

PR News

Building the bridge between PR and the bottom line.

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A global economic crisis has made the business of doing well and doing good take on a whole new meaning, and this is especially felt by nonprofit executives, whose fight for big budgets was disadvantaged before the financial meltdown. The organizations in the following pages managed to overcome the odds to promote philanthropic causes for the greater good of their communities. Winners and honorable mentions were celebrated at an awards luncheon on Dec. 4, 2008, at the National Press Club, and *PR News* is happy to highlight them in this special awards issue.

ADVOCACY CAMPAIGN AND FUNDRAISING EFFORTS

CAMPAIGN: American Heart Association for "You're the Cure" on the Hill 2008

WINNER: American Heart Association

Have a Heart

Heart disease remains the #1 killer of Americans, claiming nearly 900,000 lives each year. Yet despite this grim statistic, federal legislation and funding to support research and prevention efforts are not a national priority. To address this challenge, the American Heart Association mobilized hundreds of advocates from across the country on Capitol Hill for "You're the Cure," a lobby day event aimed at generating support for bipartisan federal legislation focused on heart disease prevention.

The Cure-All

The American Heart Association's Congressional Lobby Day "You're the Cure" on the Hill took place on April 28-29, 2008, in Washington, D.C. A crowd of nearly 700 young advocates, heart and stroke survivors, and doctors and researchers met with lawmakers in nearly 400 meetings to urge members of Congress to step up support for heart disease prevention programs.

Getting the Message Out

AHA employed a media outreach that included pitching the "You're the Cure" event and issues, as well as highlighting compelling survivor/advocate stories for *Page 6* ▶

BLOG

CAMPAIGN: www.uwishunu.com

WINNER: Greater Philadelphia Tourism Marketing Corporation

The economic crisis might threaten to make people less likely to travel, but not if the Greater Philadelphia Tourism Marketing Corporation (GPTMC) has anything to do with it. In 2007, the organization launched uwishunu.com, a blog aimed at promoting the City of Brotherly Love to a new demographic of potential visitors via social media.

True Democracy ...

The communications execs behind the blog overcame a common cyber challenge—populating the platform with new posts as often as possible—by taking a truly democratic approach to blogging. They invited in-the-know Philly residents to become contributors, giving the blog a dynamic personality that spoke about the city in the voice of its own community members. With more than 30 local contributors, topics of posts range from retail to restaurants, music to museums.

... But Not Without Oversight

With a stable of able bloggers to populate the site with cool content, GPTMC executives assembled a Steering Committee of corporate and nonprofit professionals to consult on the initiative and enhance its reach. Thanks to the collaboration within the committee, GPTMC *Page 2* ▶



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CORPORATE SOCIAL RESPONSIBILITY

CAMPAIGN: Partnership for Prescription Assistance WINNER: Pharmaceutical Research & Manufacturers of America

To help uninsured and financially struggling patients receive free access to medication, as well as to raise awareness of chronic disease, the Pharmaceutical Research & Manufacturers of America launched its Partnership for Prescription Assistance to identify 475 patient assistance programs.

To directly reach out to its target audience of low-income individuals, "Help Is Here Express" buses were deployed in cities across the country. On board were trained specialists who could search the database to identify local patient assistance programs. The bus stops created a venue for providing information about chronic disease, prevention and treatment.

Also, celebrities, such as PPA National Spokesman Montel Williams, toured with the bus, telling audiences of their personal medical problems while emphasizing the importance of early detection

HONORABLE MENTIONS

Halton Region for Be a Hero. Be a Voice for Affordable Housing—To increase community awareness about and acceptance for a variety of housing needs in the Halton region in Ontario, Canada, the Halton Regional Council launched a creative contest to engage high school students around the need for affordable housing. More than 19 students from schools in the area participated and more than 100 people attended the subsequent awards ceremony.

