

# PR News

Building the bridge between PR and the bottom line.

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## PRNews<sup>®</sup> NonProfitPRawards Special Issue

It's not an easy time to be in business; economic instability, a tumultuous global economy and widespread corporate fraud continue to complicate matters for those organizations just looking to do well by doing good. This is especially true for nonprofit professionals, who work tirelessly to promote good causes, often with little recognition. Enter the Nonprofit PR Awards. In the following pages—and at an awards luncheon on Dec. 4 at the National Press Club—*PR News* honors the campaigns and executives who drew attention to worthy causes; who raised money for those in need; and who made something out of nothing.

### ADVOCACY CAMPAIGN AND LOBBYING EFFORTS

#### **CAMPAIGN: Crisis in Darfur** **WINNER: United States Holocaust Museum & Google**

Seeing historical parallels to its own cause, executives at the U.S. Holocaust Memorial Museum in Washington D.C. envisioned an opportunity to educate visitors about the ravaging effects of the ongoing genocide against the people of Darfur.

#### **A Bird's Eye View**

Teaming up with Google, the museum's PR team created a campaign entitled "Crisis in Darfur" that incorporated the use of satellite imagery with layers of data and multimedia in Google Earth. The BrightEarth Project, an outside volunteer organization, was recruited in the effort to seek out the data and imagery.

Using the satellite imagery, users were able to see the impact the genocide in Darfur has had on regions, villages and even individual homes. Images of the charred remains of villages on Google Earth, coupled with a multitude of refugee camps housing tens of thousands of displaced people, showed incontrovertible proof of the tragic devastation. Viewers could click on icons and read about the villages and the people who lived there. A "How can I help" link sends users to a Web site (<http://www.ushmm.org/conscience/alert/darfur/what>), which offers ways that they can confront the genocide.

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### CORPORATE PARTNERSHIP/S

#### **CAMPAIGN: Got 2B Safe!** **Think Smart, Take Charge** **WINNER: Honeywell Hometown Solutions, Peppercom & National Center for Missing and Exploited Children**

Missing children mean more than faces on the backs of milk cartons. More than 2,100 American children go missing daily, be it from abduction or running away from home. No matter the cause, Honeywell Hometown Solutions and the National Center for Missing and Exploited Children (NCMEC) saw it as one of the least understood domestic crises. Together, they teamed up with Peppercom to forge a partnership that would educate 8- to 10-year-olds and their families on preventing abduction and exploitation.



#### **A Lesson a Day...**

When forming the Got 2B Safe program, the partners realized that teachers would be the best conduits of information surrounding child abduction and

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**CRISIS MANAGEMENT**

**CAMPAIGN: Keeping Elephants in Our Future**  
**WINNER: PCI & AZA**

Elephants are among the most popular zoo attractions, but recently their existence in live public displays were coming under fire by animal rights groups. To counter their campaign to remove elephants from zoos, the Association of Zoos and Aquariums (AZA) created a crisis management program that would mobilize its members to ensure that elephants are not only in the future of zoos, but in the wild as well.

**Combatting the Naysayers**

According to Jill Allread of Public Communications, a big obstacle was the “well-funded campaign” launched by critics of the zoo elephant programs. “The detractors were aimed at getting elephants out of zoos permanently,” she says. “Many of the claims made by them were false or

used unsubstantiated information in an attempt to discredit zoos and the care they provide elephants.”

**Fighting Data With Data**

Using research from a March 2005 Harris Interactive poll of zoo directors and a June 2005 AZA National Awareness Focus Group Report, the team concluded that people want to see elephants and learn about them. Tactics to help drive this point included proactive media relations and grassroots communication support from zoo members to combat proposed legislation that would restrict the public display of elephant in Chicago, California and EL



Paso, Texas.

Thanks to the team’s aggressive efforts, these legislative initiatives all failed despite an intense campaign by activist groups. The program, which began in 2005, still continues; more than 60 AZA-accredited zoos around the country have expanded (or are planning to expand) their elephant facilities.

**Lessons Learned**

For Allread, it was the “importance of research and being prepared for the unexpected...A series of elephant deaths within the aging zoo elephant population was used to foster claims that elephants don’t belong in zoos because they die prematurely. Through this crisis program, zoos organized to meet the challenge by using a unified voice and messages based in science and research.”

**HONORABLE MENTIONS**

**Underwriters Laboratories: E85 dispenser certification—** With Underwriters Laboratories’ discontinuation of fuel pumps for alternative fuels, the PR team had to prove to an angry public that it wasn’t a setback to alternative fuel research. By taking charge and concentrating on UL’s concern for safety, the execs framed a negative story in a more positive light

**American Veterinary Medical Association: 2007 Pet Food Recall—** During the major pet food recall of 2007, the AVMA had a massive crisis on its hands. Through journal articles,

press releases and a Web site, the PR team managed to contact all the major stakeholders in the recall, both professionals and the public, and minimize the damage accordingly.

**Sides & Associates, AGL Resources: AGL Emergency Guide—** In the aftermath of the 2006 hurricane season, this duo worked alongside the people of New Orleans to develop a guide for those displaced by the storms. To assist with distribution, the execs recruited local government and media reps to reach as many victims as possible.

**Editor,** Courtney M. Barnes  
212.621.4986, cbarnes@accessintel.com  
**Media Group Editor,** Iris Dorbian,  
212.621.4670, idorbian@accessintel.com  
**Managing Editor,** Greer Jonas 212.621.4876,  
gjonas@accessintel.com  
**Interns:** Bryan Wassel  
**Director of Marketing Communications,**  
Amy Jefferies 301.354.1699, ajefferies@accessintel.com  
**Director of Circulation Marketing,** Carol Bray  
301.354.1763, cbray@accessintel.com  
**Art Director,** George E. Bourous  
**VP/Group Publisher,** Diane Schwartz  
212-621-4964, dschwartz@accessintel.com  
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Phone: 888.707.5814 • Fax: 301.309.3847  
e-mail: clientservices@accessintel.com

New York Editorial Office:  
110 William St., 11th Floor, New York, NY 10038  
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EMPLOYEE COMMUNICATIONS

**CAMPAIGN: Transformational Practices:  
Working Together for Literacy Success**

**WINNER: Peel District School Board**

During the start of a recent school year, the Peel District School Board was faced with a dilemma: The standardized test scores of students in their Ontario, Canada, town were surpassed by other districts in the province. To dispel the “we’re not doing well enough” message, the board launched a communications initiative that rallied its target audiences, from school supervisors and business officials, to school leaders and staff. Another goal was to work toward a 3% increase in the test scores.

**Aiming for Excellence**

The staff size within the district (over 200 schools), coupled with the de-centralized school system, present-

ed snags in carrying out this effort quickly.

