

# PR News

Building the bridge between PR and the bottom line.

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## NonProfit PR Awards Issue

Year over year, the finalists for PR News' Nonprofit PR Awards raise the bar for doing well by doing good, and 2009 was no exception. This year's finalists, which represent industries and interests as diverse as organ/tissue donations, influenza preparedness and hunger prevention, overcame economic, social and political barriers to deliver results that exceeded even the loftiest of expectations. The Nonprofit Award winners and honorable mentions, profiled in the following pages, were also honored at a special awards luncheon at the National Press Club in Washington, D.C., on November 3. The communications professionals behind each and every one of these campaigns once again prove that the power of PR can transcend the most challenging limitations to help communities around the world.

### Winners

#### ADVOCACY CAMPAIGN & LOBBYING: <\$50,000 BUDGET

##### CAMPAIGN: Stop Cold Storage Campaign 2009

##### WINNER: Deveney Communication & FMIA

In February and March 2009, Deveney Communication teamed up with the Faubourg Marigny Improvement Association (FMIA) to oppose the Port of New Orleans' plan for a cold storage facility at the Governor Nicholls/Esplanade wharf. The reason: They had uncovered evidence suggesting that such a facility would diminish the quality of life for businesses and residents, and would endanger the surrounding neighborhoods. What's more, the facility's contents—including 40,000+ pounds of ammonia—could cause severe health issues, should a leak occur.

##### FROM SUPPORT TO OPPOSITION

When the team set out to establish its opposition, it encountered significant challenges: Many local leaders and residents had already signed on in support of the new facility, and aggressive media relations efforts would be needed to enhance community outreach. With a limited budget adding even more strain, the executives shaped a strategy that would:

- Increase awareness of the threats and damages a cold storage facility would pose;
- Engage local community members and organizations to create grassroots opposition.

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#### ADVOCACY CAMPAIGN & LOBBYING: >\$50,000 BUDGET

##### CAMPAIGN: Do It Now Challenge

##### WINNER: R/P Marketing PR & Second Chance Trust Fund/Donate Life Ohio

Second Chance Trust Fund/Donate Life Ohio tapped R/P Marketing Public Relations to increase Ohio residents' awareness of the need for organ/tissue donor registration. Over a two-year period, the team rolled out the "Do It Now!" Challenge, targeting students at the 30 colleges and universities throughout Ohio.

##### SCHOOL MASCOT

Such a massive target audience was a blessing and a curse for the team members, who needed to mobilize college students to become ambassadors for organ and tissue donation. The "Do It Now!" theme was designed to push them to proactively seek out the opportunity to register.

Designed as a competition to bring together approximately 15 colleges strategically located throughout the state, the program pitted students against each other to see who would be the most successful in increasing the number of registered donors in their region. Executed over the course of two academic school years, each student team was treated as an "agency" hired by Donate Life Ohio to bring the campaign to life. As a result, each school was empowered to plan and execute their own activities, which included 5K runs, balloon launches,

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## Winners

## PRNews® NonProfitPRawards

### BLOG

#### CAMPAIGN: Small Things Considered

##### WINNER: American Society for Microbiology

They say big things come in small packages—an adage known all too well by Moselio Schaechter, former president of the American Society for Microbiology. Elio, as Schaechter is known to his fans, created the Small Things Considered blog when he entered into “active retirement” to share his fascination with the breadth and depth of microbial activities on our planet.

To increase the number of people reached by the blog, and to become as useful a resource as possible in the

microbiology field, Elio—with the support of the American Society for Microbiology—outlined plan to bring big buzz to the planet’s smallest inhabitants.

##### SIZE DOESN'T MATTER

To meet the objectives, Elio began publishing guest posts by graduate students and noted microbiologists. The blog was also expanded to include a new section: Teachers’ Corner, which reorganizes content into a structure that is suitable for inclusion in

college-level microbiology courses. Plus, Elio partnered with the American Society for Microbiology to include regular features from the blog in the society’s publication, *Microbe* magazine.

Thanks to these efforts, the blog’s visibility has increased dramatically since its March 2007 launch. With more than 700 subscribers, many of whom are active commentators on Elio’s posts, Small Things Considered has become a hub for microbiology enthusiasts, as well as current and potential American Society for Microbiology members. *PRN*

### CORPORATE NONPROFIT PARTNERSHIPS

#### CAMPAIGN: Pound For Pound Challenge

##### WINNER: Feeding America, General Mills & The Biggest Loser

Overeating is a chronic and widespread problem in the U.S.—approximately 130 million Americans are overweight or obese. At the same time, however, more than 36 million Americans are at risk of hunger, and one in eight people don’t know how they will get their next meal.

To tackle these dichotomous problems simultaneously, General Mills, NBC’s *The Biggest Loser* reality TV show and Feeding America joined forces to create the Pound For Pound Challenge. Its premise: Individuals were encouraged to participate by signing up at PFPChallenge.com, where they could pledge their weight-loss goals and mail Pound For Pound seals from

specially marked General Mills products. Then, for every pound lost and seal received, General Mills would donate 10 cents to Feeding America.

##### PLEDGING THE POUNDS AWAY

To fuel participation in the competition, the team:

- Enlisted a national network of food banks, providing them with a local implementation toolkit;
- Leveraged *The Biggest Loser* audience members with in-show promotions;
- Promoted the campaign through General Mills brands, including Cheerios, Yoplait Light and Fiber One;

- Enlisted Subway’s support to leverage the chain’s e-newsletters and Web site; and,
- Built a grassroots movement by encouraging companies to hold employee Pound For Pound challenges in the workplace and to submit success stories to the dedicated Web site.

The partnership’s goal of simultaneously combating hunger and obesity was achieved in a big way. The campaign raised \$750,000 for Feeding America, received pledges from individuals to lose more than 3.5 million pounds in total and generated more than 2,700 success stories on its Web site. *PRN*

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CRISIS MANAGEMENT

**CAMPAIGN: CDC Responds to 2009 H1N1 Influenza Public Health Crisis**

**WINNER: Centers for Disease Control**

Ever since news of a potent and active flu strain, conspicuously dubbed “swine flu,” emerged in April 2009, the Centers for Disease Control has been managing a health crisis that’s made all the more challenging by the public’s hysteria.

From the U.S. government’s declaration of a Public Health Emergency on April 26 to the June 11 declaration of a pandemic on June 11 to the present day, the CDC’s Division of Media Relations has been working in concert with the agency’s scientific and medical experts to inform and educate national and global audiences about the virus, now called H1N1 influenza. The overall goal: Protect as many people as

possible from the virus, while minimizing the social and economic disruptions.

**SICK DAYS**

The goal is certainly a lofty one, and the CDC set out to tackle it in three phases:

- 1. April-May 2009:** Responding to a public health emergency.
- 2. May-July 2009:** Monitoring and pre-planning with international surveillance and vaccine clinical trials.
- 3. July 2009 onward:** Preparing for the fall with vaccine production and distribution, and vaccination programs for both



CDC Division of Media Relations

2009 H1N1 Flu Response April - present

H1N1 and seasonal flu vaccines.

Throughout each phase, the CDC tried to control messages and the flow of information by getting out in front of the story, securing appearances of its experts in major news outlets and encouraging everyone to stay home from school/work if they were showing any symptoms of the virus. With

phase 3, the team implored at-risk populations to get vaccinated, and continued to reinforce messaging from previous phases.

Thus far, the campaign has been largely successful, with the large-scale vaccination program reaching 90,000 by mid-October. Likewise, the constant communications has helped control messages and minimize hysteria in the media. PRN

DIGITAL PR AND MARKETING

**CAMPAIGN: Your Choice to Empower Campaign**

**WINNER: The Allstate Foundation & Fleishman-Hillard**

Research shows that one in four women have experienced domestic violence directly, and more than half of all Americans know someone who has been involved in such a situation.

Seeking to help overcome the perception of domestic violence as a taboo subject by encouraging a dialogue, The Allstate Foundation (TAF) tapped Fleishman-Hillard; the team set out to promote the cause through TAF’s over-

arching message of economic empowerment.

**VIRTUAL EMPOWERMENT**

In addition to this message, the team’s strategy hinged on drawing an online audience to the mission—a natural step given the pre-existing online destination that FH Digital had created for The Allstate Foundation to educate consumers about domestic violence and to provide survivors with tools for establishing economic

independence. The site—www.ClickToEmployer.org—became the springboard for the “Your Choice to Empower Campaign.”

