

Nonprofit PR Awards

A Special Issue of PR News

The premier awards program setting the benchmark for excellence in nonprofit communications.



prnewsonline.com/nonprofitPRawards2012

COMMUNICATIONS FROM THE HEART

"Committed," "passionate," "resourceful." These are just a few adjectives that aptly describe the communications professionals behind this year's *PR News* Nonprofit PR Award winners and honorable mentions. We saluted them all at a March 15, 2012, luncheon event in Washington, D.C. ■

ADVOCACY CAMPAIGN AND LOBBYING EFFORTS

The American Cancer Society and Cone Communications *Celebrating the First Anniversary of the Choose You Movement*

To mark the May 2011 first anniversary of Choose You, which empowers women to stay healthy and reduce the risks of cancer, ACS wanted to expand the reach of this cancer prevention message. Joining together with Cone Communications ACS developed a documentary featuring real women who understand the odds of getting cancer, but refuse to become a statistic. "By focusing the documentary on the stories of real women succeeding in putting their health first, we were able to put a face on prevention and make the topic much more personally relevant for women," says Amy Russ, VP at Cone Communications.



Executive producer Hilary Swank introduces the Choose You documentary at the American Cancer Society's preview event in NYC.

The documentary's live premiere and online coverage helped generate 354 million media impressions, including placements on the *Today Show* and *Access Hollywood*, and in *USA Today*. —Regina D'Alesio

HONORABLE MENTIONS:

The American Kidney Fund and Cone Communications – The American Kidney Fund Launches Pair Up: Pair Up, designed to help women learn if they're at risk for kidney disease, featured PSAs with celebrity spokesperson Laila Ali, a Web site (PairUpNow.org) and social outreach.

The Campaign for Tobacco-Free Kids – Knock Tobacco Out of the Park: Seeking to end the use of smokeless tobacco at Major League Baseball games, the grassroots campaign engaged members of Congress, youth baseball leagues and state health groups urging MLB to take action. In Nov. 2011, MLB instituted the first limits on smokeless tobacco use in its 135-year history.

Easter Seals – Make the First Five Count: Easter Seals used a microsite, a team of early childhood experts and corporate and media partnerships to raise awareness of early identification and treatment of autism, driving nearly 34,000 new Easter Seals online subscribers.

The Fahad Al Salem Center for Dialogue and Edelman – Arab Spring Dialogue on Peace, Liberty and Human Rights: The Fahad Center for Dialogue Among Civilizations' Inaugural Forum: Human rights activist and Kuwaiti royal family member Sheikh Fahad Al Salem enlisted Edelman to help host a forum for human rights leaders. In just three weeks the Edelman team brought together 26 human rights leaders, 10 former presidents, Nobel Prize laureates and other world leaders at the event in Kuwait.

ANNUAL PUBLICATION OR BROCHURE

NYU Langone Medical Center *NYU Cancer Institute 2010/2011 Report*



To reinforce the fast-rising national leadership role of the NYC Cancer Institute, its communications team strived to create a report that stood out from the rest. To do so, six stories of cancer discovery were selected that best reflected the breadth, depth and scope of the institute both as a cancer center and as a leading academic medical center. The challenge: to convey complex and emotionally charged content in a way that was

engaging, compelling and accessible to multiple audiences.

"By staying focused on the central theme of eliminating the burden of cancer, we sought to engage the reader by weaving together several carefully chosen stories of discovery," says Lourdes Torres, marketing manager at Langone. This innovative approach resulted in a powerful communications tool that has helped differentiate the NYU Cancer Institute from other cancer centers. —Scott Van Camp

HONORABLE MENTIONS:

CanCare Inc. – Celebrating 20 Years of Hope, Annual Report 2010: CanCare blended its annual report and lifetime report into one, highlighting the seriousness of its cancer services yet mixing in a celebration of 20 years of serving people.

Houston Public Library Foundation – The Library is free/The Library is freedom: To make for a powerful introduction that would draw the reader into the report, a cover was designed to convey the many forms of freedom.

Legacy – Celebrating a Decade of Longer, Healthier Lives: Legacy 2010 Progress Report: To highlight Legacy's accomplishments, the PR team worked with internal departments to tell stories involving grassroots activists, researchers, donors and public health advocates.

The Lifetime Healthcare Companies and Roberts Communications Inc. – The Lifetime Healthcare Companies 2010 Annual Report: Partnership stories highlighted the company's collective efforts to make a difference in the communities it serves, while being good stewards of the premium dollars Lifetime manages.

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ASSOCIATION/NONPROFIT TEAM OF THE YEAR

United Nations Foundation

In 2011 the UN Foundation's communications team exceeded its goals in media placement, public outreach and online audience numbers. In telling the UN's story and sharing the message that everyone has a role to play in creating a better world, the team sold out its second annual Social Good Summit (in conjunction with Mashable), with 1,600 attendees and 120,000 people tuning in via Livestream. On the social media front, the team increased Facebook, Twitter and YouTube followers by 200% with innovative online events such as Facebook town halls and Twitterthons. —RD



The United Nations Foundation's public affairs team

HONORABLE MENTIONS:

Kaiser Permanente: In 2011 Kaiser Permanente opened the Center for Total Health in Washington D.C. From concept to execution around the launch, the communications team worked to create an open dialogue about the future of healthcare and convey Kaiser Permanente's commitment to its members.

Legacy: In supporting the Legacy Foundation's mission to keep young people from smoking and help all smokers quit, in 2011, the six-member communications team continued to raise the needle about the issue of tobacco use by earning news coverage that generated 2.7 billion impressions for Legacy and its key campaigns.

BLOG/S

Population Services International
Healthy Lives Blog

The world's population was projected to reach 7 billion by Oct. 31, 2011, and it was on that date that Population Services International planned to relaunch its Healthy Lives blog, which had been logging fewer than 400 monthly page views. PSI tapped consultant Mark Leon Greenberg to help turn the blog into a vehicle to share PSI's stories. The blog's redesign and seriousness of PSI's intent convinced experts to contribute. "Having staff write about their work in an open forum like a blog required something of a cultural shift," says PSI's Marshall Stowell. "As the platform gained in popularity and staff members started sharing ideas over the blog, the feedback was overwhelmingly positive." Positive indeed—the blog now averages 13,000 page views per month. —Steve Goldstein



PSI Ambassador Mandy Moore provided an interview and an exclusive photo gallery of her work with PSI for the Healthy Lives Blog.

HONORABLE MENTIONS:

American Institute of Certified Public Accountants – AICPA Insights: AICPA determined through its own research that its members tend to be spectators and joiners, but are rarely critics and creators, making engagement with its blog something of a challenge. By focusing on an issue that really matters to its audience—the CPA Exam—the Insights blog has scored

more than 95,000 visitors since it launched on July 11, 2011.