Porter Novelli for HGTV Change the World. Start at Home—To reposition HGTV's cause-marketing campaign, Porter Novelli devised a platform that challenged the multifarious notion of "home," including one's community, workplaces and green places. The program leveraged nonprofit partnerships with organizations, such as The National Trust for Historic Preservation and the National Resources Council while running PSAs on HGTV with HGTV talent.

MS&L Worldwide for Ferrero

Chocolates' "Share Something Sweet" Campaign—Ferrero Chocolate's first-ever PR campaign led to a 180-degree overhaul of the brand's sales approach and overall marketing strategy. Partnering with Share Our Strength, which inspires organizations and individuals to help end childhood hunger in the U.S., the initiative generated more than 178 million print and online impressions, including coverage in *Marie Claire* and *Parents*.

MWW Group for Samsung's Four Seasons of Hope Exceeds Expectations with MWW Group—Currently in its seventh year, Samsung, in tandem with MWW Group, executed innovative strategies to ensure that its largest CSR program would continue to build awareness among consumers. This year, it exceeded expectation by introducing Staples as a new retailer and Carlos Santana's Milagro Foundation as a new affiliated charity; also its Four Seasons of Hope 2008 Gala resulted in more than 126 million media impressions.

and treatment. Since its inception, PPA has helped 5.2 million patients connect to at least one patients' assistance program.

► BLOG... Continued from Page 1

and its citizen bloggers, uwishunu.com has ignited conversations among readers and inspired out-of-towners to consider a behind-the-scenes jaunt to Philadelphia.

The blog has climbed the Technorati ladder, garnered an ever-increasing average of more than 200 visitors per day and encouraged locals and visitors alike to interact on the platform—all without ever investing in advertising.

HONORABLE MENTIONS

The Humane Society of the United States for Wayne Pacelle: A Humane Nation—The Humane Society launched its blog to personalize its president and CEO, Wayne Pacelle. The blog uses real-time reporting to offer readers a glimpse into the world's largest animal protection organization via a day-in-the-life-of-a-CEO perspective.

National Fire Protection Association (NFPA) for 2008 NFPA World Safety Conference & Expo blog—To market the upcoming World Safety Conference and Expo, and to provide up-to-date coverage of the event itself, NFPA launched a blog in January 2008, six months prior to the event. The blog's use of comments allowed the execs to make improvements leading up to the conference, ultimately making the event a huge success.

CORPORATE NONPROFIT PARTNERSHIP/S

CAMPAIGN: Serving the Community with Cups and Cones

WINNER: Dunkin' Donuts, Carmichael Lynch Spong

Across America, the number of volunteer firefighters is sharply declining, prompting an increase in unnecessary deaths related to slow response times. To combat the situation, the National Volunteer Fire Council and the Dunkin' Brands Community Foundation, in conjunction with Carmichael Lynch Spong, partnered to build youth interest in joining the fire service.

Combating minimal public awareness about the difference between volunteer and career fire fighter programs—

not to mention a decentralized structure without rules and regulations in the volunteer programs—the team combined forces to encourage 200 fire departments to register a junior fire program and attract 100 scholarship applications.

The crew boosted interest in the pressing need for local volunteer fire fighters by conducting training sessions in priority Dunkin' Donuts markets. The coffee chain ignited the collaboration between local franchisees and fire departments.

HONORABLE MENTIONS

RIF and US Airways for "Fly with US. Read with Kids."—The partnership helped increase the public's awareness of the importance of children's literacy via a program that encouraged people to record the minutes they read to children. The effort logged more than 3.8 million minutes of reading to children.

Cone for AHA's Sponsorship with Campbell Soup Company—To raise awareness of heart disease as the #1 killer of women, the effort spread the word via celebrity ties, an online viral community and a consumer call-to-action, encouraging more than 35 retailers to join the movement.

Cone and Jiffy Lube for Maintenance Partners for Life—Jiffy Lube partnered with Cone in 2007 to develop the company's first-ever

national cause promotion, ultimately raising more than \$1 million to combat heart disease among women.