Launched on July 15, 2009, the campaign encouraged users to support their favorite charities by voting daily for one of TAF’s partner organizations. Leveraging additional digital channels and online voting mechanisms, the team implemented—and then sustained—the contest

through digital marketing, word-of-mouth and social media activation.

As a result of the aggressive outreach, www.ClicktoEmpower.org’s traffic skyrocketed. In just two months, the Your Choice to Empower Campaign garnered 6 million impressions, more than 300,000 community votes and 210,000 unique site visitors. The partner organization winner—Charity Cars—received a \$100,000 grant from TAF to assist its own efforts to assist domestic violence victims’ recovery. PRN

**EMPLOYEE COMMUNICATIONS**

**CAMPAIGN: OneSight: Global Launch & Year One Communications Campaign**

**WINNER: OneSight, A Luxottica Group Foundation**

In early 2008, Luxottica Group, one of the world's largest eyewear manufacturers, designers and distributors, supported three vision care charities, each within separate areas of the organization.

To further unite the company's 62,000 employees across six continents, the company decided to combine the three charities into one global endeavor: OneSight. In order to make this successful, though, the communication team would need to reach and engage all

employees around the single charity's new identity.

**SEEN & HEARD**

The OneSight campaign launched across all Luxottica's corporate locations in one 24-hour period on December 3, 2008. In the four weeks leading up to the global launch, the team rolled out a teaser campaign in which all strategic messaging centered on the "One" theme: One World, One Company, One Passion, One Announcement.

Then, on December 3,

specific launch elements included:

- **OneSight.org:** The global Web suite was built to raise awareness and promote participation among key audiences, and it included a password-protected employee engagement section.
- **Launch Kit:** The kit included a letter from the global CEO, a commemorative poster, FAQs and a seven-minute video featuring the global CEO and the executive director of OneSight, which was translated into the native languages of the company's many sites.

- **Global Events:** Corporate locations around the world celebrated the December 3 launch with local launch events.

Following the OneSight launch, the team designed plans to enhance internal opportunities for connection among global employees via OneSight. Among the specific elements were a global intranet, social media platforms and a global newsletter.

As a result, according to a six-month post-launch survey of global employees, 71% were familiar with OneSight and 55% had participated in programs.

PRN



Front row left-right: Halle Bishop, Molly Johnson, Angie Kiska, Eileen Sheil, Josephine Gaddis, Megan Pruce, Erinne Dyer; Middle row left-right: Janice Tubbs, Erica Foreman, Rachel Griffith, Tracy Wheeler, Scott Heasley, Heather Phillips; Back row left-right: Eryn Lancaster, Natalie Guzzo, Kevin Ziegler, Brian Kolonick, Vanessa Smith-Robinson, Joe Milicia, Dan Doron

**An Outstanding Team Effort.**

Cleveland Clinic would like to congratulate all of the 2009 PR News Nonprofit PR Awards finalists. Your nominations are a reflection of your unwavering professionalism and dedication to your field.



**Cleveland Clinic**  
Every life deserves world class care.

EVENT PR: <\$50,000 BUDGET

**CAMPAIGN: Hillside's Foster Soles**

**WINNER: Hillside's**

The statistics surrounding foster care in America are staggering: More than 500,000 children are in foster care nationwide, with more than 102,000 in California alone. What's more, 40% of former foster care youths end up homeless within 18 months of discharge.

To combat this rampant problem, Hillside's—a foster

care children's charity in Pasadena, Calif.—sought to generate interest within the entertainment industry. The hook: Foster Soles, an online auction in which the public would be able to buy shoes donated (and autographed) by a host of celebrities.

**HEART & SOLE**

To generate interest in Foster Soles, the team conducted

aggressive media outreach, with specific tactics including an interactive online media kit, social media presences on MySpace and Facebook, an e-mail newsletter and a landing page on Hillside's Web site with tracking identification. Each individual effort was fully optimized with strategic keywords.

Then, the team tapped into Hillside's board members and volunteers who had celebrity connections.

A board-sponsored kickoff event was the crown jewel of promotion efforts.

Thanks to the team's effective communications strategy, Foster Soles received 68 pairs of autographed shoes from the likes of Elton John, Billy Joel and Denzel Washington. The efforts also resulted in a 76% increase in traffic to Hillside's Web site, and \$9,500 in funds for its residential program. **PRN**

EVENT PR: >\$50,000 BUDGET

**CAMPAIGN: truth orange summer tour 2009**

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

Launched in 2000, the American Legacy Foundation's truth youth smoking prevention campaign had one goal: to save lives by reducing the number of adults who begin smoking.

Every year since its inception, the truth summer tour acts as the campaign's major grassroots initiative, reaching teens across the country each summer with important information about tobacco use.

**KICKING THE HABIT**

In 2009, the summer tour was expanded to reach a

tech-savvy audience of teens who communicate largely through new media channels.

To engage this tough-to-reach group, the tour focused on educating teens by having a presence in as many teen-related venues and channels as possible, especially in the digital space. Among the specific strategies used to make the tour events successful:

- **Truth trucks** that parked outside popular summer music and sporting events, which were accompanied by a crew of



young people who conducted outreach about tobacco use;

- **An advertising campaign** based on the "Do you have what it takes?" message, which explores the kinds of decisions tobacco industry executives make in their day-to-day jobs; and,
- **A dedicated Web site,**

thetruth.com, which offered visitors videos of television ads, tobacco-related facts, games and interactive quizzes.

By the end of the summer tour, truth trucks had traveled through 60 cities in 30 states. Media impressions totaled more than 71 million, and the campaign's messages reached more than 100,000 teens. **PRN**

► **ADVOCACY CAMPAIGN <\$50,000 BUDGET...** *Continued from Page 1*

Specific tactics within the advocacy effort included a Web site dedicated to the opposition, which served as a hub for all info, links, media coverage and discussions sur-

rounding the issue; petitions, direct e-mail campaigns and meetings timed to coincide with events like Jazz Fest rounded out the effort.

Thanks to the proactive

outreach, the online petition received more than 800 signatures, and media impressions exceeded 8 million—a 420% increase over the initial goal. Most

important, the city of New Orleans Cold Storage opted against building a facility in that location; they are currently in search of an alternative. **PRN**

**EVENT PR: PRO BONO**

**CAMPAIGN: WWF's Earth Hour 2009**  
**WINNER: World Wildlife Fund & Creaxion**

On March 28, 2009, at 8:30 p.m., hundreds of millions of people from around the world came together in a global call for action on climate change. The crux of their statement: one hour of darkness, as participants from all corners of the globe switched off their lights.

This event was the culmination of months of planning and preparation on the parts of World Wildlife Fund (WWF) and partner Creaxion.

**DARKNESS FALLS**

To coordinate the hour of darkness in which individuals, businesses and cities simultaneously turned off nonessential lights, the team implemented several strategies:

- Presenting simple, accessible and inclusive messaging—used locally, nationally and globally—to communicate with an engaging tone;

- Position the event as the first global election on climate change, with participants using their light switch as a ballot;
- Fostering an open-source, grassroots environment for people to use tools WWF created to take ownership of the event;
- Securing early commitments from local government officials and iconic cultural landmarks to help build momentum and generate buzz; and,
- Maximize the reach of mes-

saging through media, community groups, professional organizations and social networks.

These strategies, coupled with a spectrum of specific tactics, resulted in an estimated 80 million participants in the United States alone. Earth Hour was among the top trending topics on Twitter for two full days, and participants sent more than 100,000 letters to members of Congress, urging them to take action on climate change. **PRN**

**EXTERNAL PUBLICATION**

**CAMPAIGN: Clinical Cancer Advances**  
**WINNER: American Society of Clinical Oncology**

The American Society of Clinical Oncology's (ASCO) Clinical Cancer Advances report provides a year-end summary of the most important research advances in clinical oncology that will have the greatest impact on patient care. Its overall objectives include educating policymakers and the public about advances

in research and treatment, promoting ASCO's policy positions, further establishing ASCO as the authoritative resource on cancer in the U.S., and generating year-end media coverage.

**SIGNED, SEALED, DELIVERED**

In preparing the most recent Clinical Cancer Advances

reports, the team of 21 leading oncologists set out to critically examine recent advances in cancer research. These specialty reviewers determine which recent studies are major and/or notable, using the scientific importance of the research and its impact on patients as criteria. In writing the content, then, the team also takes care to appeal to both the oncology community and a wider con-

sumer audience.