Cone Communications – What Do You Stand For? Blog: This one-stop destination for all nonprofit and CR- and cause-related news marked its fourth year by producing more tips-oriented content that turns the contributors' experience into easy-to-consume guides and best practices.

BRANDING/RE-BRANDING

Western Governors University Indiana
Go Further with WGU Indiana

To increase the enrollment of local Indiana residents, WGU Indiana's PR team set out to build and extend the brand, aiming to stand out amid their online education competition. WGU Indiana's efforts included a partnership with the state of Indiana to offer a 10% discount to state employees; a pact with the NFL Emerging Business Program to offer 10 scholarships to its members; and the enlistment of Indiana Gov. Mitch Daniels to serve as spokesperson for the campaign. To reach residents in rural areas, the communications team went on a state tour (see photo), meeting with local businesses, the media and students. As a result, WGU graduates now represent 91 of the 92 Indiana counties. —RD



HONORABLE MENTIONS:

American Student Assistance – Get on the Money: Employee Engagement Program: In Sept. 2011, ASA launched SALT, a product designed to help young people become financially savvy. To help employees "get on the money" and learn about the SALT brand, ASA relied on e-mail communications and a dedicated SharePoint site.

Breastcancer.org Research News – Driving Breast Cancer Awareness Beyond October: For its 10-year anniversary, Breastcancer.org set out to increase visibility year-round—not just in October (National Breast Cancer Awareness Month). Partnerships with Stonyfield Farm and designer Chan Luu helped stoke a media effort that landed placements in *The New York Times*, *The Wall Street Journal* and the

Associated Press, with 80% of the coverage occurring outside of October.

Catholic Charities Brooklyn and Queens – I'm for Brooklyn and Queens: Catholic Charities has been serving the Brooklyn and Queens communities for over 110 years, but many residents were not aware of the organization or its numerous programs. To raise that awareness within the community, the communications team launched a traditional media campaign combined with e-mail and text campaigns, which generated an increase in fundraising by 960% in 2011 compared with the same period in 2010.

CORPORATE/NONPROFIT PARTNERSHIP

**Co-Winner: Discovery Education and the Siemens Foundation
Siemens STEM Academy**

With American students lagging in math and science compared to other nations—and in response to President Obama's new priorities for STEM education as part of a new foundation for America's future prosperity—Discovery Education and the Siemens Foundation decided to provide a rich—but free—online professional development community for educators to exchange and download resources. The partnership also allowed teachers to participate in and view classroom and educator-only webinars and obtain up-to-date STEM news. The community, used by more than 180,000 teachers across the U.S. as a classroom resource, is supported by a blog that offers best practices and a wide range of STEM-related news and events. —*Bill Miltenberg*



Educators from across the country worked with scientists on short-term research projects at Oak Ridge National Laboratory during the 2011 Siemens Teachers as Researchers program, part of the Siemens STEM Academy.



The 2011 Scholastic Art & Writing Gold Portfolio Award winners backstage at Carnegie Hall with artist John Baldessari, Tony Hawk and Scholastic CEO Dick Robinson.

Co-Winner: Scholastic Inc. and the Alliance for Young Artists & Writers***The Scholastic Art & Writing Awards - a partnership between Scholastic Inc. and the Alliance for Young Artists & Writers***

With the goal of honoring high school students who demonstrate superior talent and achievement in things of the spirit and of the mind, Scholastic and the nonprofit Alliance for Young Artists & Writers positioned its award program to gain media attention in a very crowded market. This was accomplished by culling through the winners to determine potential story angles for the media, conducting phone interviews with those winners and followed up by thorough media research to get best story placement. In 2011, Scholastic took local media outreach further than ever by pitching 40 local markets, garnering a significant increase in coverage. Scholastic provided media training to students participating in interviews as well. To beef up the coverage, the national awards ceremony was held at NYC's Carnegie Hall, attracting reporters from the winners' local markets who shared the news that their local teen had made it to the legendary performance space. —*BM*

HONORABLE MENTIONS:**American Airlines, Susan G. Komen for the Cure and Weber Shandwick – American Airlines Honors National Breast Cancer Awareness Month with Global Pink Out:**

The 2011 program integrated traditional and social media with the "Fly for the Cure" theme in which travelers donate to "pin" a ribbon to their location on a map on American's Facebook page. This helped generate \$1 million for Komen and drove users to AAdvantage membership options.

The Marcus Group Inc. – The Marcus Group "40 for Goodness Sake" Anniversary Campaign: To commemorate its 40th, The Marcus Group's "40 for Goodness Sake" project was designed to give the gift of its services to seven deserving nonprofits. Public relations, graphic design, Web design, marketing and social media expertise were delivered pro bono to nonprofit

clients like Little Kids Rock and Waves of Health.

Office Depot Foundation, USA Today and JKG Group – Office Depot Foundation/USA

Education Dream UP Program: Office Depot and the Dream UP Career Exploration Program inspired middle-school students to stay in school and pursue their dreams by providing career exploration workbooks to students and teachers in nine states.

Rebuilding Together and Sears – Heroes at Home: A national campaign to raise consumer awareness around the needs of America's veterans, Heroes at Home celebrated its 1,000th home rebuild in 2011, and featured a fundraising concert series headlined by Josh Gracin, as well as an in-store Sears fundraising campaign and multiple social media promotions.

DIGITAL PR/MARKETING**Airlines for America and APCO Worldwide
Stop Air Tax Now Campaign**

During the fall of 2011, the White House introduced various proposals that would have increased taxes on the airlines and their passengers by \$36 billion over the next 10 years. In response, Airlines for America launched a campaign to communicate the issue to its target audiences of Hill staff, airline employees and travelers. A Web site, StopAirTaxNow.com, was launched to educate the public about the impact of the proposed tax, as well as air sickness bags that directly made the point (pictured). From the site, supporters could e-mail the White House and their representatives, or send them tweets. Nearly 21,000 citizens sent more than 150,000 letters to the White House and Congress. On Nov. 21, 2011, the Joint Select Committee on Deficit Reduction ultimately ruled that new taxes on airlines and their passengers were not to be considered. —*BM*

**HONORABLE MENTIONS:**

Association of America Railroads and SKDKnickerbocker – Digital Marketing in the Crowded D.C. Market: The effort to engage elected officials and policy experts included the weekly release of railroad data for economists and lighter, economy-focused fare like a weekly rail quiz as part of a Facebook campaign.