Porter Novelli and HGTV for "HGTV Change the World. Start at Home"—The team employed cause marketing around the concepts of community enhancement and the environment to increase the relevance of the network among stakeholder groups. The network teamed up with multiple nonprofits to achieve significant media impressions and volunteer participation.

Allstate for Illinois Operation Teen Safe Driving—The effort engaged young drivers to help reduce the number of teens killed in car crashes, educating them about advanced driving skills.

Thanks to the media attention around the sponsored scholarship program, 500+

junior firefighters have registered with the NVFC—nearly 2.5 times the original goal.

EMPLOYEE COMMUNICATIONS

CAMPAIGN: Bill 212 Communications Package

WINNER: Peel District School Board

On Feb. 1, 2008, the Ontario government-passed Bill 212 went into effect, amending safe school provisions of the Education Act (Progressive Discipline and School Safety). Realizing that there was a clear need to communicate the changes to school council members, staff, parents and students, executives with the Peel District School Board set out to support the successful launch and implementation of Bill 212 among members of a very diverse audience.

Speaking in Tongues

A primary challenge for the team was developing mate-

rials that communicated information to culturally and linguistically diverse groups, as well as managing school administrators' resistance to change.

To overcome barriers, the board established writing committees with representation from all levels to provide strategic counsel on the revisions to the Safe School Policies. Then, the team identified the separate target audiences, including school leaders, teachers, senior administration, parent councils and trustees, and developed specific messages that would resonate with each group based on its individual

HONORABLE MENTIONS

Porter Novelli and Noblis for "Noblis Internal Brand Campaign"—To create a name, brand strategy and culture of communications embraced by all Noblis staff, the nonprofit teamed up with Porter Novelli to introduce messaging that resulted in increased employee engagement. One year after the launch, 81% of the workforce said it understood the brand identity.

Bloomington Hospital for "We Are Bloomington Hospital"—Using photography that pairs hospital employees in surprising ways, the organization engaged current and prospective staff through the internal and external recruitment effort, in turn increasing applications through the new online system.

needs and concerns.

How Do You Take Your Communications?

Different audiences received information in different ways: Superintendents received a template for communicating with principals; school council members were invited to a "Tips, Tools and Techniques" training session; and administrators and trustees received a Bill 212 communications package via

e-mail.

By the time the new bill went into effect, the Peel District's superintendents of education reported that 100% of schools used the communications materials and that the response to the policies was uniformly positive—evidence that the initiative helped support Bill 212's successful implementation among every targeted stakeholder group in the community.

EVENT PR

CAMPAIGN: Promoting Minneapolis Saint Paul for the Republican National Convention

WINNER: McFarland Cahill Communications and The Host Committee

McFarland Cahill Communications (MCC) was hired by the Minneapolis Saint Paul 2008 Host Committee to handle the PR efforts surrounding the 2008 Republican National Convention, held September 1-4 in Minneapolis.

This was the first time ever that two cities (Saint Paul and Minneapolis) had jointly hosted a national political convention, so MCC needed to communicate this and not refer to both with their commonly known moniker, "the Twin Cities."

Caucusing Media

To make an impression with national and international

media, MCC launched a mammoth communications effort which included:

- A press kit that highlighted the cities as cultural and corporate hubs, as well as the home of the Mall of America;
- Press conferences to keep media abreast of how plans were progressing for the convention;
- Elephant-themed postcards that spotlighted all the activities that were going to transpire around the convention were sent to 2,000 media outlets; and
- Clean-up activities including a Taxi Car Wash before

HONORABLE MENTIONS

Deveney Communications for "Only in Louisiana: A Celebration of Music, Culture and Business"—To celebrate the first-ever Grammy Award for Best Zydeco or Cajun Music Album, Deveney Communications organized a brunch event at a Los Angeles hotel targeting music industry and entertainment business leaders. The event, designed to encourage positive messages about Louisiana and its local talent, drew a standing-room crowd of 300 attendees.