As a result, the downloads of the Clinical Cancer Advances Reports are consistently among those most frequently accessed through the *Journal of Clinical Oncology*, ASCO's flagship publication. The Clinical Cancer Advances program has also been expanded to include consumer-friendly slide decks and podcasts summarizing the reports. **PRN**

**FUNDRAISING AND MEMBERSHIP CAMPAIGN**

**CAMPAIGN: NHL Beard-a-thon**  
**WINNER: NHL & Cenergy Communications**

In accordance with NHL superstitions, players stop shaving when they enter the Stanley Cup playoffs and only begin again when their teams are eliminated. In anticipation of the 2009 playoffs, the NHL decided to leverage this tradition to benefit eight causes in participating markets. With the help of Cenergy Communica-

tions, Beard-a-thon was born.

**GROW ONE FOR THE TEAM**

The idea behind the Beard-a-thon was for hockey fans to raise money for every day they grew their beards during the playoffs. In addition to benefiting various causes, the initiative would also give fans a chance to participate in the

Stanley Cup playoffs, thus strengthening loyalty among casual and hard-core fans.

The team's strategy for bringing the campaign to life was to provide NHL clubs with a turnkey, customizable marketing kit for their own home markets and charities of choice. Kickoff tactics included:

- Sending Cenergy team members to the final regu-

- Soliciting the participation of local team celebrities and NHL players.

The quirky campaign worked: More than 6,000 fans grew their beards, raising \$350,000+ for local charities. **PRN**

INTERNAL PUBLICATIONS

**CAMPAIGN: ZooView: Online Employee Newsletter**

**WINNER: San Diego Zoo**

The San Diego Zoo's monthly online employee newsletter, "ZooView," is designed to keep staffers informed about goings-on and to support the zoo's conservation and education mission.

In 2008, the San Diego Zoo's executives conducted an internal survey, the results of which indicated

that 60% of employees felt like they weren't being given enough information about the zoo's communications efforts surrounding this mission.

**A VIEW FROM THE ZOO**

To rectify this problem, the ZooView editor worked with the communications

and conservations teams to develop an editorial calendar that would reflect current events and successes in the context of the zoo's top 10 conservation efforts.

Articles about these conservation efforts were then written by employees, thus increasing their own knowledge about ongoing

green practices.

The new ZooView newsletter approach was well received by employees. Plus, ad hoc interpretive surveys of individual departments reveal that the vast majority of staff members are now able to cite one or more conservation project. *PRN*

MARKETING COMMUNICATIONS

**CAMPAIGN: .ORG's Rollout of DNSSEC**

**WINNER: .ORG, The Public Interest Registry**

To raise awareness of the need to have widespread adoption of Domain Name System Security Extensions (DNSSEC), which protects Internet services from domain name system attacks, .ORG, The Public Interest Registry—the database for all .org Internet Web addresses—launched an integrated market-

ing campaign.

Of top concern were the lack of security ramifications that would ensue if DNSSEC was not moved forward to effect change.

**PROTECTING AGAINST ONLINE MALFEASANCE**

Among the tactics leveraged

by .ORG, The Public Interest Registry to seed and disseminate their messages were the creation of a video featuring the CEO of .ORG and a senior member of the tech team discussing the need for DNSSEC, and collateral pieces for industry meetings and events.

Also as part of the media outreach were extensive use of social media and broadcast interviews.

**SECURITY COMMITMENT**

Thanks to the campaign, the issue of Internet security has gone from a little-known concern with the tech sector to a major issue. The Public Interest Registry was able to brief industry players and top governmental entities on the need for DNSSEC, and .ORG became the largest generic top-level domain to implement it on June 2, 2009. *PRN*

MEDIA RELATIONS CAMPAIGN: <\$50,000 BUDGET

**CAMPAIGN: Lemelson – MIT Program Index**

**WINNER: MIT & Cone**

In January 2009, the Lemelson-MIT Program, a nonprofit program at MIT, commissioned Cone to conduct a survey among teens to cover their attitudes toward science, technology, engineering and math education. The media relations campaign objectives were to position Lemelson-MIT program as a thought leader

in technological invention and raise the importance of learning about science, technology, engineering and math.

**GETTING MEDIA FRIENDLY**

Among the tactics leveraged by Cone were developing the survey and related materials for the press; finding a third-party vendor for the

survey; create graphics to visualize findings and craft a news release to publicize survey findings as well as post it on MIT's home page. Cone trained the executive director of the Lemelson-MIT program to be fully prepared for media interviews. In addition to media outreach to local and national reporters covering the science and technology beats, the team also leveraged social media tools such as Twitter to post

the survey findings.

**MISSION ACCOMPLISHED**

In less than three months, Cone's campaign garnered more than 80 million impressions, impelling many to learn about the importance of education in science, technology, engineering and math. Among the media outlets that gave the survey findings coverage were *BusinessWeek*, *Scientific American* and the *Boston Globe*. *PRN*



**MEDIA RELATIONS CAMPAIGN: >\$50,000 BUDGET**

**CAMPAIGN: NHLBI's Pounds Lost Weight Loss Study: A Diet for Media Success**

**WINNER: National Heart, Lung and Blood Institute & Ogilvy Public Relations**

To stress the importance of the National Heart, Lung and Blood Institute's core message—how eating a heart-healthy diet is key to losing weight—the organization tasked Ogilvy to conduct media outreach and obtain maximum exposure for the findings released in its Pounds Lost study in February 2009.

**SPREADING THE WORD**  
To disseminate the Pounds Lost findings, the agency worked to identify and reach the top influencers in traditional and social media. Spokespersons like NHLBI director Dr. Elizabeth G. Nadel, as well as two study participants, were recruited to appeal to both science and consumer media.

In addition to creating press releases that would translate the complex data into reader-friendly language for journalists, the team also compiled a B-roll package that showed participants engaged in the activities encouraged by the study. A multimedia news release that included interviews with Nadel and others further distilled the

release for a variety of media.

**MESSAGE RECEIVED**

The Pounds Lost campaign reached an audience of 190 million across all platforms. Just hours after the findings were released, they appeared in outlets such as AP, *Wall Street Journal* and NBC's *Nightly News*. PRN

**MEMBER COMMUNICATIONS**

**CAMPAIGN: Anesthesiologists: Physicians Providing the Lifeline to Modern Medicine**

**WINNER: The American Society of Anesthesiology & FD**

Seeking to rebrand itself as representing physicians who make 21st century medicine possible with improved safety and advances, the American Society of Anesthesiology hired FD to create its "Lifeline" campaign. The objectives were to mobilize American Society of Anesthesiology members via internal communications and direct outreach to key influencers.

**GIVING BACK**  
Leveraging a digital and media strategy that would increase the visibility of anesthesiologists and give them an active voice online, the campaign made its specialized custom site, [www.lifelineto-modernmedicine.com](http://www.lifelineto-modernmedicine.com), its hub. The member mobilization portion of the campaign focused on educating anesthesiologists about the goals of the cam-

paign, encouraging them to push these messages forward with tools such as letters and webcasts.

A Lifeline Campaign Advisory Council was formed to engage members and get them to provide feedback on the campaign's progress. A Twitter account and a blog were also created to encourage member engagement and drive the campaign's goals.

**MISSION, SUCCESSFUL**

To date, this campaign has met its goals with overwhelming success. Over 1,000 anesthesiologists have pledged their support for it. The media outreach led to a full-length story in *U.S. News & World Report*; FD also receive hits in such outlets as *Forbes*, *Chicago Tribune*, *Modern Medicine*, *Health News Digest* and *Health*. PRN

**NONPROFIT PR TEAM OF YEAR**

**CAMPAIGN: Go Red for Women and Edelman Team**

**WINNER: American Heart Association & Edelman**

In Go Red for Women campaign's six-year lifespan, the visibility of the women's heart health movement in the U.S. has been magnified tenfold. But in 2008, though heart disease awareness rates were at an all-time high, only one in five women surveyed viewed heart disease as a personal health threat.

This meant that for a significant number of women, heart disease is not recognized as the number one killer it is for that core constituency.