BC Association of Optometrists and Edelman – BC Doctors of Optometry: Doctors from

British Columbia delivered engaging content online, using video and Facebook, to provide patients better access to eye health experts.

The Foundation for Eye Health Awareness and Weber Shandwick – Think About Your Eyes Thursdays with IWearYourShirt.com: A Facebook photo contest and corresponding blogger outreach helped the FEHA encourage consumers to protect their eyes from harmful UV rays.

E-MAIL NEWSLETTER



American Institute of CPAs Feed the Pig Weekly Savings Tip

AICPA's national financial literacy PSA campaign encourages 24-34-year-olds to save for long-term financial security. As part of that initiative, the Feed the Pig campaign delivered a savings tip sent to subscribers via e-newsletter each week. In March 2011, AICPA introduced FANTastic Friday Savings Tip, a monthly e-tip generated by fans' submissions via social media. FANTastic Friday was promoted across multiple communications platforms, including the organization's Web site and via social media. The results: Fan growth tripled to 150 likes per month, and views of Facebook posts increased 187% from the year before. —RD

HONORABLE MENTIONS:

The American Institute of Architects – AIArchitect e-newsletter and landing page: To reach a varied membership of 80,000, the AIA's biweekly combined traditional long-form content with videos, infographics and slideshows.

Robert R. McCormick Foundation – Insights: Robert R. McCormick Foundation External E-Newsletter:

The Insights quarterly provides a deep dive into a specific topic, including feature articles, interviews and a multimedia format. The inaugural issue generated a 25% view rate among stakeholders.

EMPLOYEE/INTERNAL COMMUNICATIONS

National Forensic Science Technology Center NFSTC Internal Communications Renovation

When NFSTC increased its full-time staff by 61% throughout 2009/2010, it was clear that the internal communications approach in place would no longer be adequate. An internal survey found that many felt information provided at meetings was not relevant, too detailed or redundant, and the meetings were too long. And while the company's intranet (myNFSTC) received a lot of traffic thanks to its forms and tools, it wasn't being used for regular news. To reduce the redundancy of information and make the most of the myNFSTC intranet (homepage pictured), "big strategy" quarterly staff meetings were introduced to deliver major announcements—forward-looking communications and an executive Q&A—replacing monthly meetings. Project-based information/news were delivered via kickoff meetings, and on the intranet weekly updates for "medium" communications—staff reminders, human resources news, on-site events—were sent via a weekly update and enhanced by an audio message from the CEO. As such, staff meetings have dropped by 300 hours per quarter and the intranet has become the go-to central communications vehicle. —BM



HONORABLE MENTIONS:

American College of Cardiology Foundation – Pulse Points and Connect with Colleagues: ACCF's Pulse Points e-newsletter was revitalized with new features; in addition, previously unfocused meetings were reconfigured to provide more timely and useful information for the staff.

American Student Assistance – Get on the Money: To launch the ASA's SALT program, which seeks to make college students financially savvy, the ASA created an internal program that featured SALT training and introduced "SALT Money," a fun employee competition connected to the external launch.

Georgian College – Georgian College Staff News: To better disseminate information to all areas of Georgian College, the PR team created a staff news Web site to house key information as well as to encourage staff to connect with one another.

Taco Bell Foundation for Teens and Burson-Marsteller – Igniting Employee Participation for the Cause: An employee ambassador program, a partnership with the Boys & Girls Clubs of America and a robust social media effort helped raise \$3 million for the Taco Bell Foundation.

EXTERNAL PUBLICATION OR REPORT



Cancer Support Community and Jones Public Affairs 2011 Breast Cancer M.A.P. (Mind Affects the Physical) Index

Looking to raise awareness of an often overlooked aspect of breast cancer treatment—the social and emotional needs of patients—the Cancer Support Community and Jones Public Affairs recruited more than 1,000 cancer survivors to share their experiences via a survey. "The collective voice of survivors created a platform to effectively reach the cancer community, including survivors, advocates and policy makers, through reports like the Breast Cancer M.A.P. Index," says Deborah J. Danuser, account supervisor, Jones Public Affairs. In addition to pitching the story exclusively to *The Wall Street Journal* and the *CBS Early Show*, the JPA outreach was spotlighted by prominent national advocacy groups through their own distribution channels. —Sahil Patel

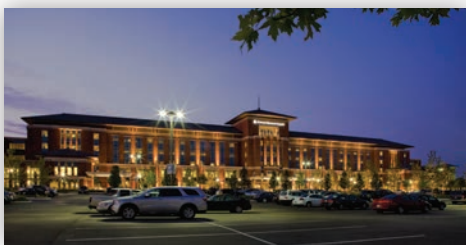
HONORABLE MENTIONS:

American College of Cardiology Foundation – Cardiology: The print publication is complemented by an interactive version of the magazine, as well as a mobile app for the iPhone/iPod Touch and the iPad.

American Institute of Architects – AIArchitect: One goal of AIArchitect pages, which are published in four different AIA magazines, is to boost the profiles of AIA members. To that end, AIA garnered coverage in 3,500 media outlets, a 21.7% increase over 2010.

NYU Langone Medical Center – i3 – I Cubed: The I Cubed special report on the center's diverse research helped boost its ranking in *US News & World Report*; it jumped from #31 to #27 in the rankings.

Pratt Institute – Prattfolio: The Magazine of Pratt Institute: The summer 2011 "Innovation" issue of the biannual magazine, which is designed to boost interaction with readers, included a roundtable with thought leaders and a feature on Pratt's new "green" building.



EVENT PR

Co-Winner: Elmhurst Memorial Healthcare *Grand Opening of the New Elmhurst Memorial Hospital*

In the highly competitive healthcare market of suburban Chicago—where six hospitals are within six miles of the new Elmhurst location (pictured)—how do you best promote the opening of a new hospital to the community? Research showed that women age 30-40 are the key healthcare decision makers. Research also showed a universal truth: If you offer free food and family entertainment at an event, people will come. And come they did. By communicating early and often—via print, radio, broadcast, the Web and social media—and via word-of-mouth, the hospital drew more than 13,000 people to 12 events held within 10 days. Visits to the hospital Web site approached 800,000 from January to October 2011, and media outreach culminated in 40 articles about the grand opening, held on June 25. —SVC

Co-Winner: Hyundai Motor America and Finn Partners *Hope, Healing, Hydrogen*

Since 2001, Hyundai Motor America (HMA) and its more than 800 dealers have fought against childhood cancer through its Hope on Wheels (HOW) campaign. On Sept. 1, 2011, HOW launched its largest effort to date: donating \$7.1 million to 71 cancer programs nationwide through a grant process that invited nearly 200 Children's Oncology Group institutions to apply. As part of an effort to honor grant winners and blend green technology and childhood cancer messaging, HMA integrated its Tucson Fuel Cell Electric Vehicle (FCEV) into the mix. "Having an authentic story is key to any campaign," says Zafar Brooks, director of corporate social responsibility, Hyundai Motor America. "The overwhelming media response the program received confirmed our belief that telling an authentic story that is focused on the families and children impacted by cancer as well as the important work pediatric cancer researchers do is crucial to raising awareness." The results were electric: PR agency Finn Partners executed 71 grant ceremonies across the U.S., five influencer receptions and drove the FCEV more than 4,500 miles coast to coast. Media coverage garnered more than 14 million impressions, plus considerable social media traction. —SVC



Live events surrounding Hope on Wheels and Hyundai's FCEV were definitely "hands on."

