

PRNews NonProfitPRawards

November 2010

A special issue of PR News

prnewsonline.com/nonprofitpr2010

Judging by the finalists of *PR News*' 2010 Nonprofit PR Awards, this has been a banner year for nonprofit communicators. Never mind the slimming of some budgets—that's just an added incentive for creative PR professionals to find new ways to connect with target audiences. From the NFL's "pink" breast cancer campaign to Gibraltar/Pool Safety Council's determined bid to warn stakeholders of pool drain danger, all the work celebrated here and at our Nonprofit PR Awards luncheon on Nov. 3 at the National Press Club in Washington, D.C., will serve as inspiration for 2011 and beyond. (For extended profiles of all the finalists, visit prnewsonline.com/nonprofitpr2010.)

ADVOCACY CAMPAIGN & LOBBYING

The New York Public Library

Don't Close the Book on Libraries

A potential budget cut of \$37 million in spring 2010 motivated the New York Public Library to launch a 360-degree campaign centered around the line, "Don't Close the Book on Libraries," which incorporated a letter-writing campaign and an advocacy Web site that also measured engagement at each library branch. The letter-writing campaign dovetailed with the NYPL's e-newsletter and other online efforts including Facebook and Twitter. The campaign resulted in 130,000 letters to the City Council, and \$144,000 in donations—compared to \$40,000 the prior year. —*Cathy Olson*



Honorable Mentions:

Canadian Library Association - Maintaining Canada's Library Book Rate
Excellus Blue Cross Blue Shield - Improving Overall End-of-Life Decision Options
Fahlgren Mortine Public Relations with Lifeline of Ohio - Changing the Meaning of "Organ Donor" among Motorcyclists
National Education Association - Speak Up for Education & Kids Campaign
Sunflower Foundation - Clean Air Kansas

FAST FACT:

- The NYPL tapped performance artists Improv Everywhere to produce a *Ghostbusters*-themed video filmed at the historic reading room on 42nd Street.

Legacy Foundation

Legacy Progress Report: The Voices of Change

Honorable Mentions:

American Physical Therapy Association - 2009 Annual Report
National Screen Institute-Canada - 2009-2010 NSI Annual Report
National Shooting Sports Foundation - NSSF's Annual Review of the Firearms Industry
The New York Public Library - Annual Report 2009 - Online
NYU Langone Medical Center - Excellence - 2009 Annual Report
Peel District School Board - Report to the Community 2009

With the publication of its 2009 annual report, Legacy Foundation achieved its goals of highlighting its accomplishments over the past two years, marking its 10-year anniversary and refocusing attention on smoking as a major continuing health concern. Unlike previous annual reports that emphasized personal stories, Legacy's goal was to motivate the masses to come together to fight tobacco use. In addition, the report is filled with information from grassroots activists, researchers, donors, public health advocates and grantees chronicling major milestones that have occurred during the organization's existence. The report has been distributed to congressional staffers, given to members of the media as a primer on the Legacy Foundation and highlighted at conferences as an overview of the foundation's success. —*CO*



ANNUAL PUBLICATION

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- Generate buzz and word of mouth around your launch
- Create authentic communication messages around your CSR efforts
- Leverage Twitter and Facebook to boost your social media PR efforts

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- Identify and engage online influencers
- Measure your social media efforts
- Communicate during a crisis
- Tie PR to sales
- Media train top executives (and yourself) for multiple platforms
- Enhance and measure employee engagement
- Launch a new product or service with savvy PR
- Effectively communicate your CSR and green initiatives
- Leverage Twitter and Facebook to advance your PR

Who Should Attend?

If you spend at least a quarter of your time in any of these areas, you should attend this Conference:

- Public Relations
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- Community Relations
- Corporate Communications
- Word of Mouth Marketing
- SEM/SEO Management
- Brand Marketing
- Video Production
- Marketing Communications
- Employee Communications
- PR Business Development
- Human Resources
- Public Affairs/Issues Management
- Media Relations

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ASSOCIATION/NONPROFIT TEAM OF THE YEAR

Kaiser Permanente

Kaiser Permanente built upon its reputation for leadership in healthcare in 2009 with a number of high-profile campaigns, including a partnership with *Eating Well* to promote KP's commitment to farmers' markets and sustainable food. The company promotes its charitable outreach efforts internally at every level—a website matches hundreds of volunteer opportunities with employees' skills. KP also encourages internal wellness with work/life events like a weekly hula hoop day (see above). This positive philosophy has led to positive media coverage—21,817 stories in 2009. —*Jessica Clegg*

TEAM LEADERS:

- Diane Gage Lofgren, SVP, brand strategy, communications and public relations
- Holly Potter, VP, public relations

For full team list, go to prnewsonline.com/nonprofitpr2010

**Honorable Mentions:**

- Florida Realtors
- National Shooting Sports Foundation, Inc.