**IN THE RED**

To rectify this deadly disconnect, the team developed, tested and launched the "Our Hearts, Our Choice"

messaging platform as an evolution of the Go Red campaign. Celebrity spokespersons with personal connections to heart disease such as Andie MacDowell and Jennie Garth were retained to motivate women to make heart-healthy choices in their lives. Other tactics employed to drive the campaigns' goals were the creation of a documentary, *Choose to Live*, about making heart-healthy

choices; engaging bloggers to recruit women to joining the movement; and positioning the campaign hub, [GoRedForWomen.org](http://GoRedForWomen.org), as a resource for heart-healthy information.

**HEALTHY DIAGNOSIS**

According to the AHA, 65% of women are now aware of heart disease as the number one killer of women, as a result of

**PR ON A SHOESTRING**

**CAMPAIGN: A Dog for Obama**

**WINNER: American Kennel Club**

When President Obama publicly made a promise to give his daughters a dog following his election, the American Kennel Club used this opportunity as a platform to educate potential dog owners about how to match a breed

to a family's lifestyle.

**IT'S A DOG'S WORLD**

AKC created a special site, which asked Americans to pick the most appropriate breed for the Obamas. The site was further used

to announce Obama-related dog updates throughout the year, while offering public information about obtaining a dog. Tallying 42,000 votes, the poodle edged out the soft-coated wheaten terrier as the breed selected by the American public on the AKC poll. But, alas, the poodle lost out to a Portuguese

water dog named "Bo," which arrived at the White House shortly after the Obamas moved in.

**BARKING BACK**

The campaign received a total audience of more than 1.3 billion via media, and the poll was mentioned in more than 1,500 media outlets. **PRN**

**PRESS RELEASE**

**CAMPAIGN: NHLBI's Pounds Lost Weight Loss Study—A Diet for Media Success**

**WINNER: National Heart, Lung and Blood Institute & Ogilvy Public Relations Worldwide**

To drive home its core messaging—the importance of eating a reduced-calorie, heart-healthy diet to lose weight—NHBLI's AOR, Ogilvy PR, sought to provide media exposure of its findings from the Pounds Lost study in February 2009. The study, funded by NHLBI, focused

on diets and weight loss.

**ELIMINATING JARGON**

A key linchpin of the media outreach was the press release. To make sure reporters from across all media platforms understood the data, an effort was made to translate it into reader-

friendly language.

In addition to the straight press release, Ogilvy PR worked with a video production company to create a multimedia news release that would feature a video interviews with the NHBLI director Elizabeth G. Nadel and other medical experts.

**MULTIMEDIA RULES**

The Pounds Lost campaign reached an audience of 190 million across all media platforms. A highlight was a placement in *The Wall Street Journal*, which included materials from the multimedia news release.

**PRN**

**PUBLIC AFFAIRS/ISSUES MANAGEMENT**

**CAMPAIGN: Stand Up for Veterans**

**WINNER: Disabled American Veterans with Hyde Park Communications**

To help break the Washington gridlock that prevents veterans from accessing the health care services they need from the Department of Veterans Affairs, the Disabled American Veterans, an organization representing more than 2.9 million disabled veterans launched the Stand Up For Veterans campaign. With support from Hyde Park Communications, the initiative worked to generate awareness to advance legislation to reform the VA budget process and expand VA health

care and services.

**Stand Up and Deliver**

Supporting the advanced funding health care budget reform proposal, the Disabled American Veterans built a coalition that united veterans and military organizations. A Stand Up for Veterans Web site was critical to the communications efforts. Social networking sites, including Facebook and MySpace, linked from the site, fueled the grassroots activism. To create momentum on Capitol Hill, a

CapWiz application facilitated letters to members of Congress from citizens interested in VA policy changes. Also, an electronic newsletter was directly sent to congressional staff to complement efforts to encourage Congress to support Stand Up for Veterans issues.

**In Law We Trust**

Recently, veteran-related bills have been introduced to Congress as a result of the Stand Up For Veterans campaign and activism. This

illustrates the degree to which the Disabled American Veterans has positioned itself as a policy leader for veterans and a leader in the veterans' policy debate. And in addition to sending 70,000 e-mails to Congress through the Stand Up for Veterans CapWiz application, 750 members of the Disabled American Veterans attended the 2009 mid-winter conference and more than 300 lobbied members of Congress to take action on VA health care budget reform, women veteran's health, veterans with traumatic brain injuries and other relevant issues. **PRN**

**PUBLIC SERVICE CAMPAIGN**

**CAMPAIGN: Generics are REAL**

**WINNER: Excellus BlueCross BlueShield**

To increase generic drug fill rates across upstate New York to produce out-of-pocket savings for consumers, Excellus BlueCross BlueShield launched a multi-year campaign whose core message was: "Ask your doctor or pharmacist if

generic drugs are right for you." Another objective was to establish Excellus BlueCross BlueShield as a leader in community awareness about generics and a resource for the news media, community leaders and employer groups.

**GENERIC OR BUST**

Leveraging news releases, fact sheets, TV and radio spots and Web tools, Excellus BlueCross BlueShield was able to get its message out to the right audience. Another tool used to spread the campaign's message was a print ad series in four upstate New York regional

newspapers.

**WINNING PRESCRIPTION**

From 2005 to 2008, the upstate New York generic fill rate increased by more than 12%, from 55.6% to 68.4%. The estimated savings for upstate New York communities totaled more than \$725 million. PRN

**SOCIAL MEDIA**

**CAMPAIGN: Defense Media Activity—The Pentagon Channel**

**WINNER: The Defense Media Activity—Alexandria**

The Defense Media Activity-Alexandria realized that The Pentagon Channel, AFPS and Emerging Media possessed the platforms needed to cross-promote stories that would reach its 18-35 demographic. Leveraging social media was a perfect solution.

of its Content Management Center. Because the majority of Web content is provided by AFPS and the Pentagon Channel, DMA-Alexandria strategized that the best way to reach its target audience was to move the content across multiple social media platforms.

**INTO THE TRENCHES**

To execute DMA-Alexandria's social media plan, the firm needed to change how it ran the day-to-day operations

To support this push into the social media space, DMA-Alexandria created accounts for The Pentagon Channel and AFPS on Facebook and



Twitter; it also created podcasts and blogs.

And instead of creating new positions for staff, Pentagon Channel journalists are now required to repurpose stories for social media sites. Although this does require more time and re-training, it does help to cre-

ate more content with little effort.

**WINNING THE BATTLE**

As a result of the new social media model, DMA-Alexandria now believes it is better equipped to cover events affecting the Department of Defense. PRN

**SOCIAL RESPONSIBILITY CAMPAIGN**

**CAMPAIGN: Tell a Gal P.A.L. 2008 Campaign**

**WINNER: The Allstate Foundation & Zeno Group**

Nearly 75% of Americans know someone who is or has been a victim of domestic violence. But the issue has largely remained taboo. In light of this, the Allstate Foundation's Domestic Violence Program asked the Zeno Group to create an initiative that would educate the public on the wide-

spread impact of domestic violence, while positioning Allstate as a leader in economic abuse education and services.

**STOPPING THE ABUSE**

To help break through the media clutter, the program launched in September 2008 in advance of October's

breast cancer awareness month. Actress Ana Ortiz from TV's *Ugly Betty* was chosen as a spokesperson for the campaign. Recounting her personal ordeal with domestic violence, Ortiz participated in a national satellite media tour that reached 15 key markets. Videos that featured Ortiz and domestic violence survivors were posted on YouTube and the

ClickToEmpower.org Web site, which contained a viral component where visitors could "Tell a Gal P.A.L." about domestic violence via a template e-mail.

**VIOLENCE BE GONE**

The campaign secured more than 80 million media impressions and 363 media placements, with coverage in *USA Today*, *US Weekly* and *PeopleEnEspañol.com*. PRN

VIDEO/PODCAST PROGRAM

**CAMPAIGN: To Catch a Pirate**

**WINNER: Business Software Alliance & FD**

In the computer community, software piracy is a serious problem, resulting in the loss of billions of dollars a year. Wishing to mitigate this issue, the Business Software Alliance (BSA) launched a viral marketing campaign that sought to integrate new and more creative approaches into the organization's efforts to garner leads of reported software piracy, while increasing the traffic to BSA's online reporting Web site, nopiracy.com.

**VIDEO VANGUARD**

The linchpin of the campaign's efforts was a humorous two-minute video, entitled "To Catch a Pirate," based on MSNBC's *To Catch a Predator* series. The objective was to generate attention to the problem of software piracy. The video was then selected on specific Web sites and social media networks to effect word-of-mouth and viral actions. The video also provided viewers with the tools to send the video to multiple e-mail addresses and

other media outlets.

