

PR News

Building the bridge between PR and the bottom line.

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ALL-STARS Issue

SALUTING THE TOP PR PEOPLE AND CAMPAIGNS OF THE YEAR

Success is a relative term, but this is for sure: If you've moved the needle, changed perceptions for the positive, outdone your competition, improved morale, sold more goods — and are still standing tall — here at *PR News* we have a word for it: All-Star. In this issue, we showcase the winners of this year's Platinum PR and PR People Awards. All-Stars, every one of them.



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Carol L. Cone **Principal, Cone Inc.**

For those PR executives grappling with how their companies can best assist the victims of Hurricanes Katrina/Rita, you might want to contact Carol Cone. For the last 25 years, Cone has been a pioneer in the field of cause branding and strategic philanthropy, and she has helped to raise more than \$600 million for numerous social causes. Her programs for several *Fortune* 500 firms and major nonprofit organizations include some of the brightest lights in cause branding: the **Avon Breast Cancer Crusade**, **American Heart Association's "Go Red for Women"** program and **Reebok's Human Rights Awards**. Cone has grown her company from a one-person shop to 70-plus employees. A strong financial performance – combined with the commitment to social change – led **Omnicom Group**, one of the world's top three marcom firms – to acquire her agency in 1999.



Michael Kempner **President/CEO, MWW Group**

Talk about a solid return on investment. Before selling **MWW Group** to the **Interpublic Group** in 2000, Michael Kempner had grown MWW into the fourth-largest independent PR agency in the nation, going from one office with one employee and one client to a seven-person office, a Top 10 agency representing some of the world's biggest brands *a la* **Avis**, **Bacardi**, **Continental Airlines** and **Verizon**. Under Kempner's guidance, MWW constantly sets new standards for clients, whether developing one of the industry's first nutritional practices or launching "Blog 360," which allows MWW clients to use blogs to reach key constituents, and to influence perception and behavior. In a space notorious for the short-term fix, Kempner takes the long view, founding MWW University to help employees enhance their skills through business acumen, management development and career planning.



Margery Kraus **President/CEO, APCO Worldwide**

In September 2004, Margery Kraus crafted a management buyout of **Grey Global Group** (which had owned the firm since 1991), making **APCO** the fourth-largest independent, employee-owned agency and opening up opportunities for employees to have a major stake in the future of the firm. Call it vintage Kraus. Ever since she helped start **The Close Up Foundation**, a nonprofit organization that offers high-school students the opportunity to come to Washington, D.C., to learn about government, Kraus has been a keen advocate for empowering people. The affection is mutual; from just one office, APCO has grown into a multinational consulting firm – providing PR services across the board, but specializing in public affairs – with 400 employees, very little turnover and annual revenues of \$58 million.



James E. Lukaszewski **Principal, The Lukaszewski Group**

Many of his clients refer to him as "Yoda" (from "Star Wars" fame) because of his uncanny ability to help companies, and especially their CEOs, deal with the "victim" dimension of crises. The moniker is richly deserved for James Lukaszewski, who began offering executive coaching in 1978, well-before it became commonplace in corporate America. For the last 25 years, he has been recognized internationally as one of the foremost thinkers in public relations and crisis management (not to mention a tireless advocate for a strong sense of ethics and professional standards in PR). In between writing books, speaking at industry events and liaising with the major PR trade groups, Lukaszewski is, according to *Corporate Legal Times* (2003), one of 28 people to call "when all hell breaks loose."



PR PEOPLE AWARDS

Public Relations is a discipline that above all else requires, well, discipline. *PR News*' Top PR People are a testament to this truth: ideas are easy to come by; complaints are easy to dish out. But our winners know how to execute, how to solve problems and create new opportunities. They put the capital in P and R.

THE WINNERS

COMMUNITY
RELATIONS
EXECUTIVE
OF THE YEAR

Michael Holland
Director, **Hometown Solutions,**
Honeywell

Rather than using traditional grant-making to support a multitude of causes, Michael Holland's approach focuses on family safety and security, housing and shelter, and science and math. He leverages the credibility of **Honeywell** and its partners to execute programs that make an impact on these issues. The formula has worked well: Since 2004, Holland has grown Honeywell's community-relations program more than 100%, both in participation among Honeywell's employees and in media coverage.



HONORABLE MENTION

Community Relations Executive of the Year

- As svp/corporate affairs for **International Hotels Group**, **Vicki Gordon** gives back to the community as an advocate for involvement in such causes as tsunami relief, **UNICEF** and **Pets Are Loving Support**.

HONORABLE MENTIONS

Media Relations Professional of the Year

- **Laurie Goldberg**, svp/PR for **Cartoon Network**, led that cable channel to unparalleled media-relations results: high ratings, revenue growth and a pop-culture buzz.

MEDIA
RELATIONS
PROFESSIONAL
OF THE YEAR

Mike Soltys
Vice President/Communications,
ESPN

As point person on **ESPN's** yearlong 25th anniversary in 2004, Mike Soltys really hit one out of the ballpark. Spearheading the most successful PR campaign in the sports network's history, Soltys scored at least one feature in 23 of the largest 25 U.S. newspapers; several broadcast hits, ranging from **CNN** to **C-SPAN**; and 25 magazine features and major wire stories. Soltys also directed a bevy of events, including a "virtual ribbon-cutting" for the opening of **ESPN's** Digital Center, a red-carpet anniversary party in New York City, and a bell-ringing ceremony at the **New York Stock Exchange**. Talk about a deep bench.



- The 5 million bugs that constituted the 2004 Cincinnati Cicada Infestation ended up being a happy accident for **Raymond Buse III**, PR manager for the **Cincinnati USA Regional Chamber**, who turned the little critters into city ambassadors.

- **Carolyn Hergert**, director/corporate communications at **InterContinental Hotels Group**, has promoted consistent, accurate, positive key messages regarding new launches, branding and lodging-industry standards.

- **Tiffany Schier**, media relations consultant at **Borden Ladner Gervais LLP**, implemented an aggressive campaign to identify top-tier national media, matching them to the most appropriate lawyers and increasing coverage by 108%.

- **Joseph Cohen**, senior account supervisor at **MWW Group**, doesn't take "no" for an answer, working the celebrity circuit to cash in on their visits to his client list that includes **The Palm** restaurant chain and **Bally Total Fitness**.

PR
PROFESSIONAL
OF THE YEAR:
FINANCIAL/
INVESTOR
RELATIONS

Timothy Perrott
Vice President/Investor Relations,
NII Holdings Inc.

In the current climate, many companies tend to keep financial journalists at arm's length. Not Timothy Perrott, thank you very much. He's constantly maintained an open flow of communications with financial journalists, securing important media coverage for **NII Holdings** in the *Wall Street Journal* and *Investor's Business Daily*. The IR strategy has paid off handsomely for **NII**, with Perrott taking a \$50 million wireless company – emerging from a corporate restructuring in 2003 – to the No. 1 performing stock on the **Nasdaq** (up 535%) in its first year as a public company and continuing in the top 6% of **Nasdaq's** top performers in 2004.



HONORABLE MENTION

PR Professional of the Year:
Financial/Investor Relations

- **Elizabeth Saunders** built **Ashton Partners** into one of the nation's Top 10 independent PR/IR practices, changing the way companies traditionally viewed strategic counsel and long-term market positioning.

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PR PEOPLE AWARDS

THE WINNERS

CORPORATE PR PROFESSIONAL OF THE YEAR

Kevin Burr Vice President/Corporate Communications, Adobe Systems Inc.

Kevin Burr has been instrumental in changing the conversation about **Adobe**, transforming that company into one of the most diversified software firms in terms of revenue, global reach and customer relations. By developing an entirely new way of describing Adobe's value to the marketplace – in terms of complete programs and a platform approach as opposed to fragmented individual products – Burr has redefined the way the media, analysts and customers perceive the company. As a result, the stronger positioning has put Adobe in a league with such software heavyweights as **Microsoft**, **Oracle**, **IBM** and **Intel**.



HONORABLE MENTIONS

Corporate PR Professional of the Year

- During the past five years, worldwide director/PR **Eric Brown** has helped **Network Appliance** become a leading innovator in the crowded and competitive data-storage market via such initiatives as a company-sanctioned vendor blog and further outreach to Europe and Asia.

- **Mary-Frances Faraji**, vp/global product communications at **Schering-Plough**, changed the way her company communicated the benefits of its prescription pharmaceuticals, consumer health products and animal health products by beefing up staff and re-establishing some flagging relationships with customers, resulting in an upsurge in sales.

- In 2004, **Debbie S. Foster**, vp/corporate communications, wasn't slow to lead her **Heinz** PR team in keeping the company Web site current, in conducting a "Tomato Camp" for national journalists and in coordinating the Global Nutrition Communications Conference in Italy.