HONORABLE MENTIONS:

Maxwell House and Hunter Public Relations – Drops of Good: The Maxwell House Community Project: Hunter PR helped position Maxwell House as a brand that does good by driving "Drops," which provided money to five community centers across the U.S. for makeovers. *Modern Family* star Julie Bowen acted as the national spokesperson.

Muslim Association of Puget Sound and Nyhus Communications – Mosque Grand Opening for Muslim Association of Puget Sound (MAPS), Redmond, Wash.: Nyhus' pro bono

PR, public affairs and event management helped draw 250 attendees from the Seattle area to the mosque opening, including national influencers from government and interfaith communities.

Norton Museum of Art and O'Donnell Agency – Norton Museum of Art "Birthday Bash": To publicize the museum's 70th birthday, O'Donnell helped construct a seven-decade timeline with facts, anecdotes and milestones, which proved to be a valuable time saver for reporters, resulting in widespread coverage of the bash.



An American Airlines plane emblazoned with Susan G. Komen's signature pink ribbon.

FACEBOOK COMMUNICATIONS CAMPAIGN

American Airlines and Weber Shandwick *American Airlines Invites Customers to 'Fly for the Cure'*

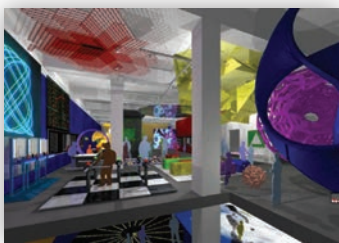
In support of American Airlines' pledge to raise \$1 million in 2011 benefiting Susan G. Komen for the Cure, Weber Shandwick built a "virtual pinkboard"—an interactive world map—to be located on the airline's Facebook page. In October 2011, AA customers and employees across the world were invited to click on a "Fly for the Cure" Facebook tab, through which they could donate to Komen via AA's Miles for the Cure program and "pin" a pink ribbon at their location on the interactive map in honor of the individual the customer or employee was flying for during that month. It was a socially interactive way to engage with consumers and employees and made the act of giving a very personal experience.

By the end of October, more than 2,500 pink ribbons were pinned onto the interactive map and, more importantly, the campaign helped AA reach its annual \$1 million fundraising goal. —SP

HONORABLE MENTIONS:

Audubon and Goodby, Silverstein & Partners – Birding the Net: Audubon developed an interactive game that "let birds loose" all over the Web, in which users could click on and "net" a bird that showed up on any of over 800 Web sites. Then, the user was directed to see where he stood on the leaderboard on the campaign's Facebook page. The campaign drove 64,000 visits to the Birding the Net Facebook app, pushing the number of "likes" for Audubon up to 41,000 (a 51% increase).

The Partnership at Drugfree.org's Meet the Parents Hour: The Partnership at Drugfree.org moderates a monthly forum on its Facebook wall where parents affected by drug abuse in their family can speak with experts on the topic in real time. A conversation in June 2011 with author Libby Cataldi attracted over 1,700 visitors and 220 comments during the chat.



FUNDRAISING

The Museum of Mathematics and MWW Group MoMath Ramps Up the Birth of MoMath

Ranked 31st in the world, the state of U.S. math education can best be described as sorry. In February 2011, the Museum of Mathematics (MoMath) enlisted MWW Group to promote it to the media and ultimately reach prospective donors who might be interested in boosting the image of math. It was a tough task—the museum hadn't even been built yet. MWW generated media interest by focusing on the man behind the idea. MWW found reporters interested in the uniqueness of Glen Whitney's story—Whitney is a former hedge fund manager who decided to devote himself to starting the first major math museum, according to Jessica Shearer, MWW's marketing director. MWW pitched the story as an exclusive to *The Wall Street Journal*. The resulting full-page article—complemented by MWW promoting every step of the museum's development, helped MoMath raise \$22 million—ensuring that the museum (pictured) will open its doors in fall 2012. —SP

HONORABLE MENTIONS:

EngenderHealth – Plant a Flower, Honor a Mother: EngenderHealth encouraged people to plant a virtual flower—honoring a loved one—to a digital flower garden available on a microsite.

Global Impact – Combined Federal Campaign of the National Capital Area: Global Impact partnered with the *Washington City Paper* and GovLoop, an internal social media network for federal employees, for a "Lend a Hand Happy Hour," which connected young donors with charities.

Greenwich Hospital and Turner Broadcasting – Greenwich Hospital Under the Stars Gala Publicity Campaign Materials: The multimedia campaign centered around a charity event

hosted by Regis Philbin included dinner and dancing, as well as live, silent and wine auctions, was branded with a crescent moon logo displayed all over Greenwich, Conn.

mGive Foundation and Calysto Communications & Public Relations – When Disaster Strikes: Using PR to Raise Funds and Client Visibility In the aftermath of the March 2011 tsunami in Japan, Calysto highlighted mGive's role in raising funds for disaster relief via a partnership with CTIA's annual trade show, reaching the eyes and ears of potential industry partners. *Continued on page 11*

GREEN PR/MARKETING

The Heinz Awards and Burson-Marsteller

Heinz Awards Educate America About Environmental Champions and Their Causes

Burson-Marsteller was tasked with promoting the recipients of the 17th annual Heinz Awards, which honored 10 individuals who were effecting significant change through a variety of environmental initiatives. The team faced a number of obstacles, including the unfortunate circumstance of the awards announcement date being scheduled two days after the 10th anniversary of 9/11. BM developed a comprehensive media outreach campaign that targeted outlets at the local, national and subject-specific levels with unique stories about each winner. The campaign landed 800 media placements, more than quadrupling placements compared to the previous best year (2010). —SP



Heinz Award winners were presented with their medals on Nov. 15, 2011, in Washington, D.C.