**VIRAL SUCCESS STORY**

The video has been viewed close to 28,000 times on YouTube, and hits to the nopiracy.com site were up 72% fol-

lowing the first 10 days of the video's release. There was also coverage in leading tech journals and blogs, including *Wired* and TechCrunch, which further drove traffic to the Web to view the video. PRN



WEB SITE

**CAMPAIGN: National Beer Wholesalers Association—www.nbwa.org**

**WINNER: National Beer Wholesalers Association & NJI Media Group**

From January to July 2009, the National Beer Wholesalers Association tasked NJI Media Group to do an overhaul of its Web site. The objectives were to produce an advocacy tool that would raise awareness of the National Beer Wholesalers Association, while creating a user-friendly site that would educate key audiences, such as elected officials, regulators,

media and the public about America's beer distribution and the system of state alcohol regulation.

**BEER DISTRIBUTORS IN A NEW LIGHT**

To explain the critical function of beer distributors and improve the site's visual aesthetics, the NJI incorporated a rotating Flash player at the

top of the homepage to grab a visitor's attention; also, multimedia videos depicting the many functions of America's beer distributors were prominently featured on the homepage. A daily news update was also included as well as a link to a special microsite showcasing beer distributor responsibility and environmental sustainability

initiatives across the country. Since the unveiling of the newly redesigned www.nbwa.org site, unique visitors have increased from less than 200 per day to nearly 420; 30% of visitors now spend between two to 15 minutes on the site compared to an average of 57 seconds spent by a visitor on the site before the redesign. PRN

► **ADVOCACY CAMPAIGN >\$50,000 BUDGET...**

*Continued from Page 1*

flash mobs in the centers of campuses, YouTube videos and Lunch 'n Learns.

Thanks to the team's strategy of creating pockets of advocates who could lead their own efforts, the campaign's

results were far-reaching. The goal of adding 480,000 new donors to the registry over the two-year period was surpassed, with a total of 500,182 new organ and tissue donor registrations. PRN

► **NONPROFIT PR TEAM OF YEAR...**

*Continued from Page 9*

the campaign. By September 2009, the campaign had earned more than 790 million media impressions. *Choose to Live* aired on MSNBC on Sept. 13 and is in syndication in local NBC stations across the

country. Currently, it is expected to generate more than 2 million impressions by year's end. Also, the GoRedForWomen.org site has received 55,000 more unique visitors per month, year over year. PRN

## Advocacy Campaign & Lobbying Efforts < \$50,000 Budget

**American Heart Association: FIT Kids Act Press Conference**—The AHA teamed up with congressional sponsors, as well as NFL and NASPE reps, to call for the passage of the Fitness Integrated with Teaching (FIT) Kids Act. Media advocacy culminated in a press conference on March 19, 2009, on Capitol Hill. The result: 111 lawmakers signed on in support of the amendment.

**Coalition for Pulmonary Fibrosis: CPF National Pulmonary Fibrosis Awareness Week**—The CPF commemorated the 7th annual National Pulmonary Fibrosis Awareness week by holding two lobby days on Capitol Hill and, in turn, gaining congressional support of the PF Research Enhancement Act. The effort added 12 members of Congress who supported the bill.

**Farm Aid & Vanguard Communications: Farm Aid advocates for Family Farm Financial Protections**—In February 2009, Farm Aid—with the help of Vanguard—advocated for Congress to extend stimulus measures to include farm families, ultimately prompting the inclusion of a farm loan restructuring plan.

**U.S. Postal Service/Corporate Communications: HR 22/Prefunding Retiree Health Benefits**—The USPS increased awareness of the requirement to prefund health benefits for future retirees, by developing a communications plan that complemented government relations efforts. The result: Congress amended legislation, thus reducing the amount the USPS had to pay to prefund health benefits by \$4 billion.

## Advocacy Campaign & Lobbying Efforts > \$50,000 Budget

**American Society of Civil Engineers: 2009 Report Card for America's Infrastructure**—The ASCE designed the report card to educate policy leaders and the public on the deteriorating condition of the nation's infrastructure, and to offer solutions for improvement. The user-friendly report card format stimulated discussion of the issue and resulted in an estimated \$2 million in publicity value.

**Coalition to Support Medical Research: Research Means Hope**—In late 2008, the CSMR developed new advocacy strategies to achieve sustained growth in the NIH budget. Traditional and online media outreach prompted the House and Senate Appropriations Subcommittees to approve bills with a collective increase of more than \$1 billion for NIH.

**Impact Public Affairs & The Canadian Society for Medical Laboratory Science: Canada's Medical Laboratory Professionals: Taking our Place as Partners in Health Care**—The team advocated to help integrate internationally educated medical pros into the Canadian workforce, which led the federal minister of finance to provide \$50 million for a national foreign credential recognition framework.

## Blogs

**Defense Media Activity: DodLive.mil**—To enable DMA's Emerging Media Directorate to communicate with stakeholders on a more personal level, the team launched the DoDLive blog, which features military-related topics that run the gamut from deployments and suicide prevention. Since its May 2009 launch, the blog has received 30,000+ unique visitors.

**Seattle Pacific University: Saturday Morning From My Study**—Seattle Pacific's communications staff designed the blog from the university's president, Philip W. Eaton, to explore ideas relating to SPU's vision. In its first 60 days, the blog was visited by more than 7,100 individuals.

## Corporate/Nonprofit Partnerships

**Entergy Corporation & Teach for America**—Entergy partnered with Teach for America to engage in the wholesale transformation of the New Orleans public school system following Hurricane Katrina, investing \$700,000 in 2008 and 2009. The result: More than 20,000 students in 140 local schools are being taught by one of the 650 Teach for America corps members in the area.

**Galloway Group & Saunders Construction: Building Confidence in Kids**—Saunders and the Galloway Group

teamed up to launch a community initiative benefiting disadvantaged children and their families, in which Saunders employees volunteered their time to help give these kids a brighter future.

**Honeywell, The National Center for Missing and Exploited Children & Peppercom: Got 2B Safe**—This partnership provides parents and educators nationwide with information about abduction prevention. Messaging tailored to specific audiences—children, parents and educators—helped get materials into each of the 72,319 elementary schools in the U.S.

**Jiffy Lube, AHA & Cone: Maintenance Partners for Life**—In 2009, Jiffy Lube asked customers to donate \$3 to the AHA's Go Red For Women movement and committed to donate \$1 for ever Jiffy Lube Gift Card purchased, which helped the team raise \$1.3+ million in just six weeks.

**Qorvis Communications, Keep America Beautiful & Philip Morris USA: Cigarette Litter Prevention Program**—These organizations teamed up to reduce cigarette litter in nearly 200 communities nationwide, with strategic media outreach resulting in an estimated 4.6 impressions during the campaign's seven-month duration.

**Yum! Brands & United Nations World Food Programme: World Hunger Relief Movement**—This team's combined efforts to combat the growing and deadly consequences of hunger globally led to \$20 million in overall donations for WFP, which covers the costs of more than 80 million meals.

## Crisis Management

**Altoona Regional Health System & R&J Public Relations**—During contract negotiations with nurses, the Service Employees International Union began making demands that would require all nurses to join the union or be fired. To avoid this ultimatum, the team communicated the hidden disadvantages for RNs. As a result, 95% of nurses voted to accept a contract that allowed them to opt out of the union.

**Deveney Communication & Faubourg Marigny Improvement Association: Stop Cold Storage Campaign 2009**—The team's grassroots efforts opposing the construction of a new cold storage facility in New Orleans' Governor Nichols/Espanade Wharf led New Orleans Cold Storage to abandon plans for building on that site, after community members flooded City Council with complaints.

**International Association of Lighting Designers: We Messed With Texas**—When the Texas State Legislature passed a bill in May 2009 banning architectural lighting designers from conducting business, the IALD launched a social media strategy calling for the bill to be amended. The efforts led Texas Sen. Kip Averitt to withdraw the anti-lighting designer provision.

**Spokane Regional Convention & Visitors Bureau: Meetings Mean Business Rally**—The bureau's Meetings Mean Business rally refocused public and media attention on the conventions and meetings industry in the wake of the AIG crisis, generating unprecedented coverage of key messages.