Greater Philadelphia Tourism Marketing Corporation for Event PR: Ben + Betsy Wedding—Two actors who frequently portray Benjamin Franklin and Betsy Ross in historic reenactments planned a public wedding ceremony in Philadelphia's Independence Hall, with Mayor Michael Nutter performing the service. As arranged by the GPTMC, the event nabbed extensive media coverage.

Jones New York in the Classroom

the convention.

Standing Room Only

The day after the event ended, MCC had determined

With Ogilvy Public Relations and Group M—JNYITC leveraged the back-to-school season to showcase its signature events—teacher/classroom makeovers and runway shows featuring teachers as models. Overall, the events garnered 22.4 media impressions.

Story Teller Media & Communications for Play Golf Minnesota Week—Both organizations hosted a week filled with exciting opportunities for golfers of every age and skill level to hone their technique.

World Wildlife Fund for Earth Hour - A Global Statement on Climate Change—To elevate awareness on the topic of climate change, the World Wildlife Fund organized an Earth Hour on March 29, 2008, which asked businesses and individuals to switch off their lights for one hour at 8 p.m. local time. Earth Hour was covered in most major media outlets.

that the convention had generated 8 billion media impressions, which would have cost the equivalent of a \$330 million ad campaign.

EXTERNAL PUBLICATION

CAMPAIGN: "A World of Possibility"

WINNER: Office Depot Foundation

Long acknowledged as a leader in the global marketplace for its commitment to community investment, the Office Depot Foundation had a critical mission in 2007: Create a Report to the Community to communicate the organization's extreme makeover.

Indeed, 2007 saw the Foundation drastically evolve from a disaster relief-focused nonprofit to one with an expanded scope, new responsibilities and a defined set of

strategic priorities.

Before the team could create the Report to the Community, it had to overcome a distinct challenge: introducing the Office Depot Foundation in the confines of a 16-page document.

Ultimately written and designed for the greatest possible impact rather than being a presentation of facts and figures, "A World of Possibility" reflected the Foundation's commitment to transparency, account-

HONORABLE MENTIONS

American Cancer Society for "Measuring Progress 2007"—The Society's 2007 report focused on the accomplishments of the Midwestern Division, combining financial and graphical formats and incorporating heartwarming personal stories.

United Way Toronto for "Losing Ground: The Persistent Growth of Poverty in Canada's Largest City"—The organization's major

research report revealed surprising symptoms of the persistent growth of poverty in Toronto, offering recommendations for ways to make progress a reality.

The Mount Sinai Medical Center for "Mount Sinai Global"—The Medical Center developed its newsletter to include high-impact photography that communicated its brand and its commitment to improving public health around the world.

ability and sustainability. Financial data was reviewed in accordance with the Global Reporting Initiative's standards. The document was printed with vegetable-based ink and was certified in accordance with Forest

Stewardship Council standards.

Anecdotal feedback indicated that the report's messaging was well received and successfully branded the Office Depot Foundation's mission.

INTERNAL PUBLICATIONS

CAMPAIGN: Mobile Technology for Social Change

WINNER: United Nations Foundation & Vodafone Foundation Technology Partnership

The United Nations Foundation, in collaboration with the Vodafone Technology Partnership, wanted to make a meaningful contribution to the ongoing dialogue about how mobile technology affects international development goals.

Agent of Change

To further this objective, both organizations oversaw the development and release of the 2008 publication *Mobile Technology for Social Change: Trends in NGO Mobile Use*. The publication examines innovative uses of mobile technology by non-

governmental groups in the health, environment and humanitarian relief sectors.

Getting the Buzz Out

Identifying top outlets and media contacts covering technology and telecommunications, the team developed materials to support the press outreach for the UN publication. Press releases were customized for U.S. and U.K. audiences and pitches were tailored to the themes addressed in the publication. The UN Foundation communications team leveraged its in-house blog and e-mail communications

HONORABLE MENTIONS

AICPA for Team Network News—Following employee feedback, the AICPA revamped and rebranded its e-newsletters. The response has been uniformly positive.