HONORABLE MENTIONS

Agency Professional of the Year

- **Deborah Radman**, managing director at **Stanton Communications Inc.**, doubled her revenue objectives, served on the executive committee, managed the corporate practice, developed a company-wide training program and made significant contributions to new business efforts.

- **Molly Miller**, founder/principal of **Engage PR**, has led her company to being named one of the Bay Area's "50 Best Places to Work" while promoting her Silicon Valley technology clients from startup to acquisition.

- Starting her namesake company **marlo marketing/communications** just last year, attorney-turned-PR-principal **Marlo Renee Fogelman** has attracted name-brand cake bakers, coffee makers and "cookie" takers to her firm.

HONORABLE MENTIONS

PR Team Leader

- **Francie Schulwolf**, vp/corporate communications for **Inter-Continental Hotels Group**, created the chain's first internal communications strategy along with franchisee- and hotel-communications programs that include customer-loyalty launches, an e-letter and lifestyle-branded hotel openings.

- **Susan Diegelman**, senior account director at **SheaHedges Group**, has helped her junior and mid-level team members work with clients in the financial and technology arenas as they prepare for, and then execute, mergers and acquisitions, creating pre-deal communications strategies that strengthen pre-deal profiles.

AGENCY PROFESSIONAL OF THE YEAR

Doug Dome Principal, Dome HK

Doug Dome knows how to pour on the PR. The product launch in 2004 for Hershey's Fortified Syrup – which generated 84 million media impressions – led to strong ties with **The Hershey Company** in 2005, which in turn has contributed to solid business growth this year. Dome also reeled in as clients in the last two years **Blockbuster** as well as **Cold Stone Creamery** and **General Motors**. Little wonder that Dome – one of the foremost creative thinkers in the PR field – is a go-to guy for some of the top U.S. brand managers. The folks at **Hill & Knowlton** recognize Dome's talent, too, so much that it acquired the shop in 2004 and made Dome U.S. creative director for the entire agency.



PR TEAM LEADER

Libby Schnee Director/Public Affairs, Burson-Marsteller

From recruiting Tom Hanks for an **Ad Council** PSA to engaging **Wal-Mart** in a campaign that raised millions, Libby Schnee was relentless during the eight-year quest for the National World War II Memorial in Washington, D.C. She mentored her own team plus clients that included ranking military personnel, former senators, production and media people, and more than 20 subcontractors, leading up to the May 2004 dedication that hosted 140,000 VIPs and guests, hundreds of tour groups and 800 journalists.



Getting to Know You... Look for profiles of the Top PR People in *PR News*, in a new regular feature that gives you deeper insight into the movers and shakers of PR.



It was a very good year.

MWW Group is pleased to congratulate its PR News PR People Awards Winners and Finalists for their Excellent Work.

Michael W. Kempner, President CEO,
named a winner in the
Lifetime Achievement Award.

Alissa Blate, Executive Vice President Consumer Marketing,
named as a finalist in the
Brand Marketer of the Year.

Joseph Cohen, Senior Account Supervisor,
named as a finalist in the
Media Relations Professional of the Year.



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PR PEOPLE AWARDS

THE WINNERS

**PUBLIC
AFFAIRS
EXECUTIVE
OF THE YEAR**

Neal Cohen CEO/North America, APCO Worldwide

During his 19-year tenure, Neil Cohen has been a driving force behind cultivating many of APCO's most successful client relationships, perhaps none more important than the 13 years he's devoted to APCO's efforts on behalf of the **American Tort Reform Association (ATRA)**. Cohen has assisted ATRA with grass-roots efforts, establishing a broader presence for the group within the field of tort reform. What's more, Cohen's marketing strategy has enabled ATRA to support 17 different tort-reform groups, making the client's messaging all the more forceful.



HONORABLE MENTIONS

Public Affairs Executive of the Year

- **Kevin Walker**, svp/managing director at **Dittus Communications** in Washington, D.C., uses his well-honed political- and crisis-communications experience to help steer his association clients safely through the public affairs minefields that are Capitol Hill, Wall Street and the American consumer.
- **Ken Capps**, vp/public affairs at **DFW International Airport** in Texas, not only promotes his airport as the easy-to-navigate and safest hub -- he works to honor the men and women serving in today's military by promoting its exclusive "welcome back" programs.

- Who does the **U.S. Postal Service** rely on deliver its messages? **Azeezaly Jaffer**, vp/public affairs and communications, came up with "the Ambassador Program" campaign that features real postal workers in all print and broadcast USPS ads.

**PR
PROFESSIONAL
OF THE YEAR
— GOVERNMENT**

Capt. Hal Pittman (U.S. Navy), U.S. Central Command

It's arguably the toughest PR job in government right now: directing reports and communications for the 200,000-person U.S. enterprise conducting combat operations in Iraq and Afghanistan. Deploying a strategy that includes daily press conferences at the **Pentagon** and producing (weekly) media talking points, Capt. Pittman has worked tirelessly to tell the U.S. military's side of the war on terrorism, sometimes during combat. Taking the "Big Picture" view, he's developed press-office teams to respond to Pan-Arab media queries, and he's redesigned the military's Web site to enhance its message. Capt. Pittman's next engagement? Launching an organizational blog for **Central Command**.



HONORABLE MENTIONS

PR Professional of the Year-Government

- One-time cable producer **Veronica Meter**, PR director for the **U.S. Government Printing Office**, revamped the image of a stodgy federal agency by improving its communications methods, forging new media relationships, and taking on many of the writing and producing tasks herself.
- In reaction to proposed city budget cuts, **San Diego Convention Center Corporation** vp/public affairs **Fred Sainz** pushed through a program to raise the sales-and-marketing profile of the public facility as part of a city-wide plan to assist in rejuvenating a once-ailing downtown area.

- In her 13-year tenure, public affairs officer **Paula Pedene** has led the way in the **Carl T. Hayden Veteran's Administration Medical Center's** PR efforts, building her staff from nothing to a roster of both paid and contract employees, and keeping veterans' health-care issues in the public eye.

**PR
PROFESSIONAL
OF THE YEAR:
NONPROFIT/
ASSOCIATION**

Jeffrey Joseph Vice President/Communications and Strategic Relationships, Consumer Electronics Association (CEA)

With Jeffrey Joseph leading the strategic charge (and media outreach), the **CEA's** International Consumer Electronics Show (held in early January) was a media smash, with 890 international journalists in attendance, and more than 2,000 articles and stories about the show featured in major print, broadcast and online media outlets. The results were achieved even as Jeffrey Joseph's team instituted more stringent CES media-registration criteria to focus on media quality over quantity -- words every PR pro should live by.



HONORABLE MENTIONS

**PR Professional of the Year: Nonprofit/
Association Investor Relations**

- As director of communications and marketing for the **Conservancy of Southwest Florida**, **Tracy Zampaglione** has distilled statewide environmental issues into clear, concise messages for the media and for community partners.
- In just six months, **Trazanna Moreno**, director of communications at the **YMCA of Greater Houston**, garnered nearly \$900,000 in media placements and changed the image of the YMCA from being just a "gym and swim" to a community-outreach organization that can change people's lives.

Capt. Hal Pittman has worked tirelessly to tell the U.S. military's side of the war on terrorism, sometimes during combat.



A celebration of 25 years in sports.

A year-long team effort on an unprecedented company initiative.

A career PR achievement, managed by one of ESPN's most talented and respected leaders.

Congratulations, Mike Soltys, on this well-deserved honor.

PR PEOPLE AWARDS

THE WINNERS

BRAND MARKETER OF THE YEAR

Alissa Blate Executive Vice President/Director of Consumer Lifestyle Marketing, MWW Group

To counter the negative publicity that long-term client **McDonald's** was incurring because of the obesity epidemic, Alissa Blate created "McDonald's Real Life Choices" to showcase the fast-food chain's menu and to educate consumers on how to enjoy the food they love without compromising their diets. On behalf of **Nikon**, Blate positioned its new digital camera, the Nikon 270, as a "must have" compared with competitors. The result? Sales grew 200%, eclipsing the sales of its closest competitor.



CRISIS COMMUNICATOR OF THE YEAR

Bill Zucker Managing Director, Media Practice/National Cattlemen's Beef Association (NCBA) Burson-Marsteller (Chicago)

When the **U.S. Department of Agriculture** announced the nation's first case of mad-cow disease in December 2003, the **NCBA** and Burson-Marsteller's Bill Zucker were braced. During those first intense hours, Zucker was alongside the client, making the important decisions about response strategy and spending countless hours on the phone (and on the ground) with beef producers to refine the industry's message. The result? Despite massive consumer awareness of mad-cow disease (97% reported hearing about it), consumer confidence in beef safety remained steady at the pre-mad-cow-announcement level of 90%.