Using face-to-face meetings with school leaders, as well as keeping the target audience regularly informed on the campaign’s progress via memos, the program delivered its message that teaching can help students become high achievers effectively. The best practices distilled from this effort led to the launch of a full-color publication that raised attention, increased credibility and branded the initiative.

**Mission Accomplished**

Thanks to the thorough PR effort, the program resulted in an 8% increase in the provincial test scores. School superintendents reported

**HONORABLE MENTIONS**

**Limelight Community and BT: BT Community Champions—** To encourage BT employees worldwide to work in charity, its execs teamed up with Limelight Community to launch the BT Community Champions program, which honor employees who are involved in their communities. The winners are also given a “DIY press release” to spread information about their work and continue to improve their community.

**Aspen Marketing Services: TP on Your Shoe—** Reminding people about breast cancer took a turn for the unusual when Aspen Marketing presented “TP on Your Shoe,” replacing the traditional pink

ribbon symbol with pink strips of toilet paper to be attached to the shoes of their employees across Atlanta. By using a unique symbol, Aspen gave a new face to an old message.

**Blood Bank of San Bernardino and Riverside Counties: Employee Educational Program—** To provide professional development for its employees, the Blood Bank of San Bernardino created an education program. But, rather than just making all employees take the same classes, they created three separate tracks so each person could concentrate on what interests them, in turn getting more for their investment.

100% of the schools in its district were implementing the program’s best practices.

“We saw that the most senior people [in the school system] have great confidence in our ability to do what needs to be done,” says Brian Woodland, director of

communications and strategic partnerships for the Peel District School Board. “While it is not always easy to deliver on unbelievably tight timelines, it is positive to feel the clear sense of trust from the most senior people in the organization.”

► **ADVOCACY CAMPAIGN...** *Continued from Page 1*

**Mission Accomplished**

Launched on April 10, 2007, Crisis in Darfur has since garnered international attention. The project was covered worldwide by media outlets and in many different languages, from Arabic to Dutch. Teachers, aid workers and activists are now using it to show what the effects of genocide looks like.

Other results from the campaign were the following:

- The Museum’s Web site is receiving 50% more traffic than it did prior to the

Crisis in Darfur effort;

- International visitation has increased from 29% to 52%;
- The number of hits from the Sudan has multiplied more than tenfold;
- Nearly 200,000 visits have been made to the “What Can I Do” (to Prevent Genocide) page since the launch; and
- Subscriptions to the e-newsletter (related to genocide prevention) saw a boost of 1,000 to 1,200 new subscribers in the month after the launch—seven times the monthly average.

**HONORABLE MENTIONS**

**Fallon Worldwide, Children’s Defense Fund: Elect Susie Flynn—** Speaking out for children without health coverage, the team created a campaign starring 10-year-old Susie Flynn. By using a child as a figurehead, they successfully advocated for a situation in dire need of attention.

**The International Tiger Coalition: End Tiger Trade—** To discourage China from lifting its ban on tiger hunting, the International Tiger Coalition used the country’s pride to its advantage. Knowing that officials are very protective of China’s global image, the campaign underscored other nations’ concern for China’s tigers, which helped convince

China to keep the trade illegal.

**American Heart Association: HEART for Women Act—** To inform women about the risks of heart disease, AHA launched a “Red Dress Paper Doll” petition to demonstrate to Congress the widespread support for the HEART for Women Act. By using multiple avenues to advocate the Act, the AHA team reached more people than a single-event campaign could.

**TIAC, Impact Public Affairs—** TIAC set out to prevent the elimination of rebates for international tourists in Canada. An online petition showed the government how many people were against the cancellation, leading to the desired outcome.

**EVENT & TRADESHOW PR (TIE)**

**CAMPAIGN: Start! America**

**WINNER: Cone & American Heart Association**

Physical inactivity is the leading risk factor for heart disease and stroke, which are the number one and three causes of death for all Americans. This is exactly what the AHA and Cone set out to combat with a year-round marketing communications campaign that would inspire inactive adults to take control of their health.

**Break Free from the Cubicle**

Start! America's goal was to garner media attention and engage national corporate sponsors to promote walking among Baby Boomers, but the PR team decided that doing so throughout the year would require a killer kick-off event. It hinged on:

- Timing: January 8, 2007 – the first Monday following New Year's Day – was selected to piggyback off

of the wave of New Year's resolutions to exercise and lose weight.

- Location: Start! America's launch event took place in Manhattan's World Financial Center.
- Integrated Activities: The Start! team engaged as large an audience as possible via numerous hooks: ringing the NYSE bell; Healthy Choice stations where chefs went head-to-head in a healthy cooking challenge; and a sneaker detailing station.

**Couch Potatoes No More**

The Cone/AHA team managed to create the ultimate juggernaut around Start! America, ensuring ongoing support throughout the year. Since the event, nearly 45,000 people have walked more than 5.6 million minutes and more than 350,000 miles.

**TIE**

**CAMPAIGN: Building Safety Week 2007**

**WINNER: International Code Council**

To celebrate Building Safety Week, the International Code Council sought to build awareness of the important role code officials play in saving lives. Also foremost was educating federal agencies about building safety.

**Building Buzz**

The PR team got cracking by preparing news releases, editorials and proclamations for building departments to

customize and send to local media. They also asked governors to proclaim May 6-12, 2007.

During Building Safety Week, the team held various events to promote it, including a Fireside Chat with the Code Council Board President; a Capitol Hill Day where ICC members and staff met with representatives to promote a proposed Community

**HONORABLE MENTIONS**

**Marmillion + Company, Louisiana Department of Culture, Recreation and Tourism: World Cultural Economic Forum**

—To show off Louisiana's cultural heritage, Marmillion + Company helped the Louisiana Department of Culture, Recreation and Tourism garner interest for its World Cultural Economic forum. They did so by showing off what the state possessed in a wide variety of venues, reaching the biggest audience possible.

**JHG-Townsend, National Hospice Foundation and Foundation for Hospices in Sub-Saharan Africa: Diana Legacy Fund**

—To gain support for the Diana Legacy Fund, which offers aid to sub-Saharan Africa, the companies targeted reporters who have covered AIDs in the past, making sure that they could get the maximum exposure in a short period of time.

**JS2 Communications, Outfest: The Los Angeles Gay and Lesbian Film Festival**

—With only 40 press passes available for 300 interested journalists, JS2 had to figure out a way to get the best coverage for their film festival. They were able to do it by creating a by-the-movie RSVP system with passes for single movies, allowing journalists to see and describe the part of the event that appealed to them most.

**Ogilvy Public Relations Worldwide and U.S. Department of Health and Human Services: HHS Take the Lead Pandemic Flu Campaign**

—To prepare the public for a flu pandemic, Ogilvy sought to increase awareness through research to discover the biggest and most important voices they could reach for their work; that way, they were able to get their message across before the flu season went full-throttle.

