decided to go face-to-face with their message. This was in the form of speeches, 80 of them delivered to opinion leaders in education. One such speech, “I wish I was a messenger,” was based on a Pearl Jam song, and delivered by the ministry's assistant deputy minister of education, Jim Grieve, to an audience of 250 school board trustees. Here's part of Grieve's speech: “There's a song rolling around in my head. Not a

whole song, really. Just one line. Repeating over and over again, like it's on a loop... Well, turns out this line is actually rather apt for my time with you today. It's from the Pearl Jam song “Wishlist,” and it goes like this: “I wish I were a messenger and all the news was good... Clearly, I too am the messenger... and I'm here to tell you, all the news is good.”

The result of the speech? Beforehand, support for the change was 70% negative. After the speech, the number switched over to the decidedly positive side. —SVC

HONORABLE MENTION:

Sprint Nextel – M2M Connected Transportation Initiative: CEO Dan Hesse's keynote promoting Sprint Nextel's machine-to-machine leadership resulted in more than 1,000 media postings.

TRADE SHOW/EVENT PR

Padilla Speer Beardsley

Automation Fair: The Premier Automation Industry Event



To promote Rockwell Automation's (RA) 2010 Automation Fair, which showcases the latest automation product, solutions and services, PR agency Padilla Speer Beardsley set three objectives: position the fair (held Nov. 3-4 in Orlando) as the premier event for manufacturing industry news; highlight RA as a thought leader in the space; and nurture relationships with key trade and business media for yearlong global coverage. Led by RA's Rebecca Archibald, campaign manager, commercial marketing, Darice Brown, manager of corporate comms, and Padilla's Danielle Engholm, account director, the teams offered up customer presentations, and keynote speakers at a Manufacturers Perspectives media event during the fair. On-site video was captured and posted on LinkedIn, Facebook, Twitter, YouTube, Flickr and SlideShare. As a result, 96 appointments were made for Rockwell Automation executives with trade media reporters. —SVC

HONORABLE MENTIONS:

Disney Consumer Products – Toy Story 3 Takes Over American International Toy Fair: The introduction of the movie's toy line generated 70 million media impressions and more than 30,000 press release views.

GE – GE at CES: Marking 2011 as its first year at the Consumer Electronics Show, GE created a Desert Quest interactive game that drew 5,000 visits.

Kingdom Quality Communications – Get Fit for the 5K: Kingdom's integrated effort has increased participation in Chick-fil-A's run/walk event by 87% in two years.

FAST FACT:

From Oct. to Dec. 2010, Rockwell Automation led its competitors with the most overall media coverage (print and online combined).

Consumer Electronics Association

CEA's Innovation Movement Video Brochure for Capitol Hill

With the objective of finding a unique way to educate U.S. policy makers about key issues concerning its Innovation Movement campaign, the Consumer Electronics Association created a video brochure that was distributed to members of the House of Representatives during its scheduled executive meeting on Capitol Hill on May 11, 2011. The "America is Ready for a Comeback" brochure was paper-thin and used multisensory technology to play six embedded videos that discussed CEA's Innovation Movement—a grassroots campaign to support public policies such as free trade. CEA team members Michael Brown, Laurie Ann Phillips, Megan Pollock, Laura Hubbard and Grace Ellis secured media coverage by giving influential media members a sneak preview of the video brochure prior to it being delivered on Capitol Hill. National coverage had an audience reach of 75.5 million viewers. —SP



HONORABLE MENTIONS:

Chrysler Group LLC – Under the Pentastar: Weekly video recap of top stories has garnered more than 400,000 Google search results.

Disney Consumer Products – Disney Fairy Tale Weddings by Alfred Angelo: A behind-the-scenes sneak-peek video went viral with 80,000 views within the first hour of it being posted.

Gibraltar Associates – NGVS Now Natural Gas Vehicles: Driving America's Future: Gibraltar Associates produced 21 YouTube videos, each designed to raise awareness of natural gas as a prospective vehicle fuel, drew over 92,800 views on YouTube.

Hill & Knowlton with Astellas Pharma US Inc. – Science WoRx: Virtual Science Pro:

"Virtual Science Pro," a video series that included demonstrations of scientific experiments, career profiles and tutorials on the impact of science, helped launch the Science WoRx mentoring program.