SPI: The Plastics Industry Trade Association

SPI determined the best way to get the Millennial generation (people ages 18-29) to see the benefits of plastics in an environmentally sustainable world was to speak to them where they live—online. By creating the In The Hopper blog, ensuring it was populated with regularly written guest posts and using it to complement the organization's newsletter and direct mail, SPI has seen double-digit growth in site visits. —*CO*



BLOG

Honorable Mention:

Kaiser Permanente - Dispatches from Haiti

FAST FACT:

- When SPI debuted its e-newsletter format, which incorporated the blog, in March 2009, traffic spiked to 1,400 unique visitors a day.

BRANDING/RE-BRANDING CAMPAIGN

Ogilvy Public Relations Worldwide

Planned Parenthood: "Someone you know...We're Here"

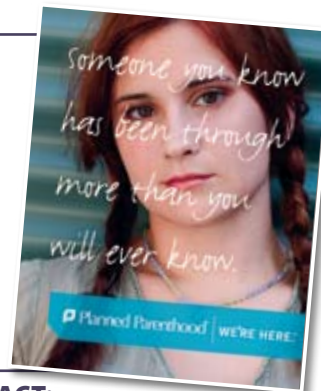
Seizing on an uptick of support for its efforts to defeat parental notification initiatives for abortions from those who normally don't support its activities, Planned Parenthood Affiliates of California hired Ogilvy to determine just what moved those non-supporters and to help rejuvenate the brand among women and men. A new tagline was created: "Planned Parenthood. We're Here." Then the line, "Someone you know" was used as a bridge to forge a personal connection with supporters. The rebranding effort encapsulated many of Planned Parenthood's services and extended across a variety of media. All affiliates in California are now using the new brand positioning. —CO

Honorable Mentions:

- American Physical Therapy Association
- National Shooting Sports Foundation, Inc.

FAST FACT:

- A committee comprising representatives from all nine California Planned Parenthood affiliates created the new tagline.



CORPORATE/NONPROFIT PARTNERSHIP

Jiffy Lube International and Cone Inc.

2010 Jiffy Lube Maintenance Partners for Life Campaign

How do you build on the momentum of an already successful campaign? Jiffy Lube set the bar high and exceeded expectations with the 2010 incarnation of its Maintenance Partners for Life campaign. The effort lifts awareness of heart health and raises funds for the American Heart Association's Go Red for Women initiative by asking Jiffy Lube customers to donate \$3 to the movement. In appreciation for their donations, customers received a coupon book with \$100 worth of JL services. The 2010 campaign, which for the first time accepted online donations, saw participation from more than 87% of its franchisees, and garnered more than 174 million media impressions. —CO

FAST FACT:

- \$1.1 million was raised for the American Heart Association's Go Red for Women in six weeks, 111% of the campaign goal.

Honorable Mentions:

- City of Austin, Small Business Development Program - Meet the Lender: A Business Loan Information Fair
- The Marcus Group Inc. - Restoring Gilda's Club NNJ Campaign
- Nyhus Communications on behalf of American Express and the National Trust for Historic Preservation - Partners in Preservation: Saving Seattle Landmarks
- Zeno Group on behalf of American Urological Association Foundation & NFL - Know Your Stats about Prostate Cancer