ACCOUNT EXECUTIVE OF THE YEAR

Bryan Pope Connors Communications

Joining the firm in 2003 as an intern, Bryan Pope, 23, was quickly promoted in 2004 to account executive and was handed the keys to one of the firm's biggest accounts in house, **Educational Testing Service**. The youngest employee ever at **Connors** to lead an account, Pope secured top-level media placements for ETS and its ancillary businesses. On behalf of the **American Museum of the Moving Image**, Pope helped to launch an online exhibition featuring a history of presidential campaign commercials that got picked up by the *Los Angeles Times* and the *Miami Herald*, among others, while Pope's media-relations efforts for **MemoryConcepts.com**, a site that encourages mental fitness through interactive exercises, generated coverage in the *Wall Street Journal* and on **MSNBC.com**.



HONORABLE MENTIONS

Brand Marketer of the Year

- **Holiday Inn Hotels & Resorts** has seen its brand messaging and resulting perceptions significantly improve under svp/brand management **Mark Snyder's** leadership, with the hotel chain now dominating its competitors when it comes to "share of voice" measurements.

- As a brand marketer, 1st vp/marketing **Elizabeth Chrane** guided **Opteum Financial Services** to its best year in 2004 by implementing an innovative customer-service promise that guarantees a "Five-Star Experience."

HONORABLE MENTION

Crisis Communicator of the Year

- **VP Gene Grabowski** leads his Levick Strategic Communications team with his "show me, don't tell me" ethic, exhibited in a campaign that put a face on Kuwaitis detained at the Guantanamo military base.

PR News' PR People Awards All-Stars/2005

- | | |
|---|-------------------------|
| Lifetime Achievement | (w): Winner |
| Carol L. Cone, Cone | (hm): Honorable Mention |
| Michael Kempner, MWW Group | |
| Margery Kraus, APCO Worldwide | |
| James E. Lukaszewski, ABC, APR, Fellow PRSA, The Lukaszewski Group Inc. | |
| Account Executive of the Year | |
| Bryan Pope, Connors Communications (w) | |
| Brand Marketer of the Year | |
| Alissa Blate, MWW Group (w) | |
| Elizabeth Chrane, Opteum Financial Services (hm) | |
| Mark Snyder, Holiday Inn Hotels & Resorts (hm) | |
| Community Relations Executive of the Year | |
| Vicki Gordon, InterContinental Hotels Group (hm) | |
| Michael Holland, Honeywell (w) | |
| Crisis Communicator of the Year | |
| Gene Grabowski, Levick Strategic Communications (hm) | |
| Bill Zucker, Burson-Marsteller (w) | |
| Media Relations Professional of the Year | |
| Raymond Buse III, Cincinnati USA Regional Chamber (hm) | |
| Joseph Cohen, MWW Group (hm) | |
| Laurie Goldberg, Cartoon Network (hm) | |
| Carolyn Hergert, InterContinental Hotels Group (hm) | |
| Tiffany Schier, Borden Ladner Gervais LLP (hm) | |
| Mike Soltys, ESPN (w) | |
| PR Professional of the Year: Agency | |
| Doug Dome, Dome HK (w) | |
| Molly Miller, Engage PR (hm) | |
| Deborah Radman, Stanton Communications (hm) | |
| Marlo Renee Fogelman, marlo marketing/communications (hm) | |
| PR Professional of the Year: Corporate | |
| Eric Brown, Network Appliance (hm) | |
| Kevin Burr, Adobe (w) | |
| Deborah Foster, H.J. Heinz Company (hm) | |
| Mary-Frances Faraji, Schering-Plough (hm) | |
| PR Professional of the Year: Financial/Investor Relations | |
| Timothy Perrott, NII Holdings Inc. (w) | |
| Elizabeth Saunders, Ashton Partners (hm) | |
| PR Professional of the Year: Government | |
| Veronica Meter, U.S. Government Printing Office (hm) | |
| Paula Pedene, Carl T. Hayden VA Medical Center (hm) | |
| Hal Pittman, U.S. Central Command (w) | |
| Fred Sainz, San Diego Convention Center Corp. (hm) | |
| PR Professional of the Year: Nonprofit/Association | |
| Jeffrey Joseph, Consumer Electronic Association (w) | |
| Trazanna Moreno, YMCA of Greater Houston (hm) | |
| Tracy Zampaglione, Conservancy of Southwest Florida (hm) | |
| PR Team Leader | |
| Susan Diegelman, SheaHedges Group (hm) | |
| Libby Schnee, Burson-Marsteller (w) | |
| Francie Schulwolf, InterContinental Hotels Group (hm) | |
| Public Affairs Executive of the Year | |
| Ken Capps, DFW Airport (hm) | |
| Neal Cohen, APCO Worldwide (w) | |
| Azeezaly Jaffer, USPS (hm) | |
| Kevin Walker, Dittus Communications (hm) | |

Margery Kraus,

Congratulations on your PR News Lifetime Achievement Award
from all the staff at APCO Worldwide.



APCO's 2009 Global Summit, Washington, D.C.

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PLATINUM PR AWARDS

Behind most recoveries of both the financial and humanitarian kind, and behind most events – whether to drive more customers into stores, more heads onto beds or less negativity on paper and in air, PR is the driving force. The companies and their agency partners that won our highly competitive Platinum PR Awards were in high-gear in 2004: here, we take a break to give them their props:

THE WINNERS

MARKETING COMMUNICATIONS

Campaign: “Answers for Living the Last Months of Life”

Company: Hospice of Northwest Ohio
Agency: R/P Marketing Public Relations

The **Hospice of Northwest Ohio** prides itself on being a place where people with terminal health problems can spend the last months of their lives. In a campaign appealing to Baby Boomers faced with making difficult health-care decisions for their parents, it introduced itself to potential patients in heartwarming, personal ways, using media relations to convey the hospice’s un-hospital-like environment. Thanks to a smartly targeted campaign, the hospice realized an 84% increase in patients in three years.



EXTERNAL PUBLICATION

Campaign: “About the towels, We forgive you... Holiday Inn’s Book of Towel Tales”

Company: Holiday Inn Hotels and Resorts
Agency: GCI Group (Atlanta)



You know those hotel towels you wrapped your wet swimsuit in the last time you were on vacation? **Holiday Inn** and **GCI Group** took an unusual approach to addressing the problem of terry-cloth thievery by publishing a book with its signature green-striped towel as the main character. The playful tactic, composed of stories submitted by Holiday Inn visitors about their stolen hotel-room accoutrements, resulted in a hard-

cover coffee table book and a donation to the “Give Kids the World” charity. Media coverage and the book’s launch party helped sell 600 books, raising \$10,000 for the charity. It also compelled 350,000 potential guests to visit Holiday Inn’s Web site.

GLOBAL PR CAMPAIGN

Campaign: “The Information Worker Board of the Future: Building a Bridge to the Internet Generation”

Company: Microsoft Information Worker Business Group, Microsoft Corp.
Agency: Waggener Edstrom

What is hip? For many of the Internet generation (NetGen), ages 15 to 24, it’s not **Microsoft Corp.** So the software giant created an international advisory group of NetGens to serve as a bridge between representatives of the next generation (read: customers) and Microsoft’s developers. The hook: a “Dream Week,” with NetGen board members brainstorming with Microsoft reps about ideas for future computer products.



HONORABLE MENTIONS

Marketing Communications

- **The NASCAR NEXTEL Cup Series Sponsorship - Nextel Communications and Carter Ryley Thomas** To reach more wireless NASCAR dads, Nextel, in one racing season, increased its market penetration by 90% along with generating more than 350 million media impressions worth \$65 million-plus in publicity value.
- **Citibank’s Credit-ED Program for Students - TMG Public Relations** Citibank’s initiative, aimed at 3.5 million college-bound students nationwide, increased media impressions to 85 million while teaching teens how to keep their personal finances in the black.
- **What’s The Download? Tackling Illegal File-Swapping - Edelman and the Recording Academy** Edelman’s off-the-charts campaign provided unbiased information via print and broadcast PSAs regarding the consequences of illegally downloading copyrighted music.

- **Play Golf America - The PGA of America** Teeing up a whole new audience for the game – including 20% who never have played on a course – this campaign added 25% more women via its PSAs and a “Free Lesson Month.”

HONORABLE MENTIONS

External Publication

- **The Common Thread - Education Management Corporation** *The Common Thread*, a four-color publication showcasing student works, helped students at 31 Art Institutes nationwide participate in course-related community service while exposing potential employees to the wealth of talent in their own marketplaces.
- **BIO Editors’ & Reporters’ Guide to Biotechnology - Biotechnology Industry Organization** To help answer some of the day-to-day queries posed by science editors and reporters, the nearly-sold-out guide details the scientific issues as well as the ethical questions surrounding the burgeoning field of biotechnology. Not to fear: it’s now downloadable.