Bloomington Hospital for the Molecule News—To communicate in-depth information to employees, Bloomington Hospital launched its internal publication, *The Molecule News*, which has since become the flagship publication for the hospital.

The Mount Sinai Medical Center for Dean's Report – The News of the Year, The Work of Decades—To elevate the hospital as an international leader in clinical research, its communications team developed the *Dean's Report* that would help drive the Mount Sinai brand. A visual and editorial standard for the institution, the book has been distributed to approximately 10,000 medical professionals nationwide.

tools to feature the report.

Mission Accomplished
Blogger outreach produced

coverage in more than 30 blogs, including those focused on technology and development issues.

INTERACTIVE PR AND MARKETING

CAMPAIGN: N.A.C.H. Family Advocacy Day

WINNER: National Association of Children's Hospitals and Related Institutions

In its fourth year, the two-day Family Advocacy Day provides a forum for children and their families to educate members of Congress about the services children's hospitals provide and the difference they make in their lives, while highlighting public policy issues such as Medicaid and the State Children's Health Insurance Program. For the 2008 event on Capitol Hill, the objective was to engage the patients' hometown communities in Family Advocacy Day and increase media interest in the stories.

Leveraging Social Media

To heighten audience interest in patient stories, the team launched a blog and a v-log, which recorded firsthand accounts of a parent of a 4-year-old patient as well as a 15-year-old patient, both of whom were being treated at children's hospitals. A chat room (or "Champion's" page) was created for friends and family members of the 2008 Family Advocacy Day participants to offer support.

Satisfactory Health

The video blog, together with the interview clips, attracted an aggregate total

HONORABLE MENTIONS

Carolyn Grisko & Associates Inc. for Donate Life Illinois - "I am. Are you?" Campaign—With the hope that 3.5 million Illinois citizens would register as donors, Carolyn Grisko & Associates Inc. was enlisted to aid the Gift of Hope Organ & Tissue Donor Network to spread the word about its new organ donation registry.

Edelman New York for Yale University's Open Yale Courses—With Edelman driving PR efforts, Yale wanted to attract visitors to its newly launched Web site that offered courses online. Within the first few months of the site's launch, it received 1.56 million page views.

Fleishman-Hillard, London for P&G Science in the Box - Sustainability in the Home—P&G wanted to communicate its sustainability to stakeholders and consumers via its Science in the Box Web site. To date, more than 1 million people have accessed information from the site.

UN Foundation for Deliver the Net, UN Foundation's Nothing But Nets Campaign—To increase donations to provide insecticide-treated nets for malaria prevention in Africa, the United Nations Foundations added an online viral "Deliver the Net" game to its Nothing But Nets campaign. Online donations doubled as a result.

of 1,480 viewers. The Champion's page drew a total of

more than 5,300 visits to the site.

FUNDRAISING AND MEMBERSHIP CAMPAIGN

CAMPAIGN: Appraisal Institute Recruitment Campaign
WINNER: Appraisal Institute and Ogilvy PR

Membership of the Appraisal Institute has been graying over the years, with 50% of members 50 or older and more than 46% planning to retire within 15 years. Coupled with high attrition rates and unsuccessful in-house recruitment efforts, the situation threatened the viability of the organization.

The Institute teamed up with Ogilvy PR and set a goal of recruiting 5,100 new members in 2008. Analyzing past recruitment strategies, the communications team realized that the common denominator of all unsuccessful efforts was the absence of a simple and

compelling value proposition. The execs knew they had to shape messaging around the specific membership benefits.

They did just that by crafting a plan to touch prospective members at least five times through multiple channels over the course of the year. All materials were developed to communicate how Institute membership translates into a distinct competitive advantage, and the team leveraged the power of peer-to-peer testimonials to build credibility. That strategy, along with personalized letters from the Institute president, online videos and

HONORABLE MENTIONS

Amethyst Women's Addiction Centre and Impact Public Affairs for "The Amethyst Track Challenge"—To revive the Centre's fundraising activities, the team launched a track-and-field corporate fundraising concept that offered a variety of participation possibilities. Media attention helped the effort raise \$36,150, as compared to the mere \$2,000 raised in 2007.