HONORABLE MENTIONS:

American Cleaning Institute – For Better Living: ACI 2011 Sustainability Report: American Cleaning Institute's first-ever sustainability report was pitched to industry media, influential CSR bloggers and lawmakers. Report results were highlighted at a number of national and international conferences, including the 2011 American Oil Chemists' Society annual meeting.

City of Moore, Okla., and Trifecta Communications LLC – Recycle Moore "Take

Us to Your Litter": Friendly aliens, dubbed "Mooretians," encouraged citizens to recycle via a large banner draped over the city's water tower. The city doubled the amount of recyclable waste it collected from May to Nov. 2011 over the previous six months.

Goodwill and Creative Productions – Goodwill Donations Advertising: Goodwill motivated individuals to support the local community via donations with four ad adaptations, increasing donations by 10%. *Continued on page 11*

INTERNAL PUBLICATION



Robert R. McCormick Foundation

LINK: McCormick Foundation Employee Multimedia E-Magazine

After welcoming a new CEO in 2009, the philanthropic Robert R. McCormick Foundation has been proactive in pursuing a stronger leadership role in order to effect positive change. This outward focus required an internal cultural shift—one that encourages collaboration, learning and pride in working for the foundation. To that end, the foundation's LINK monthly e-magazine for employees was redesigned to boost engagement. New features include a video interview series with leadership and employees; a "print view" that enables employees to access it on-the-go; and content generated from the readers themselves—employees regularly submit photos, videos, stories and news items. Now 71% of employees find LINK to be a valuable tool and 57% say it has helped connect them to all parts of the organization. —SP

HONORABLE MENTIONS:

Centers for Disease Control and Prevention and Danya International – CDC Connects Special Print Edition: The CDC Connects Special Print Edition showcased CDC's public health work in 2011, and was designed to reward engagement. Staff members who interacted with CDC Connects (blog post, comments) during the year received it as part of an employee appreciation package.

Pentagon Force Protection Agency – The Shield: A special issue marking the 10-year anniversary of 9/11 spotlighted Medal of Valor recipients, covering a luncheon with the heroes and a "where are they now" section. The Shield is so popular among the Pentagon workforce that it is accessible through three Web sites, and via external government and commercial outlets.

MARKETING CAMPAIGN

IES Abroad

Your World [Redefined] Campaign

Sometimes all it takes is one simple message. IES Abroad, a third-party study abroad provider, was tasked with developing a way to get students excited spending a semester overseas. Thanks to a daylong brainstorming session, the nonprofit came up with something creative and cost-efficient: “Your World [Redefined].” The slogan ably displayed how everyday experiences could be viewed through different cultural perspectives. For example, “walk to class [redefined]” depicted students riding camels in China (pictured). Marketing materials included a branded YouTube video, posters, a calendar, an annual IES catalog, Web site and more. In response, study abroad coordinators from eight IES Abroad partners requested personalized versions of the video, and a Facebook album has received over 150 submissions. —SP



HONORABLE MENTIONS:

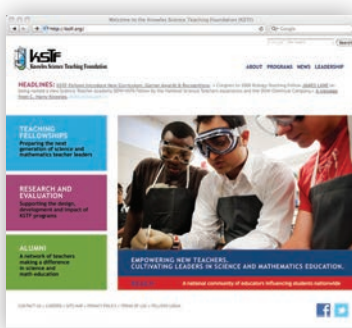
BC Association of Optometrists and Edelman – BC Doctors of Optometry: To combat a \$20 million paid ad campaign from a rival organization, the British Association of Optometrists and partner Edelman elected to focus on engaging their audience directly by making “virtual house calls” — answering commonly asked questions about eye health via video or directly through Facebook.

Knowles Science Teaching Foundation and Dentsu Communications – Knowles Science Teaching Foundation Teaching Fellowships: In July 2011, KSTF and Dentsu produced a video that highlighted the benefits of the fellowships program and the rewards of teaching. It became the centerpiece for the recruitment effort—achieving a 48% click-through rate on e-blasts.

The Reading Hospital HeartSAFE Berks County: To raise funds to better equip medical personnel when responding to sudden cardiac arrests, Berks County’s multi-pronged ad campaign featured billboards on the county borders announcing when drivers were entering/leaving a HeartSAFE community as well as a night hosting a local Reading Phillies baseball game.

United Nations Foundation and Posterscope USA – Out-of-Home Advertising: Built entirely on donated space, the ad campaign drove awareness for the UN Foundation’s various global initiatives by offering diverse calls-to-actions via digital displays in malls, universities, taxis, airports and digital billboards—reaching millions in 76 markets around the country.

MEDIA RELATIONS

Knowles Science Teaching Foundation and Dentsu Communications
Knowles Science Teaching Foundation Teaching Fellowships

To advocate for the best new teachers, keep the best current teachers in the fold and combat negative press on the effectiveness of today’s educators, the Knowles Science Teaching Foundation (KSTF) and Dentsu Communications teamed to promote the work of nearly 200 KSTF Fellows and alumni across 40 states who are transforming math and science education. Dentsu kicked off the campaign in Jan. 2011 with an announcement that a select group of KSTF alumni earned the National Board Certification—achieved by just 1.5% of teachers in the U.S. The agency then invited media into the classrooms of KSTF Fellows to see their positive effects on the students. The results included 206 unique print, online and broadcast stories reaching an audience of 157 million people. —SVC

National Eye Institute and Ogilvy Washington
Comparison of Age-Related Macular Degeneration Treatments

For more than 10 years, Ogilvy Washington has worked closely with NEI to translate and disseminate important scientific vision-related findings to the America public via the media. In the case of the Comparison of AMD Treatment Trials (CATT), Ogilvy and NEI knew that the study—which evaluated the efficacy and safety of treatment of AMD (Age-Related Macular Degeneration) with Lucentis, the only FDA-approved treatment, and Avastin, an off-label, lower-cost alternative that doctors already—would be of interest to journalists who had covered the topic for years. After compiling an A-list of media influencers,

Ogilvy and NEI media trained institute spokespeople, study investigators and affected patients prior to a planned teleconference the day before a news embargo was lifted. The challenge: A news outlet reported the results in advance of the publication of findings in the *New England Journal of Medicine*. “We had to reorganize our initial strategy and tactics in less than 24 hours to stay ahead of the story as it was being covered,” says Kendra Gaskins, account director at Ogilvy Washington. Overcoming the glitch, the study findings reached 294 million people. —SVC

HONORABLE MENTIONS:

The Museum of Mathematics and MWW Group – MoMath Ramps Up the Birth of MoMath: To increase the appetite for math in New York and beyond, MWW Group pitched the idea of a Museum of Mathematics to top-tier outlets. The museum is scheduled to open this year.