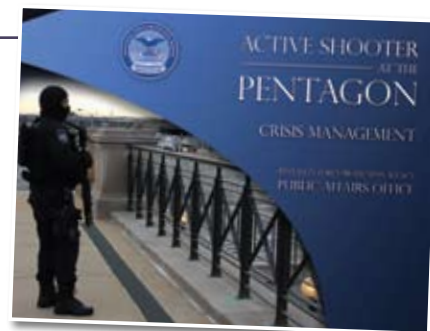


CRISIS MANAGEMENT

Pentagon Force Protection Agency

Active Shooter at the Pentagon

Managing media and public reaction and—most importantly—ensuring a feeling of safety for employees in the building was tantamount for the Pentagon Force Protection Agency (PFPA) after a random shooter entered the Pentagon in March 2010. The incident, in which two officers



were wounded and the assailant was fatally shot, lasted less than 15 seconds. The response during the first 12 hours was textbook crisis management, with the PFPA communications office responding to questions, communicating the facts and ensuring the agency did not get trapped into answering questions for which information was not yet available. The campaign then shifted into a more proactive mode, where communications executives shared details of the events, updated the press on the conditions of the injured officers, and prompted the media with information about the agency's preparedness, training and devotion to duty. —CO

Honorable Mentions:

- Bloomington Hospital - H1N1 Communications
- St. Mary's Medical Center/ Anne Klein Communications Group - Planning for Pandemic: Communicating Preparedness in the Face of H1N1

National Association of Home Builders**NAHB Home Buyer Tax Credit Public Awareness Campaign**

After the recession-rocked housing market cast a pall over 2008, by the early months of the following year the federal government decided to intervene with a first-time home buyer tax credit. To galvanize the effort aimed at buoying the market, the National Association of Home Builders (NAHB) struck out on an intensive, all-points plan to ensure that potential home buyers were equipped with the knowledge and resources they needed to take advantage of the credit. The pillar of NAHB's initiative was an educational Web site—FederalHousingTaxCredit.com—that provided consumers and experts with a go-to resource on all things tax credit. Over the 14-month period of eligibility, the site received more than 11 million visits. Related videos on YouTube were viewed nearly 100,000 times. And its Facebook page had nearly 16,000 followers. —Richard Scott

DIGITAL PR & MARKETING**Honorable Mentions:**

American Society of Anesthesiologists & FD - From Lifeline to Online: Anesthesiologists for Vital Health
Texas Health Resources - Texas Health Quality Newsletter

Fast Fact:

- NAHB's URL is named on 145,000 other Web sites and linked from nearly 7,000 blog entries, including journalists' blogs from Dow Jones and CNN.

EMAIL NEWSLETTERS**AICPA****Team Network News**

Designed to give its more than 650 employees the latest updates on professional trends, internal news and work-life issues, the American Institute of Certified Public Accountants' monthly e-newsletter—Team Network News Monthly—features a message from the CEO, original content on professional or business matters, a community forum where staff comments could be posted and, perhaps most importantly, a direct line to the editor whereby employees can offer their own suggestions and requests. AICPA staff are overwhelmingly satisfied with internal communications: 80% like the frequency of communication and 85% feel well informed of office events. More than 96% give AICPA publications a high rating. —RS

Honorable Mention:

National Education Association - NEA Today Express

FAST FACT:

- As testament to its internal vision of clear and open communication, Team Network News Monthly is read by a reported 98% of AICPA staff.

**Kent State University****Commemorating the 40th Anniversary of May 4, 1970, Shootings at Kent State University**

Kent State staff were charged to orchestrate the commemoration of the 40th anniversary of the campus shootings that alarmed a nation on May 4, 1970 (memorial at left), with the goal to engage and educate the public through special events. Kent State prepared two special events—a dedication ceremony for the site's listing on the National Register of Historic Places in conjunction with a new but permanent walking tour; and a Democracy

Speaker program featuring local U.S. Representative John Lewis, who was a leader in the Civil Rights movement. The dedication event and inaugural walking tour attracted more than triple the attendance of the stated goal, and the speaker program opened to a standing-room-only crowd in the Student Center Ballroom. —RS

EVENT PR**Honorable Mentions:**

Eric Mower and Associates - "Turner to Cezanne" at the Everson Museum of Art
Hillsborough County - 2010 Tampa Bay Hurricane Expo
Legacy - truth Orange Fall Tour 2009 and Summer Tour 2010
The Optical Society of America (OSA) - LaserFest: Celebrating 50 Years of Laser Innovation

FAST FACT:

- Kent State staff prepared a private reception after the commemorative speech for the family members of slain students and those wounded on May 4, 1970.