NAIOP for "Developing Leaders"—NAIOP execs launched the "Developing Leaders" membership initiative in 2007 to convert young commercial real estate industry professionals into members. Creating a graphic identity and facilitating two-way communications on a microsite helped membership among this demographic skyrocket.

The University of Texas Southwestern Medical Center at Dallas for "Innovations in Medicine"—The internal and external communications campaign reached medical center donors, alumni and community leaders to exceed the organization's ambitious five-year, \$500 million "Innovations in Medicine" philanthropy campaign by more than 50%.

toolkits for each chapter leader, resulted in 2,780 new members who joined

between Jan. 1 and Aug. 31, 2008—55% above the recruitment goal.

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

the national, regional and Capitol Hill press. Spokespersons, such as health and nutrition advocate Jared Fogle and AHA president Dr. Daniel Jones, were recruited to help promote the issue.

Mission Accomplished

The event proved to be a successful model for building congressional support of AHA's legislative priorities, while further engaging advocates in the issues. After Lobby Day, the Centers for Disease Control and Prevention's Heart Disease and Stroke Prevention Program received a 6.8% funding increase in the House

HONORABLE MENTIONS

AAA Mid-Atlantic for Delaware Teen Driving Day—Because car crashes remain the No. 1 killer of teens, AAA Mid-Atlantic, with the support of the Delaware traffic safety community, developed a unique event in April 2008 that would highlight the importance of the issue while establishing AAA as a key thought leader and resource for teens and parents. Not only did the event attract over 300 teens and parents, but soon after, Delaware car crashes involving teens dropped 11.5%, as compared to the same period the previous year.

Canadian Urban Transit Association for Making Transportation in Canada

a Priority—Wanting to make transportation more of a central issue in Canada, the CUTA launched a campaign that involved leveraging contacts with members of Parliament to bring about change. The advocacy efforts paid off tenfold when the federal budget for 2008, which took into account public transit, was announced only days after the February 2008 lobbying campaign.

jwebbPR for Green America's Schools Campaign—Launched in 2007, the USGBC's National Green Schools Campaign aimed to ensure that every child in America attend a green school within a generation. As a result of this program, 50 members

of the U.S. House of Representatives joined the congressional Green Schools Caucus, and Green Schools advocates are currently working in more than 100 communities, providing media and advocacy training for local decision makers.

The ONE Campaign for One Campus Challenge—More than 25,000 student activists and 1,400 campus chapters were involved in this effort devoted to pressing for solutions to global poverty and disease. Working with partner A Squared Group, One Campus Challenge tapped into the passion in the millennial generation to do something close to home that can change the world.

Appropriations Subcommittee bill and a 3.2% increase in the Senate Appropriations

Committee bill. Also, AHA garnered many media placements, including Washington-

Post.com, C-SPAN's *Washington Journal*, *The Hill*, *Roll Call* and *Congressional Quarterly*.

MARKETING COMMUNICATIONS

CAMPAIGN: Start! Movement
WINNER: American Heart Association and Cone

In 2007, 65% of American adults were overweight or obese, and physical inactivity was cited as the leading risk factor for heart disease and stroke, which rank as the #1 and #3 leading causes of death in the United States.

That startling reality prompted the executives at the American Heart Association to take action—partnering with Cone to reach adults and inspire them to embrace a healthier lifestyle through walking. Thus, the Start! movement was born.

After conducting in-depth audience and com-

petitive analyses, the team decided on the best place to target their audience: at work. Leveraging key times of year (New Year's, for example) and preexisting AHA programs (namely, the Heart Walk season held every September), the execs ramped up marketing messaging around the walk-toward-a-healthier-life theme.