HONORABLE MENTION

Global PR Campaign

- **Business Software Alliance 2004 Global Software Piracy Study - Business Software Alliance & Dittus Communications** In only about a week, Dittus, on behalf of the **Business Software Alliance**, surpassed 2003’s media impressions on the subject of software piracy, generating more than 1,800 news stories worldwide and more than 2.5 billion media impressions while validating the client’s controversial study regarding the real business costs of global computer-program hijacking.



H.J. Heinz Company congratulates Debbie Foster on being one of the finalists in the 2005 PR People of the Year Awards category "Professional of the Year."

*Debbie, you are a winner each and every day.
Thank you for being an exemplary role model, professional and friend.*



PLATINUM PR AWARDS

THE WINNERS

COMMUNITY RELATIONS

Campaign: Diageo Spirit of the Americas
Company: Diageo
Agency: Westhill Partners

Since the 9/11 tragedies, **Diageo's** Spirit of America Fund has provided emergency relief for those stricken by disaster around the world. Going one step beyond traditional mission funding, its employees travel into crisis zones (such as the one pictured below) to distribute humanitarian aid and to provide assistance in the suffering communities. In 2004 alone, Diageo worked with several organizations to assist the victims of landslides in Haiti and in the Dominican Republic as well as hurricane victims in the U.S. Gulf Coast region.



HONORABLE MENTIONS

Community Relations

- **"Start Something" Program From Target and the Tiger Woods Foundation - Patrice Tanaka & Company, Inc.** Adopting an "all politics are local" tack, **PTC, Target** and the **Tiger Woods Foundation** took the grassroots path to tout Start Something, a free nationwide youth-education scholarship program. Media coverage of local winners resulted in a 53% jump in membership.

- **"Southwest Airlines Adopt-A-Pilot Program" - Southwest Airlines** A new twist on teaching geography had **Southwest Airlines** pairing fifth-grade classes with its pilots in an "Adopt A Pilot" program that tracked domestic airplane journeys.

- **360 Degrees of Financial Literacy - American Institute of Certified Public Accountants** Financial illiteracy is on the upswing, and **AICPA** created a grassroots campaign that included beefing up its Web site while state CPA societies held seminars, and produced radio shows and newspaper columns for local audiences.

- **Great Battery Roundup - AAA of Northern California, Nevada & Utah** With all those discarded batteries in mind, the **AAA of Northern California, Nevada & Utah** teamed with 19 local "green" organizations to provide battery-recycling opportunities via convenient drop-off points, collecting and recycling of 4,560 batteries.

- **Fireman's Fund Heritage: Supporting San Diego Firefighters for a Safer Community - Fireman's Fund Insurance** The **Fireman's Fund Insurance Company** partnered with **Ketchum** to develop a corporate-philanthropy program to help fund equipment, training and fire-safety initiatives.

HONORABLE MENTIONS

Event Marketing

- **Heart of a Woman Community Lecture on Women's Heart Disease - Christiana Care Health System** Heart disease doesn't only strike men, and the **Christina Care Health System** hosted its "Heart of A Woman" women's luncheon to focus on the risk factors and warning signs of female coronary disease.

- **2004 Entertainment Tonight Post Emmy Party - Paramount Domestic Television** Overcoming celebrities' short attention spans isn't child's play, and **Paramount Domestic Television's** "Entertainment Tonight" along with **People** and **B/W/R Public Relations** did just that for their 2004 post-Emmy awards party.

- **HP & Office Depot Recycling - Hewlett-Packard & Hill & Knowlton, Inc.** **HP** partnered with **Office Depot** to offer an alternative to the junkyard when it came to getting rid of old computers. **Hill & Knowlton** leveraged the initiative to showcase HP as the sole nationwide, in-store recycler, resulting in the recycling of 10 million-plus pounds of outdated gear.

EVENT MARKETING

Campaign: "The 2004 World Series of Poker"
Company: Harrah's Entertainment Inc.
Agency: Trahan, Burden & Charles

The **World Series of Poker** and its home casino **Binion's Horseshoe** were flat busted. Prior to its purchase by Harrah's Entertainment, the defunct operation had no media-registration process, no event coverage, no communications plan and no means of contacting former employees or players. With a comprehensive event campaign executed in just 90 days, **Trahan, Burden & Charles** rallied an audience, workers, participants, media interest (see magazine, right) and, in the end, \$20 million worth of publicity on a \$146,000 budget - that's a 13,699% return on investment. Talk about a full house.



Go Behind the Scenes – PR News will be profiling these award-winning campaigns throughout this year and next, via detailed case studies.

MEDIA RELATIONS

Campaign: "Hampton Hotels 'Make It Hampton' Media Outreach"
Company: Hampton Hotels
Agency: Cohn & Wolfe

With the number of hotel chains out there begging for travelers, where do businesspeople and families go when they don't want to stay at the Ritz? To communicate **Hampton Hotels'** new image as a mid-priced hotel and its attack on the highly competitive rack-rate marketplace, **Cohn & Wolfe** supplied the media with press releases and kits to illustrate the new, higher-standard amenities at its facilities, and it conducted a two-city media tour to codify the new brand. The efforts resulted in more than 822 media impressions in top-tier publications, translating into more than \$6.2 million in advertising value and resulting in a 40-fold ROI.

MEDIA EVENT

Campaign: "The Sam Goody 'Bad-Gift Boycott'"
Company: Musicland Group Inc.
Agency: Axiom Market- ing Communications

Facing the challenge of attracting customers during the holiday season, music and video retailer **Sam Goody** partnered with **Axiom** to create its Bad-Gift Boycott campaign, aimed at those guilty of buying last-minute, doomed-to-be-returned "bad gifts." The PR team conducted print and broadcast interviews at targeted national outlets, presenting Sam Goody as the cure-all for bad gift givers with fun, interactive events in which both media and consumers could participate. The campaign, on a \$170,000 budget, prompted preliminary sales and traffic increases of 4.2% and 6.8%, respectively.



SEASONS GREETINGS



HONORABLE MENTIONS

Media Relations

• **Access Communications - Two Horse Race** And they're off. Racing for the No. 2 spot in the supercomputer marketplace after losing 90% of its stock value during the dot-com bust, **S&I** went nose to nose with rival **IBM** by working with **Access Communications** to tout its Project Columbia superdeal with **NASA**. **S&I** momentarily eclipsed **IBM**, then managed to be mentioned in 99% of all stories mentioning **Big Blue**.

• **Dan Klores Communications with Northlich - National Underground Railroad Freedom Center** Cincinnati's **Underground Railroad Freedom Center** fast-tracked public and media awareness by working with **Dan Klores Communications** and **Northlich** to drive initial attendance and to generate 250 million media impressions via a multimedia approach that included tours of the facility, the creation a local-paper special editorial section and a star-studded gala.

HONORABLE MENTIONS

Media Event

• **Ford Motor Company & Ruder Finn - Ford Escape Hybrid-Manhattan on a Tank of Gas** How do you drive 520 miles on 15 gallons of gas? **Ford** teamed with **Ruder Finn** to increase the visibility of its new Ford Escape hybrid SUV, rolling over Manhattan's 504.3 miles of paved roads. A mix of media and celebs participated in the two-day event, boosting product awareness from 23% to 35%.

• **McNeil Nutritionals & RF Binder Partners - The SPLENDA Gingerbread House** Demonstrating you can have your cake and eat it, too, **McNeil's SPLENDA Sugar Blend for Baking** was used to concoct a life-sized gingerbread house in NYC's Herald Square. **RF Binder Partners** emphasized **McNeil's "Modern Living for Modern Eating"** message, handing out low-cal cookies during the one-day holiday-season event that garnered more than 14 million media impressions.

• **Bring Your Cow to Dairy Queen - Pierson Grant Public Relations** Moooooooove over, you-know-who. To promote its new line of frozen coffee beverages, **Dairy Queen** teamed with **Pierson Grant** to launch a wacky "moo-worthy" campaign -- inviting customers to "bring their cows" to the stores for a free "Moolatté." The buzz increased **Dairy Queen's "moo"-la** by 7% in one month.

• **Promoting and Positioning the Grand Opening of the National Museum of the American Indians - Smithsonian Institute & Hill & Knowlton, Inc.** **Hill & Knowlton** took on the monumental task of generating media interest in the grand opening of Washington, D.C.'s **National Museum of the American Indian**, so it included the press in all phases of the museum's construction, from planning to ribbon cutting.

PLATINUM PR AWARDS THE WINNERS

PRO BONO

Campaign: "Road to Freedom"
Company: Latham & Watkins LLP
Agency: Hill & Knowlton Inc.