## Digital PR & Marketing

**CommunicationWorks: Assessing the Effectiveness of School Leaders**—CommunicationWorks helped the Wallace Foundation disseminate a link to its new report, Assessing the Effectiveness of School Leaders: New Directions and New Processes, via an e-postcard, in turn prompting an exponential increase in traffic to the foundation's site.

**Hill & Knowlton & Georgia Department of Community Affairs: You Gotta Be Kidding Recycling Campaign**—H&K worked with the GDCA to executive a statewide marketing campaign to increase recycling, mobilizing communities via online platforms. The results: 1,300+ Flickr uploads, 2,200 Facebook members and 7,500 unique site visitors.

## Employee Communications

**Children's Defense Fund & Ogilvy PR: Rebranding the Children's Defense Fund**—In preparation for the CDF's 35th anniversary, Ogilvy execs helped the organization refresh its brand by facilitating development, adoption and promotion of the new image among employees via internal outreach.

**Danbury Hospital/Danbury Health Systems: 2008**

**Workplace of Choice Survey Communications**—Danbury's 2008 employee survey achieved record participation from employees and new hires thanks to a campaign that teased the survey for weeks before it went "live."

**Turkcell Iletisim Hizmetleri: Life Forest Association**—Turkcell's internal communications campaign encouraging employees to participate in the LFA's CSR initiatives resulted in more than 75% of staffers becoming volunteers.

**USPS, Corporate Communications/Customer Relations: What's Your Function?**—The team launched an internal program to inform employees about a structural change that would result in a new customer relations department. Post-campaign survey results indicated widespread support of the new department among employees.

## Event PR < \$50,000 Budget

**American Speech Language Hearing Association: Listen to Your Buds Safe Listening Concert Series**—The ASLHA taught first and second graders how to use technology like mp3 players without damaging their hearing at a concert events in Chicago and D.C. The events were so successful, the team planned two more for the fall of 2009.

**Cleveland Clinic: Face Transplant Announcement**—To publicize its completion of the first near-total face transplant in the U.S., the Cleveland Clinic executed a media strategy that included a series of press conference and downloadable B-roll, increasing awareness while helping to protect the patient's privacy.

**Comcast Washington State: Voluntweetup All About Nonprofits**—Comcast execs hosted a Voluntweetup event aimed at nonprofits as part of Comcast Cares Day. The event was attended by 200 nonprofit execs, who learned how to effectively use social media to benefit their causes.

**Coyne PR & Cornell University's Johnson Graduate School of Management: Out of This World Results for Cornell University's Global Forum**—The team relied on social media outlets to increase publicity around Cornell's Global Forum, ultimately driving attendance from top tier media and, in turn, generating significant coverage.

**Greater Philadelphia Tourism Marketing Corp.: With Love, Philadelphia, XO XO**—To maintain a steady stream of visitors to Philly during the recession, GPTMC delivered a marketing campaign that featured 60+ love letters written from the city to specific travel groups. The city's hotel occupancy increased 6% over the previous year's numbers.

**Merritt Group & Brainfood: Adding Sizzle to the Summer with the Brainfood Grill-Off 2009**—The team held the grill-off to support Brainfood's healthy-living mission by having participants engage in friendly cooking competitions. The event raised \$60,000, a 25% increase over the previous year's grill-off.

## Event PR > \$50,000 Budget

**BackBay Communications & Association for Corporate Growth: ACG InterGrowth 2009**—The team's PR and marketing efforts helped promote ACG's brand as the leading global community of M&A pros and boost attendance of key audiences at the annual InterGrowth event. As a result, more than 1,700 individuals attended the event.

**Marmillion + Company & America's WETLAND Foundation: Last Stand for America's Wetlands**—The team staged four major events across South Louisiana to draw attention to the region's rapidly shrinking coastal wetlands. All told, the effort garnered 108 million impressions, with attendance in excess of 3,000 residents.

**MWW Group & Keep a Child Alive: 5th Annual Black Ball**—MWW execs helped make Keep a Child Alive's 5th annual Black Ball a success by conducting a media blitz leading up to the "red carpet" event. The result: The team raised more than enough money through the event to allocate 100% of public donations to AIDS relief in Africa.

**National Foundation for Infectious Diseases & Alembic Health Communications: Immunizing the Media with a Healthy Hose of Flu Facts**—The team staged the Annual Influenza/Pneumococcal News Conference to educate the media about seasonal flu vaccinations, including H1N1. The amplified messages reached more than 152.7 million people.

**The National Needlearts Association: Stitch n' Pitch**—The Stitch n' Pitch events, held at major and minor league baseball parks, increased consumers' awareness of "needlearts" (a community of knitters), garnering more than 200 media placements during the 2007, 2008 and 2009 baseball seasons.

## Event PR Pro Bono/In-Kind

**Blaze PR & Walk With Sally: White Night White Light**—Blaze PR helped the Walk With Sally nonprofit stage its annual fundraiser for programs that mentor children whose parents/siblings have been lost to cancer, ultimately raising more than \$100,000—twice the original goal.

## External Publication or Report

**AICPA: 2007-2008 Annual Report**—This particular AICPA annual report delved into the three hallmarks of a CPA—commitment, performance and accountability—and received 3,000+ visits to the dedicated Web site and more than 12,000 downloads.

**Children's Defense Fund & Ogilvy PR: A New Position for its 35th Year**—As part of the rebranding effort timed to coincide with its 35th anniversary, the CDF developed Brand Book, a report that highlighted the organization's mission and vision. The Brand Book received an industry award by the Ad Club of Metropolitan Washington D.C.

**Houston Public Library & CMS/Creative Marketing Services: Houston Public Library 2008 Report**—The library's 2008 report communicated its extensive role in the community, ultimately helping to generate increased donations to the Houston Public Library Foundation.

**Strategic America & Boy Scouts: Boy Scouts' Annual Report**—The Boy Scouts' 2008 annual report highlighted the organization's "Year of the Volunteer" message and outlined its strategic plan through 2010.

**Saint Luke's Health System: St. Luke's Health**—This magazine was redesigned to focus on driving patient volume, which it did by featuring patients as the subjects of more than 50% of stories and, in turn, increasing its market share in its 67-county service region.

**Institute of Food Technologists: 2008 Annual Report**—The institute's 2008 annual report centered on the theme "A Community of Innovation," illustrating its new volunteer framework and enhanced strategic plan in a dynamic, user-friendly format.

## Fundraising/Membership

**Foundation for Chiropractic Progress: Public Awareness Campaign**—FCP successfully promoted chiropractic care to the public by teaming up with high-profile celebrities to help spread the foundation's message, which ultimately increased the number of new patients nationwide tenfold.

**Salvation Army: 2008 Red Kettle Campaign**—The Salvation Army's 2008 Red Kettle Campaign created broad awareness of the charity's services and drove donations for underserved audiences, raising a record-setting \$130 million.

**Trainer Communications: Mt. Diablo Region YMCA Fundraising Creation/Promotion**—Trainer execs secured recognition of the Mt. Diablo Region YMCA's 2009 fundraising efforts through aggressive media outreach and social media engagement, raising the last \$300,000 needed to complete the organization's new building.

## Internal Publication

**AICPA: Team Network News**—AICPA's Team Network News provides team members with the tools and resources required to be successful and productive in the workplace, and inspires staffers to become involved in culture-building efforts and to volunteer in citizenship activities.

**Canadian Automobile Dealers Association: Newsline**—This bilingual internal news publication gives employees a monthly dose of information about the association's initiatives, having been revised in late 2008 to also have a marketing appeal.

**University of Texas: 2008 Southwestern Medicine**—The UT team made the official newspaper of the Southwestern Medical Center available to a wider audience by posting each issue on the main external Web site, ultimately increasing

monthly page views to approximately 2,500.

**U.S. Postal Service, Corporate Communications: Engaging Employees**—The USPS' corporate communications team created an internal publication to foster an engaged workforce that is committed to external stakeholders.

## Marketing

**BackBay Communications Inc.: ACG InterGrowth 2009**—To promote ACG's InterGrowth 2009 conference held at the Wynn Hotel in Las Vegas, BackBay reached out to 26 financial media outlets. Thanks to the extensive press coverage, reader-media about the conference totaled over 12 million.

**Bloomington Hospital: Regional Orthopedics Center Campaign**—To educate the public about its joint replacement specialty, as well as its state-of-the-art technology, the hospital advertised on cable TV, in magazine ads and on its public Web site.