National Association of Children’s Hospitals and Jones Public Affairs – National Association of Children’s Family Advocacy Day 2011: Jones Public Affairs leveraged media buzz around a Capitol Hill health budget showdown and Max Page, the 6-year-old actor from the “mini-Darth Vader” Volkswagen spot to advocate for children’s healthcare.

Office Depot Foundation and JKG Group – 2011 Office Depot Foundation National Backpack Program: Office Depot Foundation enlisted NASCAR star Tony Stewart to garner local, regional and media coverage about its donation of 350,000 school backpacks.

Pratt Institute – Pratt Institute Opens Myrtle Hall: Brooklyn’s First Collegiate LEED-Gold Certified Building: To tout leadership in Energy and Environment Design standards on display at Myrtle Hall, Pratt pitched story angles to real estate, design, education media outlets—and also earned coverage from *The New York Times*.

Ragusa Consulting – The Ruby Bridges Foundation: A white paper, a new Web site and a robust media management strategy secured top-tier coverage of child education and literacy efforts by the group led by civil rights icon Ruby Bridges.

Taco Bell Foundation for Teens and Burson-Marsteller – Generating Awareness for Broader Support for the Cause: In encouraging high schoolers to graduate, BM leveraged actor Mark Wahlberg and news about multiple foundation programs to the tune of 280 million media impressions.

MEMBER COMMUNICATIONS



Meals On Wheels Association of America and Weber Shandwick Washington, D.C.

'We Are Meals On Wheels' Member Toolkit: Introducing Local Programs to a National Campaign

Meals On Wheels Association of America and Weber Shandwick teamed up to introduce local programs to the national campaign to drive awareness and engagement of the network of 4,000 local senior nutrition programs across the U.S. The team created a toolkit of materials, including sample press materials, social media tips and PSAs for each member to use in communicating the Meals On Wheels message. The toolkit,

which helped update the MOWAA visual identity and provided a clear call to action for participants to follow, was distributed to all members at MOWAA's annual conference and was also available online. "We learned the importance of providing training sessions to ensure that toolkit materials worked equally well for large member programs with advanced communications strategies and small programs with little or no resources devoted to communications efforts," says Adrienne Caruso, director at Weber Shandwick. —RD

HONORABLE MENTIONS:

The American Institute of Architects – *AIArchitect e-newsletter and landing page:*

To reach out to both students and seasoned industry executives with the e-newsletter, the PR team combined traditional long-form content with videos, infographics and slideshows.

CropLife America – *Tell Me More:* The CropLife America communications team created several media vehicles, including Tell Me More monthly newsletter and Web site, to make its employees more confident in explaining their crop protection work to the outside world.



PR ON A SHOESTRING BUDGET

Susan G. Komen for the Cure and Sherry Matthews Advocacy Marketing Komen Austin Public Awareness Campaign

With the goal of raising the Austin affiliate of Susan G. Komen for the Cure beyond its association with the Race for the Cure, Sherry Matthews Advocacy Marketing developed an integrated awareness campaign that trumpeted the group's service to five counties in the Austin area. The creative centerpiece of the effort was the creation by local artists of giant, knitted pink bras that were fitted on local landmarks (pictured) with the tagline, "We're showing our support." SMAM also created a video PSA that was posted to www.komenaustin.org. Community supporters, cancer survivors, volunteers, board members and advocates helped spread the word about the PSA via Facebook and Twitter. In one month, the 30-second spot received more than 5,000 views. —SVC

HONORABLE MENTIONS:

Counterpart International – *Counterpart Postcards from the Field:* Catchy, concise cards conveyed Counterpart as a leader in global development, earning kudos from vendors, partners and donors.

The Network for Teaching Entrepreneurship and MWW Group – *Bridging the Educational Challenges of Tomorrow Through Entrepreneurship Education:* To increase awareness of NFTE's initiatives, MWW Group launched a media outreach program that resulted in top-tier placements in *The Wall Street Journal* and the *CBS Evening News*.

R&R Partners Foundation – *Flip the Script Anti-Bullying Campaign:* "Flip the Script" rallied school officials, political leaders and the media to educate Nevadans about the growing problem of bullying in schools. The campaign garnered 56 national online and print stories, 64 local TV stories and two dozen radio interviews.

PRESS RELEASE

Cold Spring Harbor Laboratory

Advancing autism research: a new animal model provides evidence for autism's genetic basis

To tout the news of a first-of-its-kind animal model for autism that presented incontrovertible evidence of autism's genetic basis, the Cold Spring Harbor Lab focused on a variety of targets—the lay public, scientific and general media, and advocacy groups. The challenge: creating press release versions that would be clear and informational to each of those groups. A collaborative process to meet this challenge ensued. Hema Bashyam, science writer with the lab's public affairs department, spoke with key lab scientists on how to best engage the different audiences. "I then worked with Dr. Guy Horev to identify and prepare news-quality research images (sample pictured) and videos showing behavior of 'autistic' mice," says Bashyam. As a result, the "Mouse Model" release was responsible for 10 feature stories in the U.S. and internationally, as well as dozens of shorter items. Given the controversy surrounding autism and its causes, Bashyam stressed the importance of exercising clarity and sensitivity in releases to minimize chances of any misinterpretation by audiences. —SVC



HONORABLE MENTION:

American Veterinary Medical Association – *You Need a Vet on Your Zombie Apocalypse Survival Team:* Leveraging the popularity of the AMC TV show *The Walking Dead*, the AVMA's zombie-themed release spurred a jump in association Web site visits from an average of 12,000 to a peak of 20,000 at its launch on Oct. 31, 2011.

PUBLIC AFFAIRS/ISSUES MANAGEMENT



Former AST president Dr. Mary Johnson speaks at a joint press conference with transplant candidates behind her.

American Society of Transplantation and Brownstein Group *Taking a Stand Against Arizona Medicaid Cuts*

In October 2010, the state government in Arizona under Gov. Jan Brewer (R-AZ) implemented changes to the adult Medicaid benefit package that included elimination of coverage for several non-experimental transplant procedures. This cost-cutting measure put at risk the lives of people waiting for transplants. In response, the American Society of Transplantation teamed up with Brownstein Group to get the AST message out to a broad audience via press releases, joint statements, proactive pitching to local and national media and a joint press conference with Arizona Democratic leaders and transplant patients. The result was top-tier coverage in *The New York Times* and on CNN and Fox News, which helped prompt the Arizona state government to repeal its decision to eliminate Medicaid coverage of the procedures.