FUNDRAISING CAMPAIGN



United Nations Foundation Send a Net, Save a Life, See a Game

The United Nations Foundation's Nothing But Nets campaign has provided insecticide-treated bed nets to fight malaria in Africa since 2007. In 2009, while 160,000 nets short of fulfilling its promised total of 1 million nets, the organization partnered with the NBA and launched the "Send a Net, Save a Life, See A Game"

promotion, providing two NBA tickets for every \$10 donation. ESPN sportswriter Rick Reilly wrote a column pledging a donation match up to \$25,000—and fulfilled his promise within 24 hours. All 10,000 tickets were sold by December 31, and the average donation was \$45—more than quadruple the requested \$10. —*Bill Miltenberg*

Honorable Mentions:

Amethyst Women's Addiction Centre - Amethyst Track Challenge
Synaptic Digital and UNICEF Tap Project - Water for the World

FAST FACT:

- From December 14-31, there was a 964% increase in transactions per day on the United Nations Foundation site, raising \$300,000 online—equating to over 30,000 bed nets purchased.

American Society of Landscape Architects/Lady Bird Johnson Wildflower Center at the University of Texas/U.S. Botanic Garden

The Sustainable Sites Initiative

According to a survey from the American Society of Landscape Architects, only 10.1% of clients were knowledgeable about sustainable design practices. In response, the ASLA, Lady Bird Johnson Wildflower Center and the U.S. Botanic Garden created the first national rating system for sustainable landscapes through the Sustainable Sites Initiative. SITES quickly secured wide industry and client-group support with 350 project submissions for its pilot program, including New Orleans' Lower Ninth Ward Sustainable Infrastructure Project. In addition, 35 organizations have joined the movement, including federal entities like the Environmental Protection Agency, ensuring SITES' future in the design and construction industry. —*BM*

Honorable Mentions:

Kaiser Permanente - Eating Well in Season: Elevating Kaiser Permanente's Leadership in Sustainable Food

Thoma Thoma and Metroplan - Grass Roots: Growing our Green Agenda

GREEN PR



FAST FACT:

- Web traffic increased by 35% from July 2009 to July 2010 on SustainableSites.org, totaling more than 95,000 visits during that time period.

MARKETING



Legacy Truth Tour 2009-2010

In its 11th season, the truth Orange Summer Tour successfully educated and engaged teens by delivering bold, thoughtful anti-smoking messages around the country and through a barrage of media outlets. The signature orange "truth trucks" stopped outside popular venues in more than 60 cities and discussed

the perils of tobacco use—reaching more than 500,000 teens, distributing 35,000 pieces of truth gear and adding 40,000 email subscribers. Combined with an extensive media outreach program, including a radio media tour that utilized local tobacco statistics and two major social media-friendly releases with interactive offerings, the truth Orange Summer Tour earned more than 17 million media impressions. —*BM*

Honorable Mentions:

CSG/Haggman - Shining Example Marketing Campaign for NYSEDA

National Association of Insurance Commissioners (NAIC) - State Regulators on Call: Educating Consumers on Health Care Reform

FAST FACT:

- A March 2009 study by the American Journal of Preventive Medicine found that the truth campaign would save between \$1.9 and \$5.4 billion in medical costs to society through 2011.

Honorable Mentions:

Cone Inc. - The American Cancer Society Launches the Choose You Movement

Conner Prairie Interactive History Park - 1859 Balloon Voyage Exhibit Launch

Jones Public Affairs - CARE Campaign for Breast Cancer Caregivers

Recreation Vehicle Industry Association - RV Industry Centennial

Smithsonian's National Museum of American History - Vince & Larry Crash Into the Smithsonian (July 14, 2010)

Susan Davis International (SDI) - Susan Davis International Tells the Untold Story of Women Airforce Service Pilots of WWII on behalf of Women In Military Service for America Memorial Foundation

FAST FACT:

- The Crucial Catch campaign generated an increase of over 300% of fans associating breast cancer awareness with the NFL.