**First 5 LA/Hershey/Cause: First 5 LA's Parent Helpline Campaign**—The campaign promoting the helpline utilized bilingual grassroots outreach by marketing heavily in the "Magnolia Place" area of L.A., which is primarily comprised of Latino and Asian-American residents. The average number of calls made to the hotline increased by 58.9%.

**Foundation for Chiropractic Progress: Public Awareness Campaign**—FCP public awareness created a campaign with high-profile names like Jerry Rice and General Becky Halstead, in order to increase the general public's knowledge on the benefits of chiropractic care. The campaign helped the organization generate millions of media impressions.

**Goodwill Industries of Greater Detroit/Tanner Friedman: Broadcasting for Jobs**—With unemployment becoming an increasing problem in Detroit, Tanner Friedman created "Broadcasting for Jobs" to help local people secure jobs, reaching more than 2.1 million listeners.

## Media Relations < \$50,000 Budget

**Please Touch Museum: Grand Opening Campaign**—The museum's media relations team pitched the grand opening to outlets such as the *Philadelphia Inquirer*, which ran a 12-page special section, and the popular TV show *Jon & Kate + 8*, which led to 4.5 million viewers watching the family visit the museum on the season 4 finale.

**American Society of Anesthesiologists: Responsible Use of Propofol**—By choosing spokespersons with the best expertise and skills in working with the media, the ASA became the "go-to" source for expert medical comment on propofol in the wake of Michael Jackson's death.

**King County Library System: Look to Your Library**—Between September 2008 and April 2009, 89,000 King County workers lost their jobs. While the economic downturn persisted, the King County Library launched a multi-platform media campaign which promoted the job-search tools and resources the found at the public libraries.

**Continuum Health Partners: "Zen Goes Urban...and National"**—The Urban Zen Foundation transformed Beth Israel's Inpatient Oncology Unit into an "Optimal Healing Environment," enhancing the care of cancer patients and their families, and garnering extensive media coverage.

**Zenzi Communications & San Diego Botanical Garden: Hamilton Children's Garden Grand Opening**—Zenzi utilized social media sites like Twitter to contact celebrity moms about the garden opening, and Facebook to update readers on the construction progress. 5,000 visitors attended the event.

**Greater Philadelphia Tourism Marketing Corporation: Winter 2009 Love Campaign**—GPTMC's 10-week Love campaign launched in January 2009 effectively promoted the city as a tourist destination through targeted media outreach, which led to \$200,000 of additional revenue for local hotels.

**Louder Than Words & Nonprofit Finance Fund: State of the Sector Survey**—The team developed a press release to communicate the NFF's survey results, which revealed the sector's precarious financial state to key audiences, thereby increasing awareness of the dire situation.

## Media Relations > \$50,000 Budget

**American Legacy Foundation & the ad'itive: Truth Orange**

**Summer Tour 2009**—This year, truth continued its use of traditional TV advertising with its "Do You Have What It Takes?" campaign, grassroots efforts like the "truth trucks" and an intensified social media presence on the major sites.

**DCI Group/The Stafford Foundation: The People's Inaugural Project**—The Stafford Foundation anonymously purchased the JW Marriott's \$1 million dollar inaugural package with plans of hosting an inaugural event for hundreds of underprivileged Americans. DCI worked with numerous media outlets to ensure optimum press coverage of the event, which included an exclusive story in the *Washington Post*.

**Community Food Bank/Coyne PR: "We Can't Let This Bank Fail!"**—Coyne PR created a pro-bono campaign to save the CFBNJ from closing in the midst of the downturn by landing longtime CFBNJ supporter and rock legend Bruce Springsteen as the image of a PR and print ad campaign.

**Office Depot Foundation: 2009 Office Depot Foundation National Backpack Program Media Relations Campaign**—This year, the foundation hosted or participated in 25 different "Back-to-School Backpack Celebration" events across the country, which led to 300,000 backpacks being distributed.

**Shedd Aquarium/PCI: Shedd Aquarium: Operation Oceanarium**—The team helped to reinvent Shedd's image for the reopening of the 3 million-gallon Oceanarium; as a result Shedd saw over 1.8 million attending during 2007, and 42,000 guests visited for the grand reopening celebration.

**Siemens Foundation/Weber Shandwick: Beyond the Classroom: Siemens Foundation in the Spotlight**—Weber Shandwick helped to increase coverage for the Siemens Foundation by more than 20% through a series of media days for Jim Whaley, president of the foundation.

**US Rice Federation: Grown in the USA**—To promote awareness about the U.S. rice industry, the team conducted aggressive, multi-tiered media outreach, which resulted in 62+ million media impressions.

**YMCA of Greater NY: We're Here for Good**—In 2008, the YMCA embarked on a campaign to help New Yorkers live healthier, more meaningful lives; it included association-wide programs and activities targeting all age groups.

## Member Communications

**AICPA: The CPA Letter Daily**—AICPA created a free, interactive newsletter, which helps professionals to stay on top of developments in accounting and currently reaches more than 116,000 subscribers.

**Amy Sutnick Plotch Communications/People Tech Connections: Marketing CASASTART**—The nonprofit created a fun, interactive modular training program that enables many sites to be trained simultaneously, and alleviates the cost of staff travel.

**Institute of Food Technologies: IFT Live Electronic Show Daily**—IFT launched an interactive, electronic version of its Annual Meeting's Show Daily, "IFT Live," which has a longer shelf life than its print publication. IFT Live featured 92 articles, nine video segments and numerous event images, and reduced IFT's printing and production costs.

**Thoughts, Words & Images PR: Texas Woman's University Certificate Booklets**—Dr. Paula Ann Hughes, director of the School of Business at Texas Woman's University, created the vision for three 14-page booklets which act as educational tools and "calling cards," to show the kinds of knowledge building opportunities available through the school.

## Nonprofit PR Team of Year

**Cleveland Clinic**—The Cleveland Clinic has been instrumental in studying the trends in the news pertaining to healthcare reform. The agency has worked closely with local and national media, and president & CEO Dr. Toby Cosgrove has appeared on C-SPAN, CNBC and PBS as well as other various news stations, speaking on the issue of healthcare reform.

**Shell Point Retirement Community**—With just 10 employees, the Shell Point Retirement's PR team has helped the community become one of the most widely recognized brands in the Southwest Florida market through a daily 30-minute program, a monthly magazine and advertising campaigns.

## Press Release

**San Diego Zoo: Mountain Yellow-Legged Frog Population Discovered**—After the discovery of the nearly extinct frog species in the San Bernadino Forest, the zoo created a press release and sent it to news agencies, resulting in articles appearing in all major newspapers in Southern California.

**University of Texas Southwestern Medical Center: Gov. Clements Gift**—In to keep the public up to date on UT Southwestern Medical School news, press releases are created and distributed via listserv to journalists, faculty, students and many more. The June 12, 2009, Gov. Clements Gift received more than 230 placements.

**Full Court Press: New Data on High School Exit Exam**—On behalf of the James Irvine Foundation, FCP helped release a study revealing the impact of the California High School Exit Exam on the state's lowest performing students, generating media coverage that consistently contained key messages.

## Public Service Campaign

**Bridgestone Americas/West Glen Communications: Safety Scholars PSA Campaign**—In the Safety Scholars Video Contest, drivers aged 16-21 submitted auto safety-themed videos. The top 10 were chosen out of 620 entries, and the public voted for three winners. The three chosen were awarded a \$5,000 college scholarship, and the videos were offered to TV stations for use as PSAs.

**American Lung Association/Cooley/Waters Group: Faces of Influenza**—Addressing the need for more Americans to get the influenza vaccination, the campaign Faces of Influenza campaign was created. The black-and-white PSAs, which featured spokesperson Kristi Yamaguchi reinforcing the key campaign messages, secured over 293 million impressions.

**American Kennel Club: 2008 Marley & Me Public Service Campaign**—Partnering with Josh Grogan and Twentieth Century Fox, AKC created a series of TV and print PSAs that suggested potential dog owners do research to learn about the responsibilities of pet ownership; it garnered 300 million impressions in less than seven months.

**National Meningitis Association/Alembic Health Communications: Making Meningitis Matter**—The "Anyone. Anywhere. Anytime." PSAs were filmed with real people affected by meningococcal disease, and promoted the need for adolescents to get vaccinated.