**Cable Positive: Positively Outstanding Programming Awards**

—To promote HIV/AIDs awareness, Cable Positive holds the annual POP Awards. The communications team used trade shows to garner attention to their show and cause, avoiding other more heavily saturated media outlets so that their message could cut through the clutter.

**The ONE Campaign: One Vote '08 Launch**

—To champion the fight against poverty and health, ONE Vote '08 seeks to educate the public on presidential candidates' views of these issues, in turn using their votes to make an impact. To make sure the campaign reaches the target audience, supporters have spread the word at political events, concentrating their efforts on politically active people who they know will listen to their message and act.

Building Code Administration Grant Program; and a Green Building, where the Code Council signed a Memorandum of Understanding with the U.S. Green Building Council. Also, board members presented sets of International Code to universities as part of a code donation program. Lastly, the PR team set up a Web site ([www.iccsafe.org/safety/BuildingSafetyWeek](http://www.iccsafe.org/safety/BuildingSafetyWeek)) to cover

the week's events.

**Mission Accomplished**

The ROI was extensive: overall participation increased, proclamation counts grew and the number of Capitol Hill visits was the highest ever. Thirty states submitted proclamations of Building Safety Week 2007 to the Code Council, while a Google search for "Building Safety Week" and "2007" revealed 12,700 hits.

NONPROFIT PR PROFESSIONALS OF THE YEAR: VP (TIE)

**ELLEN LEWIS, VP OF CORPORATE COMMUNICATIONS, SESAME WORKSHOP**

Ever heard of Sesame Street? Chances are, if you have watched any television during the last 40 years, you could whistle the tune to the timeless kids' educational program at the drop of the hat. But keeping it that way for younger generations, especially in an increasingly cluttered commercial environment, is no small feat.

Enter Ellen Lewis, VP of corporate communications for Sesame Workshop, the nonprofit organization behind that show and many other educational initiatives. She leads the group's efforts to raise awareness of research-based educational

media projects in countries around the world – a task that involves more than just functional communications skills.

**How to Get to Sesame Street**

In spite of her vast portfolio of responsibilities, her efforts surrounding Sesame Street publicity are enough to justify industry-wide recognition. Recently, Lewis successfully spearheaded the development and implementation of Sesame Street's 38th season, along with the show's ongoing international development. More specifically, she oversaw the launch of the new Sesame

Street coproduction in India; worked with the White House to arrange press around First Lady's guest appearance on the program; and coordinated publicity activities around a 10th anniversary celebration of Alam Simsim, the Egyptian coproduction.

**Big Bird Goes to Cyberspace**

One could argue that a program as timeless as Sesame Street would be immune to the changing consumer environment, but 'anachronistic' isn't in Lewis' vocabulary; rather, she embraced digital communications and helped bring one effort – Sesame Workshop's Corporate Sponsorship,



Ellen Lewis with New York Jets Quarterback Chad Pennington

Philanthropic and Outreach divisions – online. Under her purview, Sesame Street even premiered new season segments on YouTube. When Big Bird makes his YouTube debut, you know you've made the big leagues.

**TIE**

**PHIL ZEPEDA, VP OF COMMUNICATIONS, AMERICA'S SECOND HARVEST**

Phil Zepeda has a knack for comedic relief. The nonprofit veteran – who has honed his communications skills at organizations like the American Red Cross and Northwestern Memorial Hospital – is the VP of communications for America's Second Harvest, and his sense of humor, according to coworkers, is among his most defining quality.

But his funny bone isn't just an appealing social characteristic; it served his organization well during the last year when serious situations called for non-traditional approaches.

**An Appetite for Humor**  
Case in point: America's

Second Harvest combats domestic hunger, and doing so effectively requires support from organizations large and small; it also demands the ability to engage multiple stakeholder groups and enact change. Zepeda's communications skills were put to the test when the nonprofit's 2006 Annual Conference venue needed to be relocated with only three weeks' notice.

His quick reflexes allowed him to pull off the move – not to mention a memorable show at the conference's Hunger's Hope Award banquet. When addressing an audience that admittedly expected a tiresome ceremony, he "charmed them with

uncanny comedic relief" and "shocked them with artistic vignettes" – moves that secured additional support for the coming year.

**Undesirable Side Effects**

2006 wasn't all fun and games for Zepeda, who had to navigate America's Second Harvest through a crisis. When one of the organization's network members became involved in activities that were in violation of its contractual obligations, top-tier media jumped on the story. Instead of suppressing the story, Zepeda reached out to the media, confirmed the facts, developed internal and external communication plans, and successfully mini-

mized the negative impact of the news.

**All in a Day's Work**

In between stand-up comedy acts and crisis management, Zepeda also managed to spearhead a number of successful Second Harvest initiatives: He created visibility for "Hunger in America 2006," the most comprehensive study ever conducted on domestic hunger; he played an integral role in securing a partnership with Wal-Mart to increase awareness of domestic hunger through the "Be a Part of the Solution to End Hunger" campaign; and he oversaw the fifth annual Hunger Awareness Day on June 6, 2006.

NONPROFIT PR PROFESSIONALS OF THE YEAR: DIRECTOR

**DIRECTOR: Emily Callahan, Susan G. Komen for the Cure**

**Nonprofit Dynamo**

For 25 years, Susan G. Komen for the Cure has become the largest nonprofit organization supporting breast cancer research. Key to its longevity and success is its exemplary staff, as evidenced by Emily Callahan, the director of communications. With her consummate media relations skills, flexibility and determination to get the job done, Callahan has played an instrumental role in generating high-profile media placements that feature Komen's senior leadership. In 2006, Callahan helped orchestrate segments on Komen's CEO on "The

Today Show," Komen's senior clinical advisor on "The Ellen DeGeneres Show" and a print feature on Komen's founder, Nancy G. Brinker, in *Women's Health and Fitness* magazine.

**Effective Manager**

Callahan, who oversees a staff of eight communications professionals, is a leader who is known for inspiring those around her to aim high. Says Dawn Kahle, SVP of Weber Shandwick, the PR firm that has worked with Komen for the Cure on a number of initiatives, "Emily has brought together an integrated team across her organization to ensure

that Komen's key messages are delivered in every facet of communications. She has built credibility and support among all departments in order to achieve stellar results."

**In The Pink**

2006 was a banner year for Callahan. She inaugurated a new breast awareness program, entitled Passionately Pink for the Cure, which resulted in raising a total of \$3 million, double the original goal. She also organized a satellite media tour with TV actress Kate Walsh (formerly of "Grey's Anatomy" now on "Private Practice")

and Nancy G. Brinker, which reached 75,000 viewers in 22 markets and helped enroll 70,000 people in the Passionately Pink for the Cure program.

**Not All Work**

Lest anyone think that Callahan embodies the all work and no play adage, she is actively involved as a volunteer in several ventures outside of her job. At the University of North Texas, Callahan teaches a graduate public relations class; she also donates some free time as a Sunday school teacher and youth group assistant at her church.