**MEDIA RELATIONS****National Football League****NFL 'A Crucial Catch' Breast Cancer Awareness Campaign**

The National Football League may seem like an unlikely partner for Breast Cancer Awareness. But with a million women watching the games, the NFL saw an opportunity to raise awareness. The NFL partnered with the American Cancer Society to create "A Crucial Catch," for which NFL players got involved by wearing pink arm bands, caps and shoes on the field. Additionally, the pink gear was signed by players and auctioned off, generating \$350,000 for the cause. —Regina D'Alesio

MEMBER AND/OR VOLUNTEER CAMPAIGN**Jones Public Affairs****Breast Cancer M.A.P. Project**

After a medical report confirmed a positive link between survival of cancer with emotional and social support for people with cancer, the Cancer Support Community (CSC) created a registry that would allow cancer patients to share their experiences. CSC then enlisted Jones Public Affairs to create a campaign to increase awareness of the registry, emphasize the importance of social and emotional support in breast cancer care and register 1,000 breast cancer patients and survivors in a two-month period. JPA built the Breast Cancer M.A.P. (Mind Affects the Physical) Project brand—including the name, logo and key messages—and promoted it through a dedicated website and YouTube videos. JPA's media outreach generated almost 93 million impressions, and the campaign goal was reached: 1,008 breast cancer patients and survivors were recruited to participate in the M.A.P. Project. —RD

FAST FACT:

- The CSC's Facebook page also provides information about the M.A.P. project and enables registry sign-ups.

**Honorable Mentions:**

Weber Shandwick for American Airlines - All Aboard the Snowball Express: American Airlines Brings Holiday Cheer to Families of Fallen Military

Weber Shandwick for American Airlines - Champions for Children: American Airlines Employee Volunteers Campaign on Behalf of UNICEF

Honorable Mentions:

American Society of Landscape Architects, Lady Bird Johnson Wildflower Center at the University of Texas at Austin U.S. Botanic Garden - The Sustainable Sites Initiative

Florida Realtors - Florida Open House Weekend

Kaiser Permanente - Raising Visibility of Kaiser Permanente Innovation through Media Tours, Pitching & Events

National Association of Insurance Commissioners (NAIC) - "The PIO Show Must Go On: Communicating Through Cutbacks" Social Media Webinar

REVOLUCION - The Heartbeat of Broadway/El Latido de Broadway

SPI: The Plastics Industry Trade Association - NPE2012 Venue Launch

PR ON A SHOESTRING BUDGET**Smithsonian's National Museum of American History****Vince & Larry Crash into the Smithsonian (July 14, 2010)**

To raise awareness around the National Museum of American History's work in collecting objects relating to auto safety, its public affairs team went for an anniversary tie-in that the media would love: the 25th anniversary of the car safety PSAs featuring crash dummies Vince and Larry. Actors portraying Vince and Larry "crashed" a donation ceremony of car safety gear at the museum, and the story was picked up by hundreds of outlets across the country. Even better, much of the equipment and other event resources were donated, keeping costs low. —Scott Van Camp

**FAST FACT:**

- The crash test dummies were the first non-humans honored on Brian Williams' "Make a Difference" segment on *NBC Nightly News*.

PRESS RELEASES

American Heart Association

2020: Ideal Health & My Life Check

Building on a 2010 scientific study that identified seven health factors and lifestyle behaviors that contribute to heart health, the American Heart Association looked to get this information out to the general public. But there was a big challenge: A consumer survey showed that many people feel they are in ideal health, yet many are not. AHA launched a multifaceted campaign whose key component was a digital news kit, which included a health assessment tool. The AHA team embedded the

FAST FACT:

- The AHA news kit also contained videos featuring top experts, a stock footage reel, a health metrics chart, a fact sheet on the new My Life Check website and advocacy policy initiatives through 2011.



kit in a press release announcing the goal of improving the heart health of Americans by 20% while reducing deaths from heart disease and stroke by 20%—hence 2020. The results were healthy: By June 2010, paid and earned media impressions stood at close to 183 million, and nearly 34,000 people had completed the health assessment tool. —SVC

Honorable Mentions:

- Cold Spring Harbor Laboratory** - High-Yield Tomato Hybrids Pave the Way for Next-Generation Agriculture
- Go RVing Canada** – RVing Great Alternative to Expensive Hotel Lodging at Olympics
- Tiller LLC/Comfort Zone Camp** – Childhood Loss: The Untold Burden