Texas is well-known as the state most likely to execute, and **Latham & Watkins** client Ernest Willis spent 17 years on that state's death row before being released upon proof of wrongful conviction of arson-murder. After working for 12 years to get Willis released – no mean feat since Texas re-instituted the death penalty in 1976 – the law firm began to encourage other attorneys to tackle pro bono death-row litigation. A press conference detailing Willis' release garnered **Hill & Knowlton**-targeted reporters from the top U.S. print and broadcast venues, resulting in 45 million impressions and – more important – a resurgence of death-penalty moratorium sentiment that goes all the way up to the U.S. Supreme Court.

PUBLIC AFFAIRS

Campaign: "AccuPoll Champions Voter-Verified Paper Audit Trail"
Company: Antarra Communications

Virtually unknown two years ago, **AccuPoll** has been able to capitalize on the Help America Vote Act of 2002. The legislation, created as a result of the Florida presidential election debacle in 2000, spawned an entirely new industry. But while most companies developed "paperless" voting machines that further eroded voter trust, **AccuPoll** launched the Voter Verified Paper Audit Trail (VVPAT), allowing voters to personally verify their decision was accurately recorded. Armed with voter testimonials, **AccuPoll** and **Antarra Communications** (armed with a \$3,000 per month budget) put pressure on federal and state legislatures to pass laws requiring VVPAT in electronic voting systems; more than a dozen states have adopted the legislation so far and two dozen others have similar legislation pending.

HONORABLE MENTIONS

Pro Bono

- **The UC Berkeley E-Vote Research Project: "Winning the 'Vote' for Electoral Reform"** - **Eastwick Communications UC Berkeley** and its E-Vote Research Project tapped experts at **Eastwick** just a week before the 2004 general election to help it distribute results of its poll showing widespread e-voting irregularities that could have swayed the vote's final outcome, ending up with more than 100 broadcast, print and Web stories promoting e-voting reform.

- **A Legacy in Ice: The 2004 Ice Palace - Saint Paul Festival and Heritage Foundation & Padilla Speer Beardsley Inc.** To raise some cold, hard charity cash, the St. Paul Heritage Foundation and its volunteers built a real ice palace, complete with skating rink and sculpture, to leverage visitors to the annual Winter Carnival and the NHL All-Star Game. Promotion by **Padilla Speer Beardsley Inc.** helped to bring in a \$500,000 profit, \$39.5 million in regional economic development, and 2 billion (that's with a "b") media impressions.

- **Saving Illinois Parks and Wildlife - Partners for Parks and Wildlife & Public Communications Inc.** **Partners for Parks and Wildlife**, overcoming a stunning budget cut, recouped \$50 million from donations and *pro bono* work, enlisted 140 organizations, and generated 4,000 letters to legislators and newspapers in its quest to save nature preserves that border on metropolitan areas.

HONORABLE MENTIONS

Public Affairs

- **Partners for Parks and Wildlife**, overcoming a stunning budget cut, recouped \$50 million from donations and *pro bono* work, enlisted 140 organizations, and generated 4,000 letters to legislators and newspapers in its quest to save nature preserves that border on metropolitan areas.

- Despite negative coverage in Canada, the **International Fund for Animal Welfare** got the word out regarding the 2004 annual Canadian seal hunt to the international media, securing nearly 2,500 stories, many of them front-page, for an audience reach of as many as 500 million. This campaign won first place in this year's Platinum PR awards in the Cause-Related Marketing category (see pg 18).

- Taking advantage of all of its years of PR expertise, **Porter Novelli Public Affairs** garnered grassroots support for the languishing federal "Class Action Fairness Act," resulting in the bill's being passed by the **U.S. Senate** in a 72-26 vote and signed into law by President Bush within days.

PR News' Platinum PR Awards All-Stars/2005

Analyst Relations

- Nextel Communications Inaugural Industry Analyst Relations Conference - Nextel Communications (hm)
- Self-Side Analyst Outreach - SI International & CCG IR (w)
- **Annual Report**
- 2004 Annual Report: Global Warning: Can We Find Common Ground? - Cineroy Corp. (hm)
- FEMA 2004 Annual Report (hm)
- MetLife, Inc. 2004 Annual Report (hm)
- Annual Report 2004 - Nestlé (Malaysia) (w)
- "Redefining State of the Art" Annual Report - Summa Health System (hm)

Application of Research

- Rural Homeowners Consumer Education Campaign - Propane Education & Research Council with Harris Interactive and Porter Novelli (hm)
- Leisure Time Advocacy Initiative and Board - Hilton Family of Hotels (hm)
- "Leveraging Thought Leadership to Extend the Brand" - Monster Worldwide, Inc. & Weber Shandwick (w)
- Proof - Porter Novelli Key Message Assessment & Optimization - Watson Pharma, Inc. and Porter Novelli (hm)

Cause-Related Marketing

- The Great American Bake Sale - PARADE Magazine (hm)
- IFAW's 2004 Seal Campaign - IFAW & Edelman (w)
- "PNC Grow Up Great" - PNC Financial Svcs Grp & Cone (hm)
- Volvo Drive for Life Days - Volvo, Haberman & Associates and Fitzgerald Brunetti Productions (hm)

Community Relations

- 360 Degrees of Financial Literacy - American Institute of Certified Public Accountants (hm)
- "Diageo Spirit of the Americas" - Diageo & Westhill Ptnrs (w)
- Great Battery Roundup - AAA of Northern California, Nevada & Utah (hm)
- Fireman's Fund Heritage: Supporting San Diego Firefighters for a Safer Community - Fireman's Fund Insurance (hm)
- Start Something Program From Target & Tiger Woods Foundation - Patrice Tanaka & Company, Inc. (hm)
- "Southwest Airlines Adopt-A-Pilot Program" - Southwest Airlines (hm)

Crisis Management

- "Do the Right Thing" - Henry Medical Ctr & GolinHarris (hm)
- Protecting Consumer Confidence in US Beef: An Issues Management Success - National Cattlemen's Beef Association and Burson-Marsteller (hm)
- Putting the Safety of Babies First - Gerber Products Company & Ruder Finn (hm)
- "Reforming WorldCom and Establishing the New MCI" - MCI & Hill & Knowlton, Inc. (w)

E-Mail Communications

- "Let Symantec's Voice Be Heard" - Symantec Corp. & Connect Public Relations (w)
- Nanotech News Email Newsletter - Foley & Lardner LLP (hm)
- OFC/NFOEC Email Communications Campaign - Wilkinson-Shein Communications (hm)

Employee Relations

- A Passion for Excellence - Dominion (hm)

- Choose Well, Use Well - Dominion (w)
- Jump In! A New Approach to Annual Enrollment & Benefits - Nationwide (hm)
- The New England Initiative - Hewlett-Packard (hm)
- Tacoma Recycles @ Work - City Of Tacoma Solid Waste Management (hm)

Event Marketing

- The 2004 World Series of Poker - Harrah's Entertainment Inc. & Trahan Burden & Charles (w)
- 2004 Entertainment Tonight Emmy Party - Paramount Domestic Television (hm)
- Heart of a Woman Community Lecture on Women's Heart Disease - Christiana Care Health System (hm)
- HP & Office Depot Recycling - Hewlett-Packard & Hill & Knowlton, Inc. (hm)

External Publications

- About the Towels, We Forgive You... Holiday Inn's Book Of Towel Tales - Holiday Inn Hotels & GCI Group-Atlanta (w)
- BIO Editors' & Reporters' Guide to Biotechnology - Biotechnology Industry Organization
- The Common Thread - Education Management Corp. (hm)

Financial/Investor Relations

- Pfizer Inc. 2004 Annual Review - Pfizer Inc. & VSA Partners (w)

Global PR

- Business Software Alliance 2004 Global Software Piracy Study - Business Software Alliance & Dittus Comms (hm)
- The New England Initiative - Hewlett-Packard (hm)
- News@Sonoco - Sonoco (hm)
- Waagener Edstrom (w)

Internal Publication

- "50 Years Strong: The Evolution of Stantec" 50th Anniversary Book - Stantec (hm)
- McDonald's Corporation - Customer Recovery Communications Toolkit - McDonald's & David Grossman & Assoc. (w)
- The New England Initiative - Hewlett-Packard (hm)
- News@Sonoco - Sonoco (hm)

Marketing Communications

- "Answers for Living The Last Months of Life" - Hospice of Northwest Ohio, & R/P Marketing Public Relations (w)
- Citibank's Credit-ED Program for Students - TMG PR (hm)
- The NASCAR NEXTEL Cup Series Sponsorship - Nextel Communications and Carter Ryley Thomas
- Play Golf America - The PGA of America (hm)
- What's the Download? Tackling Illegal File-Swapping - Edelman and the Recording Academy (hm)