NONPROFIT PR PROFESSIONALS OF THE YEAR: MANAGER

**TVON-LOURIE KEELS, COMMUNICATIONS MANAGER, INTERFAITH MINISTRIES FOR GREATER HOUSTON**

Tvon-Lourie Keels is a one-woman show. As the communications manager of Interfaith Ministries for Greater Houston, Keels – or Lou to her co-workers – represents a department of one, having taken on the responsibilities of media relations, community advocacy, internal communications, Web site maintenance, event support, advertising and publication scheduling.

It's a mouthful for sure, and her additional role as the Ministries' spokeswoman keeps her in constant contact with key stakeholders, bringing communications to the forefront of the organization.

**A Quick Get-Away**

It's not always smooth sailing for Keels, who is central to the nonprofit's Meals on Wheels campaign promotion. The goodwill initiative quickly switched gears into crisis mode when one of the Meals on Wheels trucks was stolen at the beginning of a delivery route.

With a budding crisis on her hands, Keels leveraged her relationships with local media outlets, bringing the crime front-and-center in news coverage. The truck was found in less than 24 hours thanks to her quick thinking and a tip from a news viewer.

**Sharing a Story**

Keel advances the Ministries' mission through diverse integrated communications strategy, from a newly launched Web site to volunteer recruitment via social networking sites. She also manages the blogs of program directors, which ultimately spread the good word to the community via a modern platform.

When faced with the issue of limited server space, Keels created Web accounts for photos and videos that not only allowed more users to view the images, but that alleviated the strain on server space. All of these



Tvon-Lourie Keels, Communications Manager

innovative approaches to nonprofit communications have allowed Keels to operate a streamlined department on an annual budget of \$70,000.

EXTERNAL PUBLICATION

**CAMPAIGN: Breakthrough Magazine**  
**WINNER: NVCII/Greenspun Media Group**

The Nevada Cancer Institute (NVCII) had only been open and operational for two years when its executives decided to expand its signature communications piece, *Breakthrough Magazine*.

The publication aims to reduce the burden of cancer for Nevadans through research and patient care, but the diversity of its audience—from doctors to political influencers—made it difficult to impact each group individually. What’s more, the simple, 10-page newsletter wasn’t reader-friendly.

With the help of Greenspun Media Group, Editor Lisa Stark’s first course of action was building a staff

of talented designers and photographers to bring the stories to life. Together, the team researched ideas and digested scientific knowledge needed to convey valuable information to readers.

The combination of human-interest features, news, photos and design resulted in a 36-page magazine that eclipsed its predecessor. The team then needed to get it into the right hands via a strategic distribution plan. It did so by establishing key partnerships with COSTCO, CVS and Borders, all of which began displaying *Breakthrough* in their stores.

The magazine’s makeover was a success thanks to the

**HONORABLE MENTIONS**

**The Allstate Foundation, The National Network to End Domestic Violence: The Allstate Foundation Domestic Violence Program Financial Empowerment Curriculum**—To help battered women escape their abusive husbands, The Allstate Foundation created a financial empowerment curriculum to help those in need gain financial independence. They tested the curriculum with people who had been through violent relationships, ensuring that their information would be well received.

**Seattle City Light: Beyond Stewardship**—To help deal with Seattle’s energy problems, Seattle City Light enhanced

its yearly report to spread awareness of the problem. The communications team spent a large amount of time not only researching and writing it to ensure that the language used was easy to comprehend, and that it would prompt action from its readers.

**Children’s Medical Center Dallas: Beyond ABC: Growing Up In Dallas County**—To provide a quality of life report on children in Dallas, Children’s Medical Center Dallas made their report straightforward and compelling, avoiding sensationalism at all costs. Through this, they made sure its readers understood the gravity of the situation and would incite change in their community.

strategic partnerships, strong editorial team, compelling content and digestible design. The reader testimonials speak for themselves:

“I received *Breakthrough* and read it cover to cover,” one patient writes. “You have so many reasons to be proud of your work.”

FUNDRAISING AND MEMBERSHIP CAMPAIGN

**CAMPAIGN: Nothing But Nets**  
**WINNER: United Nations Foundation**

To raise awareness and increase donations to provide insecticide-treated bed nets for malaria prevention in Africa, the UN Foundation launched Nothing But Nets campaign in November 2006.

It was a venerable mission, but it wasn’t without challenges: The nonprofit didn’t have a list of donors to draw upon for solicitations, and its budget further limited options. To overcome these hurdles, the Foundation team opted for a grassroots approach to secure partnerships with high-profile organizations, including the NBA

and the Bill & Melinda Gates Foundation. Then, a multi-city tour targeted local communities, where events were held to raise money.

“We kept the message very simple, made it easy for people to help and built a fun place for them to keep track of the campaign (nothingbutnets.net),” says Katherine Miller, director of communications for the UN Foundation.

Since the program’s inception, millions of dollars have been raised. The Foundation has also distributed over 150,000 bed nets.

**HONORABLE MENTIONS**

**Gish, Sherwood and Friends: “Join the 10,000” Bashville Area Red Cross**—To educate Nashville residents in case of disaster, Red Cross and Gish, Sherwood and Friends created Join the 10,000 to help prepare for disasters. By advertising on several levels, they were able to get the word out to people in the counties they served.

**Cone, LLC, Make-A-Wish: Destination Joy**—Make-A-Wish Foundation launched Destination Joy to empower Americans to donate their time and resources need to grant the wishes of children diagnosed with life-threatening medical conditions. A comprehensive Web site, coupled with aggressive outreach, has led to thousands of children’s wishes being granted.

**Central Virginia Foodbank, Meals on Wheel Serving Central Virginia: Community Kitchen**—Central Virginia Foodbank and Meals on Wheels Serving Central Virginia increased awareness of hunger plights facing the state. The partners researched not only the number of people they needed to feed but the market for potential donors, and were able to tailor their efforts as a result.

**Martz Agency: All-Star Miracle Home in Houston and Dallas**—Martz Agency ran a raffle campaign for a \$500,000 house to raise money for a local children’s hospital. They wanted to get as many people as possible to tour the home and purchase a raffle ticket.

**INTERACTIVE PR AND MARKETING**

**CAMPAIGN: Second Chance Tree Project**

**WINNER: Converseon & Plant It 2020**

While many people are still trying to wrap their minds around the basic logistics of Second Life, the folks at Converseon and Plant It 2020 have bigger concerns: planting cyber trees in the virtual world to promote reforestation, for example.

**A Tree Grows in Cyberspace**

To reach this end, the team launched the Second Chance Tree Project in Second Life to give potential donors a fresh take on charitable giving.

"It's critical for individuals to not only help, but to virtually experience key issues. It leads to greater education and word of mouth," says Rob Key, CEO of

Converseon.