Walking to Their Hearts' Desire

A juggernaut of communications components, including grassroots events, an online hub (www.heart.org/start),

HONORABLE MENTIONS

U.S. Navy Office of Information for "Protecting the Global Commons"—The Navy, Marine Corps and Coast Guard jointly developed a new maritime strategy in the wake of 9/11, and U.S. Navy Office of Information executives executed an integrated communications program to ensure the historic act resonated with key public sectors. The strategy, which included YouTube videos, Flickr galleries and global partnerships, resulted in nearly 25% of surveyed Americans claiming they were aware of the new maritime approach.

Chicago's Museum of Science and Industry and Public Communications for "Star Wars: Where Science Meets Imagination"—The

communications team drove up attendance to the museum's Star Wars-inspired exhibit by 42% via targeted news releases, an online media kit and exhibit-related demonstrations, significantly bypassing the 28% capture-rate goal set prior to the campaign's launch.

MarketWave and Mothers Against Drunk Driving for "Walk Like MADD"—The integrated communications campaign leveraged media relations and digital techniques to boost participation in the event created to combat drunk driving. The level of 2008 participation increased by 27% over the previous year, raising more than \$569,000 for the cause.

viral e-mails, celebrity Start! challenges, local walking events, e-commerce and lobbying, built the framework of support that ultimately

moved more than 90,000 people to register for the Start! movement. Together, they walked more than 1 million miles.

MEDIA RELATIONS CAMPAIGN

CAMPAIGN: Porter Novelli for Mental Health America: Ranking America's Mental Health
WINNER: Porter Novelli and Mental Health America

The Mission

Mental Health America sought to raise awareness among policy makers and the general public about the need for policies like the Wellstone Act, which would increase access to mental health treatments and lead to improved patient outcomes.

The Challenges

In a media landscape inundated with data and talking heads, Mental Health America, working with Porter Novelli, needed to break

through the clutter with new information on the state of depression in the U.S. Thus was created a paper entitled, "Ranking America's Mental Health: An Analysis of Depression Across the States," which examined depression in 50 states, demonstrating the link between access and outcome.

To get as much media play as possible, the project team held a media briefing on the paper's finding; also an RMT was held with Dr. David Shern, CEO and president of Mental

HONORABLE MENTIONS

The American Institute of Certified Public Accountants for AICPA: Helping Americans Get on the Right Financial Track—Following a study on Americans' spending and saving habits, AICPA included its findings in three press releases and an SMT with the goal of helping Americans better manage their finances. The effort led to print coverage in over two dozen publications; also the SMT's TV and radio interviews reached 18.7 million viewers.

Porter Novelli for HGTV Change the World. Start at Home—Wanting to design a cause-marketing platform for

HGTV that would have longevity and bring in newer viewers, Porter Novelli redefined HGTV's core values with a Change the World campaign. Using aggressive media outreach and PSAs, Porter Novelli increased the relevance and appeal of HGTV among current/new viewers and stakeholders.

Newseum for Newseum Launch—To build awareness for a new museum in Washington, D.C., the Newseum's marketing team launched a multi-tiered media relations campaign. Major features on the museum appeared in top media outlets.

Health America, who spoke about the report's results and was media-trained to deliver the messaging about access to mental health care improving patient outcomes.

Mission Accomplished
 Overall, the media coverage

of the report resulted in over 70 million media impressions in 87 markets in 40 states. There were 37 print and wire stories, including three editorials and 199 TV segments on 123 stations, and 181 references to Mental Health America.

MEMBER COMMUNICATIONS

CAMPAIGN: Appraisal Institute Recruitment Campaign
WINNER: Ogilvy PR Worldwide and Appraisal Institute

In the past few years, the membership of the Appraisal Institute has been getting older, with 50% of members being over 50 years old and more than 46% retiring within the next 15 years. Coupled with high attrition rates and a series of unsuccessful in-house recruitment efforts, the Institute faced a challenge, so it partnered with Ogilvy Public Relations Worldwide to design and implement a recruitment program that would achieve results that its prior campaigns had not.