Media Event

- Bring Your Cow to Dairy Queen - Pierson Grant PR (hm)
- Ford Motor Company & Ruder Finn - Ford Escape Hybrid-Manhattan on a Tank of Gas (hm)
- McNeil Nutritionals & RF Binder Partners - The SPLENDA Gingerbread House (hm)
- Musicand Group & Axton Marketing Communications - The Sam Goody Bad Gift Boycott (w)
- Promoting and Positioning the Grand Opening of the National Museum of the American Indians - Smithsonian Institute & Hill & Knowlton, Inc. (hm)

Media Relations

- Access Communications - Two Horse Race (hm)
- Dan Klores Communications with Northlich
- National Underground Railroad Freedom Center (hm)
- Hampton Hotels - Make it Hampton (w)

Multicultural Campaign

- 2004 CARE Campaign - Hill & Knowlton Inc (w)
- 2004 CDC National Infant Immunization Campaign - HMA Associates, Inc. (hm)
- "Strong Men & Women: Excellence in Leadership" Campaign - Dominion (hm)
- El Cerdo Es Bueno - San Jose Group (hm)

Press-Release

- A Test on Troy: What's Real vs. What's Real - University of Cincinnati (w)
- MultiVu's Multimedia News Release Helps Launch fresh2 - The First Odor-Fighting Light Bulb - MultiVu, a PRNewswire Company, and Communications Factory (hm)
- Smithsonian Award Finalist Release - Hampton Hotels (hm)

Pro Bono Campaign

- A Legacy in Ice: The 2004 Ice Palace - Saint Paul Festival and Heritage Foundation & Padilla Speer Beardsley Inc. (hm)
- Saving Illinois Parks and Wildlife - Partners for Parks and Wildlife & Public Communications Inc. & Watkins LLP & Hill & Knowlton (w)
- The UC Berkeley E-Vote Research Project: "Winning the 'Vote' for Electoral Reform" - Eastwick Comms (hm)

Product Launch

- Ford Escape Hybrid Launch - Ford Motor Co. & Ruder Finn (w)
- Genoa Color Technologies Launch - HiTechPR (hm)
- Have a Heart: Launch of First FDA - Approved Total Artificial Heart - Schwartz Comms (hm)
- The Meow Mix Café - Meow Mix Co. & Grand Central Mktng Inc. (hm)

To Mary-Frances Faraji VP, Global Product Communications Schering-Plough Corporation

You are an exemplary organizational leader who has fundamentally changed and improved our product communications practice.

As a coach and mentor, you inspire your team to do great work, to become role models for our new corporate culture and to remember that work-life balance is important.

Congratulations on being named a finalist for the **2005 PR Professional of the Year: Corporate**.

Warm wishes,
Your friends and colleagues



 Schering-Plough

Striving to earn trust every day

www.schering-plough.com

THE WINNERS

CAUSE-RELATED MARKETING

Campaign: IFAW's 2004 Seal Campaign
Company: The International Fund for Animal Welfare
Agency: Edelman



Most people have seen evening-news footage of the annual baby seal harvest in Canada, but the **International Fund for Animal Welfare** went one step further, taking some of the world's most influential journalists to the freezing killing fields in order to get the word out on a personal, global basis. In addition, it poured money into direct-mail and online appeals that raised not only awareness of the slaughter but more than \$3.2 million to help in the fight to outlaw the practice. As a result of last year's media success, the IFAW believes the seal hunts worldwide will be shut down within just a few more years.

HONORABLE MENTIONS

Cause-Related Marketing

- **The Great American Bake Sale - PARADE magazine** To battle child hunger in America, more than 600,000 Americans participated in the "Great American Bake Sale" – promoted by **PARADE** magazine and **Share Our Strength** via print, Web and TV placements – raising \$1.5 million last year, dollar by dollar, at events staged at corporations, schools, churches and civic organizations.
- **"PNC Grow Up Great" - PNC Financial Services Group & Cone PNC Financial Services Group** joined forces with **Cone** to create the "PNC Grow Up Great" program to help improve philanthropy, sponsorship and employee resources in a single cause – school readiness – by fostering volunteerism, awarding grants to **Head Start** centers, getting economists involved and pushing awareness via more than 600 million media impressions.
- **Volvo Drive for Life Days - Volvo, Haberman & Associates and Fitzgerald Brunetti Productions** **Volvo** and **Haberman** helped one young cancer victim to posthumously realize her goal of raising \$1 million for research through lemonade sales via its "Drive for Life Days," hosting its largest-ever community-relations event that saw more than 300 Volvo dealerships and other charities make up the difference to the \$700,000 already garnered by kids selling drinks stand by stand.

HONORABLE MENTIONS

Product Launch

- **Genoa Color Technologies Launch - HiTechPR** **HiTechPR** helped tiny Israel-based **Genoa Color Technologies** work the U.S. media regarding its patent-pending "ColorPeak" multi-primary color-TV technology, resulting in contract talks with major consumer-electronics manufacturers and in being designated one of *Fortune's* "Four Upstart Companies."
- **Have a Heart: Launch for the First FDA - Approved Total Artificial Heart - Schwartz Communications** The "CardioWest Total Artificial Heart" got a jumpstart from **Schwartz Communications**, whose media expertise almost tripled manufacturer **SynCardia's** ROI with just three surgical print placements.

- **The Meow Mix Café - The Meow Mix Company & Grand Central Marketing Inc.** Finicky cats of the world united behind Meow Mix Café's new line of wet-food pouches, with **Grand Central Marketing** generating more than 140 million media impressions – in part from more than 14,000 pouches of the gourmet delights devoured in a two-week period at GCM's own storefront kitty café.

PRODUCT LAUNCH

Campaign: Ford Escape Hybrid Launch
Company: Ford Motor Co.
Agency: Ruder Finn

Even before the price of fuel began rocketing upward, **Ford** introduced to the market gas/electric automobiles, creating the first hybrid SUV of its kind: the Ford Escape Hybrid. To launch its new model, **Ruder Finn** helped the manufacturer orchestrate a media event that demonstrated the Escape's ability to travel 520 miles on one tank of gas – covering the equivalent of Manhattan's 504 miles of paved roads (a far cry from highway driving). Besides its romp around the Big Apple's concrete jungle, the Escape did just that, visiting events in Los Angeles and in Washington, D.C.



WEB SITE

Campaign: "Online Renewal System: ClevelandZooSociety.org" Organization: Cleveland Zoological Society

The **Cleveland Zoological Society** used detailed construction and a phased rollout to create an archetypal Web site to help direct patrons' e-renewals. Along with a "Members Only" area, the site encourages online interaction with the society, including its services and program information. The four-step approach of designing, researching online donation programs, creating templates and testing functionality worked: The site's effectiveness resulted in the redirection of money from paper renewals to online ones, as well as a 490% revenue increase since 2000.



E-MAIL COMMUNICATIONS

Campaign: "Let Symantec's Voice Be Heard" Company: Symantec Corp. Agency: Connect Public Relations

Connect Public Relations implemented an aggressive program of bylined article placements penned by **Symantec** personnel to cement the company's identity as the leader in information security. The articles increased awareness, and they were expertly targeted at numerous media outlets to get the most effective exposure possible. The \$76,000 investment paid off: In one year's time, 159 articles authored by Symantec employees were published in 105 unique media outlets.

PRESS RELEASE

Campaign: "A Test on Troy: What's Real vs. What's Reel" Company: University of Cincinnati

To highlight the **University of Cincinnati's** long-term leadership position in archaeology and its specific findings in the fabled city of Troy, the university-relations department creatively timed its press release with the May 2004 opening of the movie "Troy," resulting in the school's most successful campaign of the year in terms of media interest, coverage and clicks on UC's news page. The release led to interviews with key UC faculty (one is pictured to the right) and UC/"Troy" national coverage by **National Public Radio**, *USA Today*, the **BBC** and others.



HONORABLE MENTIONS

Web Site

- **Hidden Landmarks - Hampton Hotels** Facing an ailing economy and a stuttering travel industry, **Cohn & Wolfe** took a creative approach to helping **Hampton Hotels** boost online traffic and revenue, turning dull, between-destination pit stops into hidden pop-culture landmarks.
- **FloridaJuice.com: FDOC's Online Communications Hub** – **GolinHarris** **GolinHarris** needed to squeeze the outdated information out of 11 disparate **Florida Department of Citrus**-maintained Web sites, so it created FloridaJuice.com, a "mega site" for all FDOC marketing activities and as a repository for all "pulp" nonfiction.
- **FTC's Grand Scam Challenge - Federal Trade Commission (FTC) & Ogilvy Public Relations** It's hard enough to maintain the attention of the elusive 18-to-24-year-old demographic, but **Ogilvy PR Worldwide**, hired by the FTC, tutored this group in the important but less-than-thrilling subjects of fraud and identity theft. The hook? Online scam-related gaming.