PUBLIC AFFAIRS/ISSUES MANAGEMENT

Pool Safety Council/Gibraltar Associates

Pool Drain Danger - Raising Awareness, Saving Lives

Drowning is the second-leading cause of death among children ages 1-14, and entrapment in a pool, spa or hot tub drain is a real specific danger to kids. To combat misinformation among pool operators, Gibraltar launched a high-impact effort to educate stakeholders about the dangers of entrapment. Messages targeted parents, child safety advocates and officials involved in enforcing the Virginia Graeme Baker Pool and Spa Safety

Act (P&SSA). The Pool Safety Council's website was redesigned into a multimedia messaging platform, and partnerships were formed with key national organizations. Gibraltar assisted in state legislative efforts to pass pool safety laws, forging relationships with public safety, consumer and watchdog reporters. The result: The campaign garnered local, regional and national attention, with segments aired on network news shows and stories in major daily newspapers. —SVC

FAST FACT:

- Gibraltar collaborated with officials in Washington, D.C., to make it the first major city to become P&SSA-compliant.

Honorable Mention:

Vermont Student Assistance Corporation and hmc2 Advertising
- VSAC Voices Campaign

PUBLIC SERVICE CAMPAIGN



Zeno Group on behalf of American Urological Association Foundation & NFL

Know Your Stats about Prostate Cancer

Talk about fantasy football. If you want to break through media clutter, it's pretty sweet to have the tough guys of the NFL on your side. With the four-fold objective of generating awareness about prostate cancer as the second-leading cause of death in men, increasing acceptance of baseline PSA testing at age 40, strengthening relations between the AUA and the NFL and driving visitors to Know Your Stats Web site, the AUA signed a dream team of 32 powerful NFL personalities who volunteered in PSAs which have aired more than 390 times on national cable channels and individual markets. The PSAs have generated 31 million impressions. Additionally, traffic to the website increased 500% during the Super Bowl. —CO

Honorable Mentions:

- Fraser Communications** – Really Check Yourself
- Fraser Communications** – Teach Me
- Legacy, Ad Council and YouCast** - Become an EX®: National Quit Smoking Campaign
- Mintz & Hoke Communications Group and Connect-Ability** - "See the Ability. See How We Can Work Together"
- Susan Davis International (SDI)** - Employer Support of the Guard and Reserve

FAST FACT:

- One in four surveyed football fans were aware of Know Your Stats and 50% recalled key messages.

National Beer Wholesalers Association**The Beer Route**

To effectively advocate on behalf of the country's 2,850 licensed beer distributors and the vendors that serve them, the National Beer Wholesalers Association (NBWA) created The Beer Route, a special section of

Honorable Mentions:

Danbury Health Systems - Vital Signs Quarterly
Kaiser Permanente - Hank
NYU Langone Medical Center - News & Views - July/August 2010
NYU Langone Medical Center - NYU Physician Spring 2010

its The Daily Brew e-newsletter. The NBWA staff produces The Beer Route with a strong focus on contributions from the readership. To provide an incentive for contributors, any distributor featured in a story may include company website links and additional resources. The Beer Route archive is highlighted on the NBWA Web site and special print issues are distributed to attendees at the NBWA national convention. Nearly 3,000 people have opted in to receive The Beer Route via The Daily Brew, and metrics indicate that the features have been popular shares on social media channels. —JC

FAST FACT:

- To boost readership further, Beer Route stories are shared on NBWA's @MrBeerGuy Twitter feed.

PUBLICATIONS**SOCIAL MEDIA CAMPAIGN****Greater Philadelphia Tourism Marketing Corp.****With Love Philadelphia XOXO**

In mid-2009, the Greater Philadelphia Tourism Marketing Corporation sought to elevate Philly's status as a premier tourist destination, focusing on expanding and branding GPTMC's 11 social networks on Twitter, Facebook, YouTube, Flickr and Foursquare. To convert the social media visitors into Philly visitors, GPTMC launched a series of "With Love"-themed consumer events and "Tweetaways," and also promoted the accounts through a branded e-newsletter and via a sponsored Daily Candy

e-newsletter. From 2009-2010 the combined fan base/following on GPTMC's social media pages grew 254%, and more than 10,000 fans and followers visited visitphilly.com. —JC

Honorable Mentions:

American Kennel Club - Meet the Breeds
American Physical Therapy Association - Move Forward: Physical Therapy Brings Motion to Life
National Education Association - Speak Up for Education & Kids Campaign
Orange County Registrar of Voters - Online Voter Information Program

FAST FACT:

- Via social media, GPTMC sent travelers to explore the city and name locally designed "Philly Phanatic" statues.