"Our biggest challenge was coordinating several voices under one coherent and powerful message in an extremely short time frame," says Erin Allsman, VP, public relations and social media director, Brownstein Group. "We did it mostly through perseverance and a shared determination to make an impact. We knew lives were at stake, and we all felt very strongly that this was the right thing to do." —SG

HONORABLE MENTIONS:

Carnegie Endowment for International Peace – *Understanding the Arab Spring:*

Well before the Arab Spring, the Carnegie Endowment for International Peace was deemed the most influential think tank in the Middle East. This gave it credibility during the Arab Spring itself as its face-to-face outreach with U.S. and Middle East policy makers enabled it to transmit its ideas and recommendations to the highest echelons of the U.S. administration.

Consumer Electronics Association – *Declaration of Innovation:*

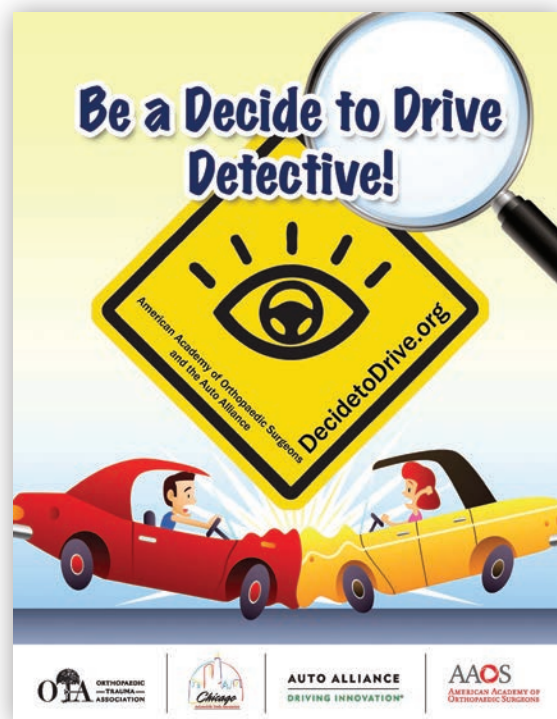
CEA tied the U.S. Declaration of Independence to its campaign for government policies that support innovation. The centerpiece of the campaign was a July 4 media tour with CEA topper Gary Shapiro, which reached more than 6.4 million people.

PUBLIC SERVICE

American Academy of Orthopaedic Surgeons *2011 AAOS Public Service Campaign: 'Decide to Drive'*

To combat the deadly menace of distracted driving—whether it's eating in the front seat or texting—AAOS launched and disseminated the findings from a Harris Interactive poll showing the disconnect between what drivers report observing about distracted driving and what they report practicing. A press conference, media tour, outdoor ads and social media outreach have helped the "Decide to Drive" campaign reach a national audience of more than 3.7 million people, and a school curriculum about the dangers of distracted driving was distributed to 10,000 5th and 6th grade classes in fall 2011.

"We had so many great ideas for the distracted driving campaign," says Sandra Gordon, director of PR for AAOS. "Our challenge came with how my small staff of six mighty PR people could actually make all of these things happen." The team proceeded to get orthopaedic surgeons all over the country excited about the campaign—the surgeons volunteered to help make something happen in their states and hometowns. The AAOS board of directors also got involved. "Our partners, the Orthopaedic Trauma Association and the Auto Alliance, all helped and volunteered. And, each of us on my mighty staff simply did whatever it took—giving our own time—to make this entire campaign a reality. We are all committed to saving lives and preventing injuries caused by distracted driving crashes." —SG



HONORABLE MENTIONS:

American Academy of Ophthalmology – *Want Scary Eyes? The Dangers of Non-*

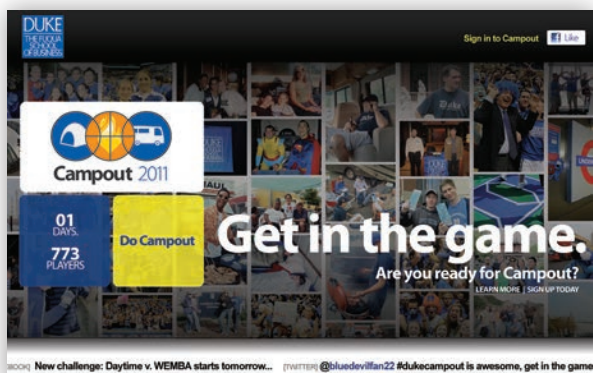
prescription Decorative Contact Lenses: PSAs on YouTube and social media press releases timed with Halloween aimed to put a fright into people who are considering wearing decorative contact lenses but are unaware of the health risks.

National Drowning Prevention Alliance and Payton Communications – *NDPAPR:*

National Public Education Program: Beverly Payton, a bereaved parent of a child drowning victim, provided pro bono PR services to the NDPA that helped the nonprofit organization earn a \$1.3 million contract from the U.S. Consumer Product Safety Commission.

SOCIAL MEDIA

Duke University: The Fuqua School of Business Basketball Campout 2011



To increase alumni and student participation, the Duke Fuqua School of Business' communications team targeted a unifying and shared passion among students and alumni alike: Duke men's basketball. The basketball camp-out tradition—where fans set up tents and wait for tickets to go on sale—is a major social event each year on campus. The happening became the center of the Fuqua campaign, with a contest offering two winners the

opportunity to accompany the men's team to China and the United Arab Emirates.

A virtual camp-out—a time-delineated game—was developed as an online application and offered campers a series of mechanisms to earn participation points by taking action on behalf of the school: including updating their alumni records and job/internship statuses, and providing testimonials for use in marketing. Campers also earned participation points from quizzes educating them about faculty areas, programs, alumni services, Fuqua and men's basketball history. The application featured a leaderboard and encouraged intra- and inter-group tournaments and communication, including rewards for inviting classmates via e-mail or Facebook. —*BM*

HONORABLE MENTIONS:

American Society of Anesthesiologists – Building Connections at Anesthesiology 2011:

To encourage members, exhibitors and media to join the online conversation at its annual meeting, ASA relaunched its Facebook fan page and launched a mobile app that featured all tweets using the hashtag #ANES2011.

Association of American Railroads and SKDKnickerbocker – Developing a Social Media Following and Building a Conversation Online:

To increase its digital footprint and create a more influential and vibrant forum for advancing its policy agenda, the AAR spun a web of social interaction on Facebook and Twitter highlighting the industry's contribution to the overall economy and demonstrating railroads' cutting-edge applications and infrastructures.

Audubon and Goodby, Silverstein & Partners

– *Birding the Net*: In an effort to reach younger audiences, Audubon let birds loose all over the Internet, challenging people to find them across partners' Web sites. This resulted in 14% more online membership signups and 52% more online donations.