HONORABLE MENTIONS

E-Mail Communications

- **Nanotech News Email Newsletter - Foley & Lardner LLP** Literally doing something with nothing (a \$0 budget), **Foley & Lardner LLP** positioned its attorneys as nanotechnology experts via *Nanotech News*, an issues-based e-letter distributed to nanotech reporters. This got interviews with the national, international and trade press, and a 274% increase in the practice's billings.
- **OFC/NFOEC Email Communications Campaign - WilkinsonShein Communications** To capitalize on the pervasiveness of e-mail communications, the fiber optics-industry-focused **OFC/NFOEC** annual conference tapped **WilkinsonShein** to execute two e-mail campaigns, delivering updated show information to the technology press and analysts, and resulting in increased media attendance.

HONORABLE MENTIONS

Press Release

- **MultiVu's Multimedia News Release Helps Launch fresh2 - the First Odor-Fighting Light Bulb - MultiVu, a PRNewswire Company, and Communications Factory** In just the first few days of its campaign, **MultiVu** turned bad smells into fresh air for **Technical Consumer Products'** odor-eliminating "fresh2" fluorescent light bulb, garnering a 300% e-commerce spike and a 10% increase in sales.
- **Smithsonian Award Finalist Release - Hampton Hotels** **The Hampton Hotels** chain worked with **Cohn & Wolfe** to promote its "doing well by doing good" national-monuments-refurbishing program, generating more than 50 million media impressions and achieving 13:1 ROI.

PLATINUM PR AWARDS

THE WINNERS

EMPLOYEE RELATIONS

Campaign: "Choose Well, Use Well" Company: Dominion

To offset impending increases in medical costs, **Dominion** launched a comprehensive campaign that aligned its staff's needs successfully with benefit offerings that had, in the past, gone unused. It urged employees to become more active and educated when choosing medical plans by increasing monthly premiums on some benefits. It also achieved 100% online and on-time enrollment. On a \$185,000 campaign budget, Dominion was able to elicit high employee satisfaction, prompting a large voluntary shift in medical plans.



HONORABLE MENTIONS

Employee Relations

- **Tacoma Recycles @ Work - City of Tacoma Solid Waste Management** "Tacoma Recycles @ Work" – carried out by increasing recycle bins, giveaways and the elimination of styrofoam products – encouraged employees to reuse supplies and to participate in other office-wide recycling efforts. The city increased recycling by 12% and reduced waste by 16%.
- **Jump In! A New Approach to Annual Enrollment & Benefits - Nationwide** To re-energize its well-known but shop-worn tagline – "Nationwide is on your side" – the insurance/financial conglomerate started in house with its annual benefit-enrollment campaign. It created a unified, multimedia campaign with e-mails from the CEO, fun-to-take quizzes and a centralized theme – culminating in a 49% enrollment increase.

- **The New England Initiative - Hewlett-Packard** Following its merger with **Compaq** and **Digital Equipment Corp.**, HP faced the challenge of building a new corporate culture within the company's New England branches. HP launched a comprehensive visibility program, including weekly lotteries for Red Sox tickets, to foster employee involvement in the melded community.

- **A Passion for Excellence - Dominion** Energy provider **Dominion** anticipated the possible safety risks resulting from ineffective communications and human error in its Nuclear Business Unit. It raised the level of accountability and commitment among employees through a motivational video, "A Passion for Excellence," that re-enforced its workers' contributions and their power within the company.

HONORABLE MENTIONS

E-Mail Communications

- **The New England Initiative - Hewlett-Packard** HP's "New England Initiative" included the *New England Highlights* newsletter, which ranks Number 25 of the companies' 254 internal publications, and Web sites that boasted more than 53,000 hits in the first half of 2004.

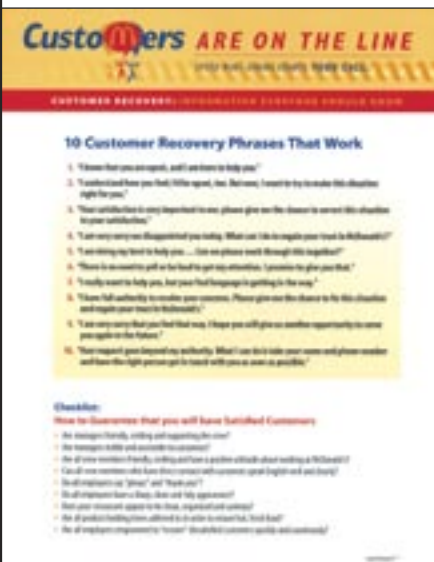
- **News@Sonoco - Sonoco** As part of its News@Sonoco program, the 2004 annual report for packaging company **Sonoco** provided, in vivid color, everything anyone would ever want to know about the company's segment-by-segment operations and its financials.

- **50 Years Strong: The Evolution of Stantec 50th Anniversary Book - Stantec** **Stantec's** anniversary publication, designed to be a long-shelf-life introduction to the company, so far has received in-house orders for 3,500 volumes workers will send to clients to tout Stantec's 11 regions and five of its 11 corporate groups.

INTERNAL PUBLICATION

Campaign: "Customer Recovery Communications Toolkits" Company: McDonald's Corporation Agency: David Grossman & Associates

To maintain its reputation as the fast-food icon and to keep to a minimum the number of dissatisfied customers who walk out of a McDonald's store never to return, **David Grossman & Associates**, working with a \$9,000 budget, helped **McDonald's Corporation** launch its Customer Recovery Communication Toolkit, including template letters for almost any situation, to help franchise managers understand the importance of following up on complaints. McDonald's budget for this (about 9,000 hamburgers worth) turned the kit into a business-building opportunity, heightening brand awareness and increasing the level of complaint follow-ups by 100%.



McDonald's Customer Recovery Kits increased the level of complaint follow-ups by 100%. Budget? Roughly 9,000 hamburgers worth.

HOW OTHERS SEE US



"Stanton Communications has been instrumental in the development of a communication platform that enabled us to maintain a consistent message globally during a time of transition in our organization."

*Nick Parnaby,
Chief Marketing Officer,
World Wide Retail Exchange*

STANTON
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Stanton Communications, Inc. was named "Small Agency Of The Year 2003" by The Holmes Report.

PLATINUM PR AWARDS

THE WINNERS

ANNUAL REPORT

Campaign: Nestlé (Malaysia)
2004 Annual Report
Company: Nestlé

Nestlé Malaysia provides a sterling example of how to create a "want to read" annual report. Positioning Nestlé as a highly trusted company with powerful brands and a commitment to the communities it serves, the annual report package includes a Corporate Report, Financial Report and a 20-page pamphlet, "Nestlé, Nourishing Malaysia." Nestlé tells its annual story in a simple, well-designed report that underscores its motto "Good Food. Good Life."



HONORABLE MENTIONS

Annual Report

- **"Redefining State of the Art" Annual Report - Summa Health System** Like any good medical drama, **Summa Health Systems'** annual report has it all: actual slides of advanced computer body mapping, a drug-eluting stent for slow-release medications and an X-ray showing a spinal-cord stimulator that "short-circuits" pain.
- **MetLife Inc. 2004 Annual Review** With Snoopy up front, **MetLife's** 2004 annual report is replete with informative graphics; simple and readable bar charts and pie charts; and a short-and-sweet overview detailing how the company pushed shareholder value from \$2.94 to \$3.65 per share in a shaky insurance environment.

ANALYST RELATIONS

Campaign: "Sell-Side Analyst Outreach"
Company: SI International
Agency: CCG Investor Relations

CCG is the paradigm for appealing to tough-to-attract sell-side analysts. Its contract with information-technology provider **SI International** stipulated CCG had to sign at least three new analysts per year to cover the company, and it had to develop more diversified and balanced research-analyst coverage. To achieve its goals on a conservative budget, CCG customized outreach programs for each affinity group with multi-city road shows. With just a \$10,000 budget, analysts actively covering SI grew from 3 to 10, and its stock value increased 100%.



- **FEMSA 2004 Annual Report** For the first few pages, you think you're reading *Vogue*, what with beautiful photos, eye-popping color and graphics galore, but then Latin American beverage company **FEMSA** get serious with pages of management's discussion and analysis of 2004's financials, right down to the effects of the U.S. GAAP.
- **2004 Annual Report: Global Warming: Can We Find Common Ground? - Cinergy Corp.** If you never gave much thought to global warming, energy conglomerate **Cinergy Corp.'s** annual report will start you on your mind quest, addressing the issue through its own struggles to lessen company-generated greenhouse gas emissions, and with common-ground-seeking interviews with 23 concerned people representing eight of its investor groups.