Tilson Communications**Do Something 101**

To make an impact during the back-to-school season, Staples sought to demonstrate its commitment to education by helping many of the 13 million youths who return to school with hardly any school supplies. To encourage more teens to collect new school supplies in their communities for underprivileged kids, Tilson Communications, on behalf of Staples, relied on teen-focused marketing with social media, e-mail and text outreach, along with media outreach, in-store and customer marketing and event marketing. Grammy-winning singer-songwriter Ciara donated her time by serving as the face of the campaign and recording a PSA that aired more than 8,600 times on radio stations. The campaign generated more than \$630,000 in customer cash donations and placed stories in more than 474 print publications and websites. —Melissa Tinklepaugh

Honorable Mentions:

Bank of America with RF|Binder Partners - Banking on Neighborhoods One at a Time: Bank of America's Neighborhood Excellence Initiative
Peel School District - Making My Way
Tiller LLC/Comfort Zone Camp - Childhood Loss: The Untold Burden

FAST FACT:

- Ciara hosted a volunteer event with Chaske Spencer of *Twilight* and singer Leah Renee, at which teen volunteers of The Children's Aid Society Boys & Girls Club in New York filled 5,000 bags with school supplies.

**SOCIAL RESPONSIBILITY CAMPAIGN**

USE OF TWITTER



The New York Public Library Twitter Success Through a Coordinated Staffing Model

The New York Public Library increased its online presence and website visits through its @nypl Twitter handle. NYPL ran Twitter campaigns, such as a six-week advocacy campaign with the hashtag #SaveNYPL. The library developed a team of contributors, a social media policy to guide staff

engagement and an editorial calendar of timely content about historic events. Further, NYPL maintained a daily tweet series with a book quote and link to the library catalog using the #reading hashtag, and live tweeted library events and openings. As a result, @nypl's following increased by 765% between January 1 and August 1, 2010. And the #SaveNYPL advocacy campaign increased NYPL's following by more than 28%. —MT

Honorable Mentions:

Kaiser Permanente - Raising Visibility of Kaiser Permanente Innovation through Media Tours, Pitching & Events
Malaria No More - #TwitterNets

FAST FACT:

- @nypl has more than 75,000 followers, making it the #1 public library in the world on Twitter.

Institute of Food Technologists (IFT) 2010 A Day in the Life of a NASA Food Scientist

To educate students, teachers, the media and the general public about the food science and the technology profession, the Institute of Food Technologies (IFT) produced a three-

minute feature video on A Day in the Life of a Food Scientist. The video

played for a crowd of approximately 3,000 people at the IFT Annual Meeting and Food Expo in Chicago during the keynote session in July 2010, and ran at the IFT booth on the Expo floor. IFT continues to include the video in its monthly online member newsletter, ExpressConnect, which

targets 20,000 members, in its weekly online newsletter, The Weekly, targeting approximately 37,000 professionals, and on IFT.org and *Food Technology* magazine, which reaches 18,000 members. —MT

Honorable Mentions:

Bloomington Hospital - We are Bloomington Hospital
Kaiser Permanente - Using Flip Videos to Raise Visibility of Health Research in Top Tier Media

FAST FACT:

- Numerous requests have come in from members to use the IFT video as a teaching tool within classrooms.