Multimedia over Coax Alliance (MoCA) – Whole Home DVR Made Easy: The video tutorial for cable service providers and installers was adopted by over six different telco/IP&TV and satellite installers, including DirecTV and Dish Network.

Widmeyer Communications – American Energy Innovation Council: A Business Plan for America's Energy Future: Videos about AEIC's mission received over 74,000 YouTube views.

VIDEO PROGRAM



WEB SITE MARKETING

Zocalo Group & Dell The Dell Inspiron Storybook Online Experience

To promote Dell's new touch-screen family computer for the 2010-2011 winter holiday season, the Zocalo Group worked with the computer company to unveil the "Dell Inspiron Storybook Web Site." While the main purpose of the multi-functional site was to show the Inspiron computer in

FAST FACT:

The 300+ participants at the Mom Spark Twitter Party drew 4,800 tweets in just one hour.

action, it also allowed users to create personal "madlib" style videos—where users could insert information or content to generate and download an animated video. This interactive campaign was complemented by other promotional tools, including celebrity-made videos, sweepstakes and a webcast and "Twitter Party" that enabled users to ask questions about the product. The site received

HONORABLE MENTION:

Siemens Industry Inc. – Plantville, a Siemens Initiative: The interactive game, designed to educate future generations of plant managers and engineers about sustainability, attracted 9,400 players from 133 countries on Facebook, and generated over 97 million total media impressions.

204,079 unique visitors over the course of the campaign, while over 1,000 consumers created animated videos on the site. Furthermore, the campaign generated over 25 million social media impressions and 237,617 sweepstakes entries. —SP

WORD OF MOUTH/VIRAL



The Hershey Company S'mores Snackivity Suite

The Hershey Company, with the help of JSH&A, sought to position s'mores as being more than just a campfire treat. Hershey partnered with the 2010 BlogHer conference (held August 5-7) to generate word-of-mouth via an experiential PR campaign. The centerpiece was a hotel suite transformed into a "s'mores home" (pictured)—complete with a living room, a kitchen and even a backyard "patio." The suite hosted one-on-one meetings with Hershey reps and bloggers that drove the "everyday" purchase message. To create awareness for the suite, Hershey sponsored a "Dinner's On Us" event prior to the conference for 100 top mom bloggers. The campaign resulted in 2 million media impressions and top BlogHer influentials stating that they found the experience more meaningful than just being given "freebies." —SP

FAST FACT:

One in every four BlogHer attendees visited the suite.

HONORABLE MENTIONS:

Centers for Disease Control and Prevention – Preparedness 101: Zombie Apocalypse:

Adding "Zombie humor" to what is typically a sober message of preparedness, the CDC blog post received over 2 million hits within a week (when most CDC blog posts average 3,000 views a month).

CooperKatz & Company Inc. – Help Petfinder Adopt the Internet Day: CooperKatz encouraged top media sites, pet bloggers and online pet lovers to help Petfinder "adopt the Internet" by

posting photos of Petfinder pets and displaying the Petfinder "Adopt the Internet Day" badge on their Web sites.

Nikon – Nikon Film Festival Social Campaign Championing D-SLR Video: Nikon developed a social media-based film festival to link its HD video cameras to the surge in user-generated content. Nikon recruited celebs such as Ashton Kutcher and Rainn Wilson to promote submissions to the festival.

WOW! AWARD

Centers for Disease Control & Prevention Preparedness 101: Zombie Apocalypse

In 2010, the CDC took a very different spin on its usual personal safety message about preparing for any emergency—hurricanes, tornados and even a Zombie Apocalypse—all for \$87 in stock photography (pictured). On May 16, 2010, a blog post described what to include in an emergency kit and how to develop a plan to find shelter from or floods, tornadoes—or zombies. The message was posted to Twitter and Facebook and quickly went viral, as 30,000 visitors crashed the blog site by May 18. A media evaluation estimated a reach of 3.6 billion combined viewers, in part thanks to national and international media coverage. —RD



HONORABLE MENTIONS:

Barb Clapp Advertising & Marketing – FOP/IAFF Billboard: To raise awareness on slashed benefits for police and firefighters, BCA&M set up a billboard stating: "Welcome to Baltimore, home to a Mayor and City Council who turned their backs on our Police and Firefighters."

Cone Inc. – Yesterday's News Do-Gooder Design Challenge: Cone found a way to combine cat litter, newspapers and fashion through a challenge celebrating cat owners who make green choices for their cats and homes.