**Rotary International: End Polio Now**—After receiving a \$255 million grant from the Bill and Melinda Gates Foundation, Rotary International embarked on a campaign to increase public awareness of polio's continued prevalence in the developing world.

**Delta Dental of Colorado Foundation/GBSM, Inc.: Infant Oral Health Public Education Program**—In order to educate new mothers and pregnant women about the importance about infant oral health, Delta Dental created bilingual print, radio and TV PSAs. The PSAs ran on both English and Spanish radio stations.

## PR on a Shoestring

**Carnegie Mellon University: Sneakerology 101**—Carnegie Mellon University became the first institution to offer a course on sneaker culture in spring 2008, generating attention on more than 50 sneaker enthusiast blogs thanks to two seniors' collaboration with Reebok to design CMU-themed sneakers.

**Defense Media Activity: Command Performance**—To help service members learn more about The Pentagon Channel, Defense Media Activity launched Command Performance—a biweekly video segment featuring some of the biggest names in music.

**Heart of Gold Humane Fund: A Prototype for Enlightened Communities**—Based in Ohio, the Heart of Gold Humane Fund allows low-income community residents obtain medical treatment for their cats and dogs at little to no cost. In 2006, a proposed ordinance, which could have had a negative impact on the clinic, was defeated thanks to a successful PR campaign.

**Hillside: Hillside Foster Care**—Hillside Foster Soles, the first-ever online auction of celebrity autographed shoes, was launched in May during Foster Care Awareness month and helped to raise funds for the children's residential program. Hillside received 68 autographed shoes from celebrities like

Elton John and Billy Joel.

**United States All-Star Federation: Be an All-Star Campaign**—In an effort to bolster the public image of cheerleading and dance as character-building sports, USASF created the "Be an All-Star" campaign, which included videos that played on ESPN, ESPN2 and local broadcasting stations.

**Adfero Group: SNM Annual Meeting Press Conference**—Adfero Group helped the SNM promote its 2009 annual meeting in Toronto by holding a press conference prior to the event, which resulted in an unprecedented level of interest from print, broadcast and online media.

## Public Affairs/ Issues Management

**Defense Media Activity: Armed with Science**—A weekly podcast was launched by the DoD to show the importance of science and technology to military operations. Since January 2009, it has received more than 120,000 downloads and 2,600 Twitter followers.

**Coalition to Support Medical Research: ResearchMeansHope.org**—To prevent a sixth year of nearly flat federal funding for the NIH, the Research Means Hope campaign was created. It included print and radio advertising, Facebook and Twitter pages and a campaign Web site. In July 2009, the House appropriations bill was approved and included a \$942 million increase for NIH over the FY 09 level.

**Katz & Associates Inc.: Port of San Diego Tour Campaign**—The Port of San Diego hosted 18 two-hour bay tours from April to July, in order to give local residents a look at the importance of the port. The tours proved successful, with 1,500 people viewing the tour video posted on the port's Web site and the public's average rating of the tours being extremely positive.

**American Kennel Club: Protecting Your Pet from Theft**—With the rise of "dog-nappings," the AKC decided to create a campaign urging owners of highly coveted pure-breeds to protect them. The campaign included extensive media outreach, including ACK spokesperson Lisa Peterson appearing on the *Today Show*.

## Social Responsibility Campaign

**First Book & Pi Beta Phi: Nonprofit Partners of the Year**—In 2008, Pi Beta Phi women's fraternity and First Book launched a multi-year partnership to provide more than 1 million new books to children in need throughout North America. In one year, more than 500,000 books have been distributed.

**Bank of America/RFI Binder: Banking on Neighborhoods One at a Time**—In 2008, the Bank of America Charitable Foundation awarded a total of \$20 million to local non-profits in 44 U.S. markets and London. RFI/Binder was able to increase media coverage of the foundation, which included 229 pieces of print, online and broadcast coverage.

**US Postal Service, Corporate Communications: Stamp out Hunger, the National Association of Letter Carriers Food Drive**—In 2009, the food drive saw more than 10,000 cities and towns in all 50 states participate, setting an all-time record for food donations of 73.4 million pounds.

**Delta Dental of Missouri/The Hauser Group: 2009 "Land of Smiles" Tour**—To help combat the widespread dental decay, Delta Dental sent Tooth Wizard, his sidekick Panda and arch-enemy PlaqueMan to perform at elementary schools statewide, reaching 73,000 young school-aged children in more than 300 schools.

**CVS Caremark/Weber Shandwick: CVS Caremark "All Kids Can" Teaches Kids about Inclusion**—To educate youth about inclusion of children of all abilities, a national search for the popular CBS character Arthur was designed and facilitated through a Web page, a local launch at an elementary school and a satellite media tour with creator and author Marc Brown.

**Katz & Associates: Southern California Caulerpa Action Team, Public Outreach and Education Program**—When caulerpa taxifolia, a highly invasive saltwater seaweed, was discovered in two California locations, SCCAT reached out to aquarists, SCUBA divers and harbor masters to eradicate the infestations. Media outlets continue to work toward educating the public about the consequences of caulerpa infestations.

**The Body Shop: 'Yes, Yes, Yes! To Safe Sex' Campaign**

**2009**—Partnering with MTV Canada, The Body Shop created the global campaign to promote its new product, Tantalizing Lip Butter, and to also raise awareness about the prevalence of HIV in men and women under age 25. The campaign helped raise \$82,000 for MTV's Staying Alive Foundation.

**The Allstate Foundation/Fleishman Hillard Chicago: Keep the Drive High School Journalism Award Program**—The team encouraged student journalists to facilitate conversations about smart driving among peers via a high school newspaper competition, ultimately leading to 420 newspaper articles being published on that topic and submitted to the contest.

## Social Media

**Comcast Washington State: Comcast Volunteep All about Non-Profits**—After witnessing the lack of nonprofits using social media to the fullest, Comcast Washington State decided to hold the Volunteep—a conference aimed at training nonprofit executives in the area of social media, reaching 230+ nonprofit execs thus far.

**Southern Festival of Books/Hall Strategies: Extra! Extra! Tweet All About It!**—In July 2009, the Southern Festival of Books held its first ever Twitter contest, in which daily clues about the authors were tweeted, and followers had the opportunity to guess who correctly fit the clue.

**Coalition to Support Medical Research: ResearchMeansHope.org**—ResearchMeansHope.org was created to increase government funding for medical research. As of September 2009, Congress had received 3,497 e-mails and letters sent through the Web site, generating significant support through social media.

**The California Endowment: CalConnect Social Networking Site**—After researching popular social media sites like Facebook, LinkedIn and Ning, California Living 2.0 created its own social media site, which connects 14 impoverished and underserved California communities with health experts, ensuring that the youth population is healthy and safe.

## Video/Podcast Program

**American Society for Microbiology: Microbe World Video**—Since its debut 2007, MicrobeWorld Video has aired 31 episodes, which have been downloaded more than 2 million times from iTunes and YouTube.

**Defense Media Activity/US Naval Institute & CHINFO: Remembering the Battle of Midway**—In order to pay tribute to the 67th anniversary of the Battle of Midway, the U.S. Naval Institute created a special four-part podcast series, which has since received more than 195,000 combined feed requests from iTunes and downloads from BlogTalkRadio.

**American Speech-Language-Hearing Association: ASHA Podcast Series**—The ASHA created a 12-minute podcast that highlights ASHA research journals, and is promoted through ASHA's Web site. It has received 25,000 views and downloads from January 2008 to August 2009.

**Seattle City Light: Shrinking Big Foot**—To make Seattle City Light's Kids Exploring Energy site as interactive as possible, a video was created and posted on Seattle.gov to give kids a behind-the-scenes look at energy consumption in their home city.

**Bloomington Hospital: Jim's Story**—To highlight the hospital's Regional Heart & Vascular Institute, heart attack survivor Jim Weigand and his wife Tally were interviewed. The podcast helped to provide consumers with a vivid image of the institute.

## Web site

**Defense Media Activity: Wounded Warriors Diaries**—The Department of Defense created a Web site that allows wounded, ill and injured veterans from Operation Iraqi Freedom and Operation Enduring Freedom to share their stories with the military and public. Since its launch, the diaries have received more than 100,000 page feeds and 64,000 feed requests from iTunes.

**King County Library System: Look to Your Library**—The King County Libraries in Washington State offer many resources for the unemployed. The "Look to Your Library" campaign's Web site guides patrons directly to the resources they need, and has garnered praise from many users.

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