VIDEO/PODCAST



WEBSITE



AICPA Start Here, Go Places Website

If you're looking to get students excited about accounting, why not take a page from the video gaming world? The American Institute of Certified Public Accountants (AICPA) took aim at young people with a new website that mimics a video game

world. The central feature—FutureMe—allows students to adopt the persona of a CPA, complete with salary, location and job perks. Based on the students' preferences, the site builds a custom shortlist of best-suited fantasy jobs, but also builds a real-world profile. Beyond the game, the site offers stories of nearly 200 real-life CPAs. Since the launch in 2009, visits average more than five minutes each. And more than 17,270 students have created FutureMe personas. —CO

Honorable Mentions:

Air Transport Association - airlines.org
American Physical Therapy Association - moveforwardpt.com
American Society for Microbiology (ASM) - MicrobeWorld.org
Kent State University - May 4 Newsroom: Online Resource for 40th Anniversary of May 4, 1970, Shootings at Kent State University
National Education Association - http://neatoday.org
National Screen Institute - Canada (NSI) - nsi-canada.ca
NYU Langone Medical Center - NYULMC2

FAST FACT:

- AICPA launched the site with a bang, with a Start Here, Rock Out sweepstakes that included customized iPods as prizes.

Categories

Enter as many categories as you like, but please tailor your entry to the category you are entering.

- ☐ Annual Report
- ☐ Blog
- ☐ Cause Branding Campaign
- ☐ Comeback Campaign
- ☐ Community Affairs
- ☐ Corporate-Community Partnership
- ☐ CSR on a Shoestring
- ☐ Diversity Communications
- ☐ Employee Relations
- ☐ Employee Volunteer Program
- ☐ Environmental Stewardship
- ☐ Event: CSR/Green Focus

- ☐ Green PR Campaign
- ☐ Human Rights/Social Justice Communications
- ☐ Media Relations
- ☐ Nonprofit/Corporate Partnership
- ☐ Philanthropy Communications
- ☐ Product Design/Redesign
- ☐ Renewable Energy Campaign
- ☐ Sustainability/CSR Report
- ☐ Stakeholder Engagement
- ☐ Start-Up Campaign
- ☐ Social Media Campaign

- ☐ Video Program
 - ☐ Workplace Innovation
- Overall Leader in CSR Practices:**
- ☐ Corporation with less than 1,000 employees
 - ☐ Corporation with between 1,000 and 10,000 employees
 - ☐ Corporation with between 10,000 and 25,000 employees
 - ☐ Corporation with more than 25,000 employees
 - ☐ PR Firm

CSR Executives of the Year:

- ☐ CEO
- ☐ COO
- ☐ Public Relations
- ☐ Marketing
- ☐ Human Resources
- ☐ Community Relations
- ☐ CSR Executive
- ☐ Other: If there's someone in your organization leading the sustainability/green charge and does not fit into the categories above, please enter them in this category.

How To Enter: Enter online at www.prnewsonline.com/csr or use this form to mail in your entry.

Mary Lou French
PR News' CSR Awards
Access Intelligence
4 Choke Cherry Rd, 2nd Fl
Rockville, MD 20850

Deadline: November 12, 2010
Late Deadline: November 19, 2010
Event: March 2011

Entry Form (All Information Required)

Name of Campaign, Corporation (For Leader Category) or Executive: _____
Name/Job Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____ Fax: _____
E-Mail Address: _____

Compiling Your Entry (visit www.prnewsonline.com/CSR for full details)

What to Send

Within your 2-page synopsis, please describe your campaign or PR initiative including the following:
• Objectives • Research • Strategy • Execution • Evaluation of Success/Results/ROI

Supporting Materials

Supporting materials should show evidence of the success of your work. It can be any of the following: CDs, Sales Figures, Brand Media Coverage, Clippings, Photos, Research Documents and Testimonials.

Entry Fees

- ☐ Primary entry: \$300 each \$300 each \$ _____
 - ☐ Secondary entry of same campaign** into one or more categories: \$175 each \$175 each \$ _____
 - ☐ Late entry fee: \$175 per entry \$175 each \$ _____
(for entries sent between Nov. 13, 2010 and Nov. 19, 2010)
- Total \$ _____

The late entry fee must be applied to each individual entry postmarked after Nov. 12, 2010.

* Payment in full must accompany the entry.

** If entering more than one category, please submit separate entry forms.

Payment Options

- ☐ Check (payable to Access Intelligence/PR News) ☐ Money Order
- ☐ Mastercard ☐ Visa ☐ Discover ☐ American Express

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Entry fees are not refundable.

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Questions? Contact Mary-Lou French at 301-354-1851; mfrench@accessintel.com.

Sponsorship Opportunities: VP & Publisher, Diane Schwartz at dschwartz@accessintel.com.

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