Deloitte – Greening the Next Generation: Launched on Earth Day 2010, the Next Generation Web site helped spread the green message, and a YouthEco event united 600 young people worldwide.

Deloitte – Planet Saver Programs: The Planet Saver initiative encourages Deloitte employees to swap screensavers, thereby cutting energy consumption.

GE – GE ecomagination "Powering the Grid":

Created to find and fund clean energy ideas, GE's ecomagination Challenge—held in clean-tech savvy San Francisco—generated 4,000 ideas over 10 weeks.

Henson Consulting – "Hearts in Bluhm" in Chicago in February 2011: Northwestern Memorial Hospital's Bluhm Cardiovascular Institute teamed up with Henson Consulting to educate consumers about the prevention and treatment of cardiovascular disease.

KRAFT Macaroni & Cheese – Project CHEDDAR EXPLOSION: The Launch of KRAFT Macaroni & Cheese CHEDDAR EXPLOSION: With Kraft looking for an "explosive" campaign, Hunter PR aligned the product launch with another "explosive" event—the implosion of the Dallas Cowboys' Texas Stadium.

BRANDING CAMPAIGN (CONT.)

Continued from page 4

GE – GE's healthymagination Consumer Launch: Using the 2010 Winter Olympics as a backdrop, GE executed a national and local media relations campaign, engaging Olympic spokespeople for a New York and Vancouver press event to inspire people to lead healthier lives.

GolinHarris – Legends of McRib: To bring back McDonald's McRib on a national scale for the first time since 1994, GolinHarris engaged the McRib "superfan" community and built buzz through consumer and media discovery of McRib's return, resulting in meaty McRib sales.

JELL-O – "Give it a Giggle" Tour Spreads Happiness Across America: Hunter PR reengaged the longest-running spokesperson in JELL-O history, Bill Cosby, and embarked on a 23-city mobile marketing tour searching for America best giggle to be featured in a national JELL-O TV spot.

King County Library System - Take Time to Read: Residents were offered unexpected opportunities to encounter reading materials, like Quick Reads shelves in waiting rooms, winter reading programs and a Book Cover Walking Tour.

MS&L – Celebrating Heart Health Month with Metamucil: Dr. Oz drove home the importance of psyllium fiber, heart health and Metamucil, which served as a springboard for program and message extensions following his show air date.

GLOBAL PR (CONT.)

Continued from page 8

LinkedIn - LinkedIn's Global Professional Buzzwords: LinkedIn's comms team orchestrated a creative consumer PR and social media campaign which revealed the most overused professional buzzwords around the world.

Ogilvy PR Worldwide, Beijing – Pambassadors: To combat the anonymity of Chengdu, Ogilvy PR researched the city's offerings in person and selected the Giant Panda as the icon that best represented Chengdu's self-image.

Waggener Edstrom - Year of IE9: Launching a More Beautiful Web: In close partnership with Internet Explorer 9 engineers and marketing, Waggener Edstrom developed a yearlong campaign that turned critics into advocates.

Weber Shandwick New York - Honeywell-Nobel Laureate Lecture Series: To close a critical gap in young adults pursuing careers in STEM fields, Honeywell targeted 19 universities with a program that lets students interact with Nobel Laureates in chemistry and physics.

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PR News

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Looking for PR Magic? Pull Some Political Strategies Out of Your Hat

With the election season heating up, the public will be able to observe political communicators cannyly plying their trade—some changing strategies on a dime, others thinking outside the box—to get their candidate the highest possible profile and ultimately the highest number of votes.

Communicators within the political realm often take risks during a campaign, but they also deploy tried-and-true political strategies and tactics. Political strategies in non-political settings—particularly for grassroots campaigns—should carry in their back pockets.

Michael Cowden, PR and communications coordinator at the Washington, D.C.-based American Society of Landscape Architects (ASLA) does just that. On Aug. 17, Cowden launched a public awareness campaign for the landscape architecture profession—which is generally misunderstood, overlooked and often confused with other professions, he says.

With limited resources, the ASLA tapped the power of its nearly 16,000 members, as well as over 30,000 landscape architects across the country. How did they do it?

By mobilizing volunteers for a nationwide grassroots awareness campaign for the landscape architecture profession—something Cowden did just after graduating from college in 2008 during Barack Obama's presidential campaign. Cowden eventually would open two Obama campaign offices during that time—in Michigan and Colorado.

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