FINANCIAL/INVESTOR RELATIONS

Company: Pfizer 2004 Annual Review
Company: Pfizer Inc.
Agency: VSA Partners

Faced with growing consumer concern about drug safety, **Pfizer**, with help from **VSA Partners**, overhauled its 2004 annual review to answer questions posed by shareholders and the general public about the company and the pharmaceutical industry as a whole. The report featured a "dialogue" in print with Pfizer CEO Dr. Henry McKinnell, who answered difficult questions from real people while sharing his future plans. Pfizer staffers and shareholders alike deemed it good medicine.

HONORABLE MENTION Analyst Relations

- **Nextel Communications Inaugural Industry Analyst Relations Conference - Nextel Communications Nextel Communications Inc.** (now merged with **Sprint**) wanted to fill its inaugural analyst conference with heavy-hitters. To do so, it stressed the importance of its business partners and sponsorships. Then it granted unprecedented one-on-one access to Nextel execs, resulting in positive attendee feedback and a greater understanding of Nextel's corporate direction.

Nestlé tells its annual story in a simple, well-designed report that underscores its motto "Good Food. Good Life."



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THE WINNERS

CRISIS MANAGEMENT

Campaign: "Reforming WorldCom and Establishing the New MCI"

Company: MCI

Agency: Hill & Knowlton

To overcome the stigma of **WorldCom's** fraud, public scandal and subsequent bankruptcy created by a previous management team led by Bernard Ebbers, the newly renamed **MCI**, under new management, teamed with **Hill & Knowlton** to alter the negative perceptions. MCI's response to the scandal set the bar for crisis management, effectively engaging transparency, customer relations and a rebuilding of the company after adversity. Since its emergence from bankruptcy, media coverage has been largely positive, and MCI has been able to retain its top 300 global business accounts and to be re-listed on the **Nasdaq**.



HONORABLE MENTIONS

Crisis Management

• **Do the Right Thing** - **Henry Medical Center & GolinHarris** A rapidly growing population led to crisis for the **Henry Medical Center**, leaving it unable to handle any increase in patients, especially during the 2003 flu season. Through a combination of media relations, community involvement and political strategizing, the **GolinHarris Atlanta** campaign put the center at the head of a long line of those being granted expansion funding.

• **Protecting Consumer Confidence in US Beef: An Issues Management Success**- **National Cattlemen's Beef Association and Burson-Marsteller** When a U.S. bovine tested "presumptive positive" for mad-cow disease, the **NCBA** and **Burson-Marsteller** swung into action to convince American beefeaters their meat supply was safe. Third-party teleconferences and video footage reiterating beef's safety resulted in an initial 10% increase in beef demand.

• **Putting the Safety of Babies First** - **Gerber Products Company & Ruder Finn** After a series of tampering instances, **Gerber Products Company** reached out to parents, reiterating its commitment to babies' safety. With the help of **Ruder Finn**, the District Attorney's office and top newspapers, it proactively avoided crisis by empowering consumers to identify signs of tampering.

HONORABLE MENTIONS

Multicultural Campaign

• **El Cerdo Es Bueno**- **The San Jose Group** Surveys showed U.S. Hispanics love the taste of pork, but they are concerned about cholesterol and fat. The **National Pork Board**, via **The San Jose Group**, used dietitians, celebrity chefs and the media to push "el cerdo es bueno (pork is good [healthy])." Pork consumption in Hispanic households spiked 15%.

• **"Strong Men & Women: Excellence in Leadership" Campaign** - **Dominion** Energy provider **Dominion**, with a showpiece brochure, poster and Web site coupled with an ad campaign recognizing the African-American community, encouraged children to learn and write about "Strong Men & Women: Excellence in Leadership." Those penning winning essays won savings bonds, money was given to the winners' schools, and **Dominion** then launched a full multicultural diversity program.

• **2004 CDC National Infant Immunization Campaign** - **HMA Associates, Inc.** Targeting Hispanic and African American parents, the **Centers for Disease Control and Prevention National Immunization Program** partnered with **HMA Associates** to promote the immunization of children younger than two. The 20-day campaign took to the airwaves, to the papers and to the Internet, thus flooding medical hot lines, reporting 30 million unique page views and garnering more than 94 million total media impressions (\$10 million in earned media).

MULTI-CULTURAL CAMPAIGN

Campaign: "2004 CARE Campaign"

Company: Pacific Gas and Electric Company

Agency: Hill & Knowlton

English is a second language for many people in California and the Southwest, and this barrier sometimes makes dealing with public utilities difficult. After discovering that at least half of the people eligible for discounted services were Spanish-speaking, **Hill & Knowlton** helped **Pacific Gas and Electric Company** (PG&E) enroll these financially eligible customers into its **CARE Outreach Program**. A new toll-free phone line with representatives who speak English, Spanish and three Asian languages was established along with multi-lingual **CARE** kiosks in PG&E offices. As a result, 91,103 new households were able to take advantage of PG&E's discounted services in 2004.





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THE WINNERS

APPLICATION OF RESEARCH

Campaign: "Leveraging Thought Leadership to Extend the Brand"
Company: Monster Worldwide

Agency: Weber Shandwick

Responding to a highly competitive online job market, **Monster** and **Weber** created the **Monster Employment Index**, positioned as a barometer of U.S. labor trends that would in effect also differentiate the **Monster** brand. Extensive front-end research and planning to secure a highly credible perception of the Index, coupled with ongoing, strategic media and shareholder relations, helped secure **Monster's** category leadership.



HONORABLE MENTIONS

Application of Research

- **PRooF - Porter Novelli Key Message Assessment & Optimization – Watson Pharma, Inc. and Porter Novelli** **Watson Pharma Inc.**, maker of bladder-control drug **Oxytrol**, essentially challenged **Porter Novelli** to a media-coverage duel, resulting in PN using a proprietary program to create a "key message assessment and optimization" study that, if implemented, would provide **Watson** with a "strong" ROI if the company just concentrated on key-message placement.

- **Rural Homeowners Consumer Education Campaign - Propane Education & Research Council with Harris Interactive and Porter Novelli** An ongoing "Rural Home Education Campaign" – sponsored by the **Propane Education & Research Council** and executed by **Harris Interactive and Porter Novelli** through print, broadcast and online ads and surveys – has ratcheted up consumer awareness of propane as an energy source, with recall of any propane news and information doubling in two years, resulting, in part, in full funding of the program for another year.

- **Leisure Time Advocacy Initiative and Board - Hilton Family of Hotels** To encourage U.S. workaholics to just take a break, **Cohn & Wolfe** designed a "Leisure Time Advocacy program" for the **Hilton** family of hotels to gauge how Americans view their time off while promoting the chain as a "leisure-time expert," statistics that show Americans have more free time than they think they do (44 hours vs. 15 hours) and that they spend more time with the TV than they do with family and friends (six minutes more per day with the tube).

PUBLIC SERVICE ANNOUNCEMENT

Campaign: "Medicine Cabinet"
Company: Purdue Pharma
Agency: Fenn Communications Group

While most parents think pushers on the street are responsible for their kids' drug use, aggregate results from focus groups, nationwide polls and mall tests show that home medicine cabinets full of prescription temptations are one of the best one-stop shops known to teens. Following its six-month, 15-state multimedia run aimed at teens and parents alike, a PSA produced for **Purdue Pharma** on this epidemic was evaluated against more expensive spots on other issues run by the likes

of **Ford, Budweiser and Bristol Myers-Squibb** (the latter featuring **Lance Armstrong**). Overall, the **Purdue** spot outdid the more expensive spreads by tens of percentage points, with recall set at 79% and believability at 89%.

THE STREETS AREN'T THE ONLY PLACE KIDS FIND DRUGS

SOMETIMES THEY FIND THEM AT HOME



You are an older generation and you can do something to stop the abuse of prescription drugs. As a parent, grandparent or family member, it's important to keep track of what is in your medicine cabinet.

To learn more about what you can do, contact **Purdue Pharma**, a leading pharmaceutical company that is partnering with your community to combat prescription drug abuse.

Purdue Pharma has developed a **10 Point Program** that includes educating parents and teens, distributing longer-acting prescription pads to more than 14,000 doctors, and working with police to fight abuse and diversion of prescription drugs.

For a FREE 407888-8377 brochure from your local community pharmacist, call 800-441-1111 or visit us at www.purduepharma.com

Join Us in the Fight Against Prescription Drug Abuse.

HONORABLE MENTION

Public Service Announcement

- **"Llegando a ti con Salud" Public Service Announcement (PSA) with Asociación Puertorriqueña de Diabetes and Novo Nordisk Inc. - Asociación Puertorriqueña de Diabetes, Novo Nordisk Inc., & Biosector 2/Barreto&Brightwell Associates** Biosector 2, on behalf of **Novo Nordisk**, garnered an audience of more than 8 million by running a PSA aimed at raising awareness about the greater risk of Type-2 diabetes in Latinos on all airline flights in and out of Puerto Rico, and on the Spanish-language TV network **Univision**.

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