But leveraging the opportunities offered by a platform as off-beat as Second Life required a great deal of strategy to assimilate to the virtual world while impacting real-life change at the same time.

To achieve this, execs built Second Chance Trees Island, where avatars could purchase and plant a virtual copy of an endangered rainforest tree. Then, a corresponding indigenous tree in endangered rainforest regions would be planted in the "real world."

**Growing Buzz**

Once the platform was estab-

**HONORABLE MENTIONS**

**Weber Shandwick, Susan G. Komen for the Cure: 25th Anniversary Microsite**—In an effort to spread breast cancer awareness, these partners launched satellite media tour and sold Promise Rings online to raise funds, achieving maximum impact and exposure.

**Money Management International, Regiftable.com: Really, You Shouldn't Have**—To look for cost-saving ideas for the holidays, MMI turned to regifting, or giving a gift you didn't like to someone else. The practice is unpopular, which is why MMI picked it as their focus: It generated buzz and drew attention to saving money during the holidays.

**Cone LLC: Alliance for Climate Protection**—The majority of Americans already support environmental aid; for the Alliance for Climate Protection, it's just a matter of mobilizing them. They used an interactive Web site to make people feel that they can make a difference by making small changes in their own lives.

**American Society for Microbiology: MicrobeWorld Video**—To enhance the recognition of the importance of microbes and microbiology, ASM released a series of Web videos that present information in a fun format. By using a non-standard platform to discuss science, they reached beyond the traditional audience.

lished, the PR team spread the word to get people to participate via in-world events, a dedicated Web site and blogger outreach.

All told, more than 10,000 avatars have visited Second Chance Trees Island, purchasing more than 600 indigenous rainforest trees.

**INTERNAL PUBLICATIONS**

**CAMPAIGN: Getting the Dirt: 2006-2007 Annual Report**

**WINNER: Ogilvy Public Relations & The Soap and Detergent Association**

To enhance its 2006-2007 annual report, the Soap and Detergent Association (SDA) wanted to spread a message about the positive benefits clean products and practices have on consumer's health and quality of life. Also, SDA wanted to inform its members and secondary audiences of educators, parents and media about the regulatory changes affecting the cleaning products industry.

**Spic-and-Span Execution**

Teaming up with Ogilvy PR, SDA made cleaning products' benefits a priority in the

annual report, unlike previous years where it was treated as an afterthought.

For the report, the team chose a "clean" design motif that was both simple and appealing. Within a six-week period from November 2006 to February 2007, the team developed the art direction, shot original photography for the cover and interior pages, edited, designed and printed the annual report.

**A Clean Result**

The annual report was unveiled at the 2007 SDA

Convention in Boca Raton, FL. There, SDA President and CEO Ernie Rosenberg said, "Our new design approach to SDA's 2006-2007 Report to the Membership compels

our members and stakeholders to pick it up. Graphically and editorially, we wanted to take a bold step away from a generic approach with our Report."

**HONORABLE MENTIONS**

**The Mount Sinai Medical Center: Inside Mount Sinai**—Mount Sinai sought to revitalize its newsletter to attract more readers among their employees and those staying at the center. By creating a new masthead and switching to color pages, they helped the dated newsletter look new again, thus reviving interest in the publication.

**Baylor Health Care System: Baylor Progress**—The Baylor Progress is a newsletter to connect employees from all 12 Baylor hospitals and keep them up to date on the latest information. To balance cost and interest, employees write most of the content, which is then edited to make sure the content's quality and tone are consistent.

MARKETING COMMUNICATIONS

**CAMPAIGN: truth youth smoking prevention campaign**

**WINNER: American Legacy Foundation & ad\*itive**

The 2006-2007 year was a banner one for the truth campaign, an initiative launched eight years ago by the American Legacy Foundation to deter kids from smoking. It was the time to combat "message fatigue" among an audience that is traditionally hard to reach. Plus, the truth team faced an even bigger challenge: The tobacco industry spends an estimated \$36 million a day on marketing – a number that far exceeds truth's annual marketing budget. Diluting the impact of this constant bombardment would be essential

The team took a close look at its audience's preferred consumption channels, and it invaded these with the "truth." From

magazines to television to branded Web sites, truth's marketing was ubiquitous and hard-hitting.

**Beyond Advertising**

Traditional marketing materials infiltrated various communications platforms, but the team also kicked off a truth Orange Summer Tour, a grassroots event that reaches kids at popular summer activities, including widely attended concerts. But no teen-oriented campaign would be complete without a viral component, so the truth team logged on to popular social networking sites.

"Editorial is still vital to delivering the message, but the fact that teens' attention is so fragmented provides opportunities to

**HONORABLE MENTIONS**

**BlueCurrent Public Relations: United Cerebral Palsy Elvis Run**—To raise awareness for its Elvis Run 5k event, United Cerebral Palsy of Greater DFW and BlueCurrent PR researched and released a sheet of Elvis facts to build hype. By tying their marketing efforts to the theme (such as placing cut-outs to represent Elvis sightings), they were able to generate a huge amount of publicity.

**YAI/National Institute for People with Disabilities Network: Central Park Challenge**—To help people understand disabilities, and to attract more people to their

Central Park Challenge, YAI/NIPDN simplified their message and utilized internet and other venues they hadn't previously to get their message out to as large an audience as possible.

**Dave Thomas Foundation for Adoption: Make the List!**—The Dave Thomas Foundation for Adoption sought to increase awareness about adoption in workplaces, so they created the top 100 list for the most adoption-friendly workplaces. By giving companies good publicity for showing how important adoption is to them, they were able to get the message into a diverse selection of venues.

integrate the truth campaign by speaking directly to teens on their mobile phones, through the Internet via social networking sites," says Patricia McLaughlin, senior director of communications, American Legacy Foundation. "With limited funding, we have used these new tools to ensure maximum exposure."

**Kicking Butts**  
Since September 2006, truth's social networking presence has compiled an impressive list of 43,500 "friends." Most significant is these statistics: Focus groups reveal that 83% of the target audience said the ads grabbed their attention, and 76% said they "provided good reasons not to smoke."

► **CORPORATE PARTNERSHIPS...** *Continued from Page 1*

exploitation.  
To capture the attention of teachers and the media, Honeywell execs packaged information surrounding the program, while NCMEC used its expertise in child safety and abduction prevention to develop safety tips that would resonate. Peppercom supported both organizations, enhancing their internal and external reputations.

**Extreme School Makeover**  
Of course, no program is complete with an incentive to participate, so the team created a prize package any

teacher would appreciate: By incorporating the Got 2B Safe program into their lesson plans, teachers could register to win classroom makeovers and gift certificates for school supplies. Execs reached out with e-mails urging teachers to visit [www.got2bsafe.com](http://www.got2bsafe.com) and get involved. Then, media outreach sparked the interest of industry trade publications, blogs and local print outlets.