The Foundation for Eye Health Awareness and Weber Shandwick – Think About Your Eyes Thursdays with IWearYourShirt.com:

For five Thursdays in fall 2011, humorous eye health videos were sent through IWearYourShirt.com's Facebook and Twitter, generating 5,500+ new social media followers.

SOCIAL RESPONSIBILITY



Office Depot Foundation and JKG Group Office Depot Foundation National Backpack Program

Marking its 10-year anniversary as an iconic corporate social responsibility program, the National Backpack Program has helped more than 2.5 million children in that time span. In 2011, partnerships were key in distributing 350,000 foundation-designed backpacks via 25 back-to-school celebrations across the U.S. The effort involved agreements with eight national nonprofit organizations, including a new partner, Samaritan's Feet International, which extended the reach of the program to 47 additional U.S. cities and several countries overseas.

Office Depot Foundation's first integration of Twitter and Facebook into the mix helped generate even more awareness of the campaign. "We made a special effort to engage program participants in this way and have seen the numbers of our fans and followers — as well as our conversations with them— grow substantially," says Mary Wong, president, Office Depot Foundation. In addition, a comprehensive media relations effort generated more than 730 placements in print, broadcast and online platforms, accounting for more than 1 billion impressions with an estimated media value of \$45.3 million. —*SV*

HONORABLE MENTIONS:

American Cleaning Institute – For Better Living: ACI 2011 Sustainability: The ACI's first-ever report to enhance the credibility of the cleaning products industry as a green leader was covered by green bloggers and highlighted at a number of national and international conferences.

The Fahad Al Salem Center for Dialogue and Edelman – The Fahad Center for Dialogue Among Civilizations' Inaugural Forum: The Fahad Center's event during 2011's

historic Arab Spring featured 10 former presidents, four former prime ministers, two Nobel Prize laureates—and, not surprisingly, attracted a bevy of global media coverage.

National Hospice and Palliative Care Organization – We Honor Veterans: An informational Web portal, seminars for hospice providers and a social media community for partners helped raise awareness of the hospice community's commitment to serving veterans.

FUNDRAISING (CONT.)

Continued from page 7

Taco Bell Foundation for Teens and Burson-Marsteller – Achieving Breakthrough

Fundraising Results for Teens: The campaign tapped Mark Wahlberg to highlight Taco Bell Foundation successes in helping teens graduate. A full-page ad in *USA Today* from Wahlberg and Taco Bell's CEO thanked and listed franchise owners who supported the campaign.

GREEN PR/MARKETING

Continued from page 7

Legacy – Butt Really? The Environmental Impact of Cigarettes: Starting on April Fool's Day 2011 with a mock press release poking fun at Big Tobacco, Legacy also created viral video featuring Ziggy Marley and Tony Hawk illustrating the environmental hazards of cigarette butts.

VIDEO AND/OR PODCAST PROGRAM

Counterpart International — *Multimedia Package: Guatemala*

As a nonprofit working in 23 countries to empower communities and institutions to drive and sustain their own development, sometimes Counterpart International's staff is absorbed in their own particular projects, geography or program, and they aren't tuned into successes in other areas. To bring together global staff and educate them on the work being done in Guatemala, the team looked to video. In late April 2011, two Counterpart communications staffers and a freelance videographer traveled to Guatemala for four days: touring Guatemala City, flying to Petén in northern Guatemala, visiting three main tourism sites, meeting the mayor of the Chisec region, traversing a cave (see photo), visiting Mayan ruins and interviewing 11 people. The last week of June, a Web site portal was launched featuring a four-minute video, a slideshow, an eight-page magazine editorial spread and a 1,750 word feature. The video and feature story were picked up by several blogs, including TripFilms and Adventures with Cloud People, and sparked a movement among Counterpart staff—suddenly everyone wanted to communicate the work they do around the world with their peers. —BM



HONORABLE MENTIONS:

American Academy of Ophthalmology — *Want Scary Eyes? The Dangers of Non-Prescription Decorative Contact Lenses*: The AAO crafted social media press releases that included high-res images and video PSAs, including two "this is your brain on drugs"-style videos. The goal—to warn teens and their parents of the health dangers associated with non-prescription contacts.

Greater Rochester Enterprise and Dixon Schwabl — *Eyes on the Future Radio Show*: Podcasts created for GRE's weekly upscale, business-oriented radio audience were designed with convenience in mind—users could share segments via their social networks. The podcasts have driven a 25% increase in the number of monthly visitors to GRE's Web site.

VOLUNTEER PROGRAM

Barefoot Wine, Surfrider Foundation and Hunter Public Relations
Barefoot Wine Beach Rescue Project

Beach Rescue volunteers with their booty of litter.

In summer 2011, Hunter PR, working with Surfrider Foundation, hosted four large-scale events and 17 smaller-scale events in which volunteers cleaned up U.S. beaches and shorefronts. In all, 1,400 volunteers helped clean up coastlines. "An important goal is consumer engagement, and we rely on volunteers in each community to join us in keeping America's beaches barefoot-friendly," says Gigi Russo, partner, Hunter PR. "Picking up trash along the shores isn't the most glamorous experience, so we focus on making the cleanup fun and memorable." After the cleanup, volunteers are rewarded with a celebration complete with a sampling of Barefoot Wine & Bubbly, local food and live music. The events attracted 117 million impressions and garnered positive national press for sponsor Barefoot Wine. —SG

HONORABLE MENTION:

**The Coalition for Pulmonary Fibrosis
CPF — *Daughters of Pulmonary Fibrosis*:** Working with no funding, this offshoot campaign of the Coalition for Pulmonary Fibrosis attracted 200 women members to raise awareness and funds —\$100,000 so far—to fight this terminal disease.

WEB SITE

LiveWell Colorado, rabble+rouser and Launch Advertising
LiveWell Colorado Obesity Awakening Campaign

One out of every two Coloradans is overweight or obese, and nonprofit LiveWell Colorado, with partners rabble+rouser and Launch Advertising, sought to "awaken" Colorado moms to this reality by creating a campaign Web site that showed them where they personally stand when it comes to obesity. The central feature of the site is the "360 Gut Check," comprised of a body mass index calculator, waist-to-height calculator and a behavior quiz. In the first six months of the campaign the site racked up 175,000 BMI calculations and gave out 120,000 behavior grades. —SG



HONORABLE MENTION:

AICPA — *Start Here, Go Places. Educators Portal*: The American Institute of CPAs, seeking to develop an online community for high school business and accounting teachers, designed a portal that easily guides them to take an action—whether it's to start a conversation, post a question in a forum or request materials. More than 2,000 business leaders, accounting teachers and guidance counselors have registered for the educators portal, and visits average more than 17 minutes in length.