In two years, more than 1,000 teachers participated in the program, and media coverage reached more than 72 million people nationwide.

**HONORABLE MENTIONS**

**Rogers & Cowan, Gibson Foundation: Music Rising**—Music Rising was created to rescue the musical culture of the Gulf Area in the wake of Hurricane Katrina. Its success was based on strategic partnerships with, among others MTV and Ticketmaster, whose support helped replace instruments that were lost in the deluge.

**Pacific Gas & Electric Company: Seven Steps to Earthquake Safety**—To promote earthquake awareness in susceptible areas, PG&E joined forces with the Red Cross and others to spread awareness about dealing with the emergencies. By publishing all their materials in multiple languages,

they reached the communities that needed them most.

**Google, Inc., United States Holocaust Museum: Crisis in Darfur**—To illuminate the crisis in Darfur, Google worked with the Holocaust Museum, modifying its Google Earth technology to show destroyed buildings in Darfur. The program made the Darfur crisis feel real for to those who live a world away.

**Sodexo Foundation: Feeding Our Future 2007**—Sodexo Foundation set out to feed hungry children in 18 cities. Through donations from their partners, including Dole and General Mills, they got enough to feed communities nationwide.

**MEDIA RELATIONS CAMPAIGN**

**LOCAL**

**CAMPAIGN: Colorado State University in the Denver Media**

**WINNER: Colorado State University**

Colorado State University wanted to increase positive coverage of the institution in the Denver media. CSU also sought to position its president, Larry Penley, as a higher education leader in Colorado while seeking to place a column penned by a CSU faculty member in one of the Denver dailies.

But, like many other higher education institutions, CSU was hamstrung by a limited budget. Also, it was facing competition from other major academic institutions in the state for Denver media coverage. Plus, two of the cities major

newspapers—the *Rocky Mountain News* and the *Denver Post*—were undergoing considerable downsizing.

**Raising the Volume**

To engage the local media, CSU did the following:

- Held 20 meetings with key reporters and editors at a major Denver media outlet;
- Introduced the school’s major researchers and university leaders to specific reporters, editors and producers;

- Addressed higher education funding at editorial boards and other meetings with Denver media people;
- Focused news releases on CSU’s top level research findings concerning global challenges; and,
- Added audio/visual components to larger features to attract interest from Denver reporters.

**Onward and Upward**

The campaign resulted in an increase of media placements in the Denver market by

more than 35 percent. More than 100 releases featuring CSU research were sent and pitched to Denver media; and more than 70 stories led to increased interest by Denver media outlets in covering CSU. The university’s public relations team met with 40 new media people in the Denver market and added dozens of new contacts and outlets to its news release lists. The number of stories featuring CSU President Penley totaled more than 40.

Also, a new food/nutrition column written by CSU Food Science and Human Nutrition expert Shirley Perryman was placed in the *Denver Post*.

**REGIONAL**

**CAMPAIGN: Bionic Woman Media Campaign**

**WINNER: Edelman & The Rehabilitation Institute of Chicago**

While current statistics say survival rates of American soldiers injured in the Iraq and Afghanistan wars have increased by 15% over past wars, there is a dark side to the positive news: This trend is matched by that of an increase in the number of vets returning home with upper limb amputations. Faced with this dichotomy, the Rehabilitation Institute of Chicago (RIC), with the help of Edelman, wanted to publicize a hopeful option for these wounded vets: RIC’s team of leading rehabilitation experts, coupled with its proprietary Bionic Arm technology.

**A Compelling Story**

The Bionic Arm is by all counts newsworthy in and of itself—it is neuro-controlled, which allows the amputee to move the prosthesis just by thinking about it. However, positioning the technology would require a targeted communications strategy that told a compelling story.

The team found this compelling story in Claudia Mitchell, the first female recipient of the Bionic Arm. She signed on to be the face of the campaign – the “Bionic Woman” – but there were still huge challenges to be overcome. Differentiating Mitchell’s experience to tar-

geted media would be key; otherwise, both the trend of an increase in amputees and the potential offered by Bionic Arm technology would be muted.

**Fusing Art & Science**

The communications team developed an airtight strategy that leveraged Mitchell’s story while lending credibility to the Bionic Arm technology via media messages that intertwined Mitchell’s story with the science behind the Bionic Arm technology. This gave the story multiple layers, lending itself to local, national and international



coverage; two press briefings to introduce the world’s first Bionic Woman to the media; and post-event interviews with Mitchell, as well as the head RIC researchers.

**A Round of Applause**

Thanks to the laser-targeted media outreach in September 2006, as well as the team’s ability to leverage the human element of the campaign, the Bionic Woman initiative scored coverage worldwide. Plus, RIC has since raised over \$1 million to support future research.

**MEDIA RELATIONS CAMPAIGN** *Continued*

**NATIONAL**

**CAMPAIGN: 25th Anniversary and Brand Launch**

**WINNER: Susan G. Komen for the Cure & Weber Shandwick**

In its 25 years of existence, Komen has positively impacted millions of women affected by breast cancer, but, as its 25th anniversary approached, the nonprofit wanted to celebrate its success while re-launching its brand to stay relevant in an evolving marketplace. The latter goal was deemed necessary after an in-depth audit of the Komen brand revealed that the organization represented too many voices, which confused potential activists.

**Clarifying Its Point**

Komen execs teamed up with Weber Shandwick to re-launch the brand to the media and, in turn, increase

awareness of its mission. Its 25th anniversary proved to be a natural segue. First, though, the team needed to pinpoint the precise brand identity the organization would embody. The natural answer was Susan G. Komen, the sister of Komen's founder who died of breast cancer at the age of 36. Her name was added to the nonprofits moniker, as was "for the cure" – a tagline that represented Komen's most recognizable brand asset, the Race for the Cure fundraising series.

**Hello My Name Is**

With a revitalized name – Susan G. Komen for the Cure – the executives could

begin their media outreach. Strategies included:

- **Fundraising:** The team developed a Promise Ring to symbolize Komen's promise to fight breast cancer and made them available online.
- **Celebrity Endorsements:** Komen engaged celebrities as brand ambassadors during a private Critics' Choice awards event.
- **Media Outreach:** By offering the Associated Press an exclusive on the anniversary and brand re-launch, the team guaranteed widely distributed coverage.
- **New Activists:** Komen leveraged the power of social media to receive activists

via a viral marketing campaign that consisted of an e-mail component that drove traffic to Komen's interactive microsite, [www.25komen.org](http://www.25komen.org), as well as video vignettes of breast cancer survivors.

The outcome of the initiative was extreme: The promise ring sales generated more than \$300,000 in revenue to date, and the AP article alone reached more than 130 million readers. Plus, one week after the anniversary and brand announcement, Komen.org reported a 20% increase in traffic to its site. While it certainly didn't eradicate breast cancer, Komen can certainly close out its 25th year with a feeling of accomplishment – and a brand new name.

**HONORABLE MENTIONS**

**Jackson Spalding, Atlanta Symphony Orchestra: A Crescendo of Awareness**—To publicize its annual Decorator's Show House & Gardens, Atlanta Symphony Orchestra partnered with Jack Spalding to promote the event. The campaign focused on the idea-side of the shows, reminding potential visitors that it would feature unique ideas from skilled designers.

**AAA of Northern California, Nevada and Utah: Tahoe Wildfires**—Simultaneously helping its members fill out insurance claims and raising its own awareness, AAA combined tips after the Tahoe Wildfires with mentions that they had also provided tips as recently as five days before they ignited. The news addressed the current crisis and, in potential customers' eyes

showed AAA as source of aid.

**Sacramento-Yolo Mosquito and Vector Control District: FIGHT the BITE!**—Sacramento-Yolo Mosquito and Vector Control District had to rethink their outreach program when spraying for West Nile due to negative press. Their solution was to reach out more aggressively, actively buying advertising space and sending out information, making it far easier for people to understand why the spraying is needed while easing their safety concerns.

**M Booth & Associates, Robert Wood Johnson Foundation Innovators Awards at Johns Hopkins: Extinguishing Big Tobacco's Ventilation Claims**—To push smoking bans as necessary for the prevention of second-hand smoke, M Booth concentrated on the oddest

aspect of their study: that non-smoking sections of restaurants had higher second-hand smoke levels than the smoking sections. Concentrating on this garnered media and public attention far beyond what a standard study would normally elicit.

**MWW Group: Breaking the Cycle of Poverty by Eliminating NTDs**—Helping gain attention for tropical diseases, MWW focused on the fact that their debilitating effects are a major part of what keeps third world countries in poverty. By focusing on the human side of the disease rather than the sterile science that, while important for curing it, doesn't attract much media attention, the program generated millions of media hits.

**JohnstonWells Public Relations & PeaceJam: A Global Call to Action**—JohnstonWells

increased awareness of PeaceJam's conference by pitching tailored stories to individual reporters. By taking the time and effort to make sure each release was relevant to its target, they were able to secure more coverage than a blanket letter to a larger number of media outlets would have elicited.

**Caron Treatment Centers, Edelman: Drugs and Alcohol Popular with Some Teens on Online Message Boards**—Helping parents and teachers learn that the Web is a common place for teenagers to get information about drugs and alcohol, Edelman and Caron Treatment Centers conducted a study and released a preview of the results in USA Today. By focusing on such a widely read publication, they were able to draw a large amount of attention to their work for a comparatively small cost.

PR ON A SHOESTRING

**CAMPAIGN: Live. Love. Laugh. Learn.**  
**WINNER: Philosophy Communications & Kit Faragher Foundation**

Colorado native Kit Faragher lived and worked in the Denver area for most of her life. Her untimely death in the World Trade Center on September 11 led to the formation of the Kit Faragher Foundation, a nonprofit that provides college scholarships to graduating high school students. To elevate its profile in the Colorado community and increase its donations, the Foundation approached Philosophy Communication, a Denver-based PR firm, for their help.

**The Ultimate Hook**

After investigating Faragher's life, the Philosophy team found out she loved a sport called Ultimate Frisbee. Seeing an opportunity to align the KFF with the Ultimate Frisbee world,

Philosophy sought out the Ultimate Players Association, a non-profit flying disc sports organization in Boulder, Colorado, to discover opportunities to partner up for a fundraising event.

After KFF was selected by the Grass Roots Ultimate Benefit (GRUB) tournament as its sole beneficiary for a fundraising event, Philosophy hired an Ultimate Frisbee player, who was also a graphic designer, to design an event logo for \$800. The logo had the tagline, "Live. Love. Laugh. Learn."

With the new logo, Philosophy created collateral materials that included a media advisory, a press release, media list, KFF T-shirts and event flyers. The target audiences were the local media and the Ultimate

**HONORABLE MENTIONS**

**the bounce agency: Greenville Literacy Association Book Sale**—To support the Greenville Literacy Association's annual book sale, the bounce agency had to first convince people to donate. To do so on the cheap they used a variety of unique advertising methods, such as disguising a staircase as a giant stack of books, to draw attention to the event.

**American Institute of Certified Public Accountants: CPA Ambassador Program**—To build understanding about what a Certified Public Accountant does, AICPA chose the best spokespeople from its large membership to address the public. By choosing their best people, and concentrating on issues relevant to the people at large, they were able to get their message out to as many people as possible.

**Philadelphia Convention & Visitor's Bureau: Pennsylvania Convention Center Demolition Event**—To create buzz around the expansion of the Pennsylvania Convention Center, a heavily visual focus was used to tell the center's story. By granting media photo ops and making decisions based on how good the visuals would be, it allowed for a very easy to comprehend preview at how the Center would look in the near future.

**Impact Public Affairs, CLA: Launch Your Future with Reading**—To teach children the importance of reading, Impact Relations PR held a reading contest across the country, with displays in libraries promoting the contest. They also used the Web to great effect, with the complimentary Web site not only advertising the contest but containing links to literacy sites.

Frisbee community.

**Mission Accomplished:** With a budget of only \$2,445 (\$800 for the logo; \$1,500 for media relations; \$120

for flyer creations and \$25 for printing), the results were overwhelmingly positive. GRUB raised more than \$16,000 for KFF, a 60% increase from previous years.

PRESS RELEASE

**CAMPAIGN: Helping Americans Get on the Financial Literacy Track**  
**WINNER: American Institute of CPAs**

The American Institute of Certified Public Accountants, the sponsor of a national public education effort called 360 Degrees of Financial Literacy, took part in Harris Interactive's 2007 National Quorum omnibus study, which concluded that Americans' spending habits may prevent them from achieving life goals.

AICPA took the findings and developed two press releases with the express aim of educating Americans about sound financial management. The headlines of the two releases were the following: "Home Ownership Out of Reach For Many Adult Americans, AICPA, Survey Reveals" and "American Adults

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**HONORABLE MENTIONS**

**Robinson Packer & Wannenburg: Opening of Good Shepherd's Rehability**—To generate issues for Good Shepherd's Rehability online retail store, which serves those with disabilities, its audience needed to be informed. They sent out press releases to every newspaper and publication in there area, assuring them that they would reach their audience.

**Guise Marketing & PR: USS Pampanito Submarine 2007 Drydocking PR Campaign**—To increase visitors to the USS Pampanito, Guise Marketing was called in to draw attention to its drydocking for repairs and subsequent return to sea. By integrating military jargon into the story (such as saying the sub got a "shave and haircut"), a standard story was given a more interesting edge to attract potential customers.

**University of Texas Southwestern Medical Center: STAR\*D Summary**—To bring attention to the University of Texas Southwestern Medical Center, execs personalized a study about depression by allowing the participants to interact with the media, not only giving reporters a better story, but giving that story a human element for its readers.

WEB SITE

**CAMPAIGN: Nevada Cancer Institute Web site**  
**WINNER: Nevada Cancer Institute**

To become part of the National Cancer Institute-designated Comprehensive Cancer Center, Nevada Cancer Institute needed a Web site that was state-of-the-art in disseminating information about cancer while meeting the needs of its target audience, consisting of patients, their families, researchers, physicians, donors, job seekers, students and the media.

**Testing, Testing, 1 2 3**

After several presentations to the CEO and COO of NVC I as well as its advertising agency, Dowden Health Media was chosen to be the Web site vendor based on its experience in the healthcare field and its ability to meet the launch deadline.

With a partnership underway, a beta-site was created as the new site was being constructed. Elements from the old Web site were incorporated into the new-and-improved one, nevadacancerinstitute.org. With a budget of \$150,000, the team incorporate streaming video and downloaded pdf files of hard copy collateral and magazines.

**Providing a Roadmap**

For Jennifer McDonnell, manager of marketing and PR for the Nevada Cancer Institute, the difficulty of speaking to multiple audiences on a single platform was a key challenge to overcome.

"We decided to use portals to direct the readers to information they wanted and on their level," she says, offering other PR professionals valuable lessons based on her own experiences.

"A more direct lesson in terms of immediacy and range of audience was the ability to post news releases, special events and media alerts on the Web site within a single day so that crucial and timely PR information was available to those in the community who needed it," McDonnell continues. "We have also been able to organize and archive old news releases, creating a virtual news room, while at the same time recording the history of NVC I for the future."

**Reaching the Destination**

The ROI of NVC I's newly launched Web site was extensive:

**HONORABLE MENTIONS**

**Marmillion + Company, Women of the Storm**—To spread information about the impact of Hurricanes Katrina and Rita, Women of the Storm called legislatures to visit the areas affected by the natural disasters. To improve their ability to gain recovery funds, the team turned to a Web platform—womenofthestorm.net—and published a list of those politicians who have visited. Making the public aware of those who turned a blind eye to the problem put pressure on the government, and it brought much-needed attention to the cause.

**Starlight Starbright Children's Foundation, Cohn & Wolfe: "Fun Center" Campaign**— Seeking to bring "fun centers"— mobile TV and video game stations—to sick children in hospitals around the country, these PR execs tapped the Internet. They used starlight.org as a platform for an online voting campaign to call attention to and shorten the Fun Center wait list, as well as to inspire communities to rally behind

their local pediatric patients. More than two million votes were counted, and five hospitals have received centers.

**United Negro College Fund: An Evening of Stars Tribute to Aretha Franklin Web Site**—In celebration of Aretha Franklin's longstanding support of the United Negro College Fund, the nonprofit launched a Web site in her honor. The content-rich site combined information about her background as a performer, as well as spotlighting the annual "An Evening of Stars" tribute celebration.

**United Nations Foundation: Nothing But Nets Campaign**— To raise awareness about insecticide-treated nets in Africa, as well as the danger of malaria-spreading mosquitos, UNF launched the Nothing but Nets campaign on nothingbutnets.net. A combination of social and rich media, from Web videos to Flickr slide-shows, gets people involved. Visitors to the site can buy a net that will be sent to Africa and potentially save lives.

- New employees and faculty use it as a major source of information when making employment decisions;
- The First International Conference on Normal Tissue Radiation Effects, hosted by NVC I in Las Vegas, was accomplished

- through a page on the Web site that listed sign-up links, schedules and speakers' lists;
- NVC I secured state funding to continue its work for 2007-08; and,
- Donations, both from individuals and foundations, increased into 2007.

► **PRESS RELEASE...** *Continued from Page 13*

Still Expect to Retire with a Pension, According to AICPA Survey." The Institute worked closely with local CPA societies to obtain ongoing local media coverage.

The press releases were distributed during Financial Literacy Month in April 2007.

To support the releases and publicize the findings of the survey, a satellite media tour followed in May 2007.

**Mission Accomplished**

The campaign garnered print coverage in a number of outlets, which included USA

Today, the Palm Beach Daily News, KGO-San Francisco, WUSA-TV, Washington, DC and ABC-News 12, Tallahassee, FL. The SMT reached 10.5 million viewers/listeners nationwide. National radio coverage, which included CBS Radio Network and CNN Radio Network,

reached 8.7 million listeners.

The AICPA's media outreach resulted in an increased number of hits to the 360 Degrees of Financial Literacy Web site. Traffic for the site was noticeably heavy on April 10, 2007, the date of the USA Today story.

## PUBLIC SERVICE CAMPAIGN

### CAMPAIGN: Join The Fight

#### WINNER: Cable Positive & Kismet Films

For over 25 years, AIDS has been a major health crisis, and still there is no cure in sight. To reactivate viewer awareness about the disease and “join the fight” against HIV/AIDS, Cable Positive, the cable industry’s AIDS action organization, teamed up with Kismet Films, to film a series of PSAs.

#### Join the Fight

With acclaimed actor Liev Schreiber directing the English-language PSAs and Rosie Perez directing the Spanish versions, the “Join the Fight” campaign used celebrities to engage viewers and ask them why this disease is important to them on a personal level.

Among the celebrities used in the English spots directed by Schreiber were actresses Naomi Watts, Lorraine Bracco and Judith Light, and designer Calvin Klein. For the Spanish-language PSAs directed by Perez, some of the par-

ticipating celebrities were actor Wilmer Valderrama and Miss Universe 2007 Zuleyka Rivera. All the spots were filmed in color against a white background. The campaign was launched in 2006 and it is running to the end of 2007.

#### Cause and Effect

The results were the following:

- Cable Positive’s Web site generated over two million hits;
- The spots were picked up by cable systems across the country; and,
- The “Join the Fight” campaign received an estimated \$1 million in donated air time.

According to Max Johnson, communications associate for Cable Positive, “The celebrity can be a powerful ally in disseminating messages to a large target audience.”

#### HONORABLE MENTIONS

**Fleishman-Hillard, National Fire Protection Association: Danger of Consumer**

**Fireworks**—To publicize the danger of fireworks, the team personalized the risk by telling the story of a family that lost a child to fireworks. By humanizing their study, they prompted concern despite fireworks’ “fun” connotations.

**Country Music Television: The Power of One**—A grassroots campaign to encourage

volunteering across the country, CMT’s “Power of One” was publicized through programming and a Web site, successfully securing more support for their initiative.

**CDC, National Center for Injury Prevention & Control: Choose Respect Initiative**—

The team focused on teaching children about violence in relationships through PSAs, lessening the chance of unhealthy relationships in their futures.



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