Beefing Up the Numbers
 In 2008, the Institute set a new membership goal of 5,100. Though this was an ambitious number, the Insti-

tute wanted to send a message about the importance of the initiative.

Conducting research with both current and former members, Ogilvy sought to better understand what motivated real estate appraisers to join and continue their membership, and what reasons they gave for allowing membership to lapse.

Ogilvy's fundamental strategy was to position membership in the Appraisal Institute as both a benefit and a competitive advantage. The Ogilvy team focused recruitment efforts initially on the audiences they believed would provide the greatest results. First, they targeted former

HONORABLE MENTIONS

National Biodiesel Board for Annual Report—To better foster its relationship with new and unfamiliar members, the National Biodiesel Board initiated a member outreach program that culminated in the creation of an annual report. The result: Member retention has been strong and funding has shown a \$3.2 million increase.

Rotary International for Humanity in Motion IV—To help increase awareness about Rotary International, the organization launched Humanity in Motion IV. Thanks to its online materials as well as its radio, print and outdoor ads, Rotary received wide media coverage.

members because research showed they could be persuaded to rejoin; and second, they cultivated nonmembers who were familiar with the Institute because they had taken a course or had expressed interest in professional development. In addition, the team targeted younger professionals looking

to advance their careers.

Mission Accomplished:
 From Jan. 1-Aug. 31, 2008, 2,780 new members joined the Appraisal Institute. Membership growth in 2008 is 62.3% ahead of the 2007 pace. Total year-to-date membership is 25,384, up by 3,059 over year-end in 2007.

PODCAST

CAMPAIGN: MicrobeWorld Video
WINNER: American Society for Microbiology

To increase public understanding and appreciation of the vital role microbes play on our planet, and do it in an entertaining, engaging way, the American Society for Microbiology launched its inaugural MicrobeWorld Video podcast in April 2007. Since then, the series has featured 20 episodes, with topics ranging from the West Nile virus to how modern transportation has spread disease.

To convince management about the value of video and to create a successful pod-

cast, the ASM team:

- Identified, developed and filmed content that fits with ASM's communications objectives;
- Established presence on video directory services, including Apple's iTunes music store and YouTube;
- Wrote and submitted articles on MicrobeWorld and video podcasting, and placed in print publications;
- Created postcards, pins and other marketing prod-

HONORABLE MENTIONS

American Chemical Society for Bytesize Science—Engaging young listeners with stories on science, health and other topics, the American Chemical Society's Bytesize Science audio podcasts have been a great success, with 5,546 downloads as of Sept. 18. Recently, AMC decided to provide a video podcast counterpart, targeting elementary school teachers and students

and relying on viral buzz to build momentum.

National Fire Protection Association (NFPA) for "NEPA Podcast"—To position the organization as an authority on fire safety, NFPA launched a full-length podcast series. Subscriber base has grown to 200, with audio clips downloaded more than 4,000 times.

ucts for MicrobeWorld Video; and

- Attended and presented on ASM's podcasting efforts at science, education and technology meetings and conferences.

Since the launch of MicrobeWorld Video, epi-

sodes have been downloaded 859,000 times, with views increasing steadily. Also, ASM staff and members have been invited to speak on podcasting before the New Media Expo, the National Association of Biology Teachers and the Science + Society Conference.

PRESS RELEASE

CAMPAIGN: The Dirty Truth About America's Handwashing Habits

WINNER: The Soap and Detergent Association, American Society of Microbiology and Ogilvy PR

How many of us really observe washing our hands frequently, particularly in public venues? The SDA Association wanted to put this question to the test to raise public awareness that cleaning one's hands is the single most important thing people can do to prevent illness.

Sprucing Up

To expose the hygiene practices of Americans, SDA and the American Society of Microbiology contracted an independent handwashing

study, both observational and via telephone. The findings were released in conjunction with National Clean Hands Week. National media were invited to a joint press conference with the ASM; the releases were placed on PR Newswire for distribution.

Clean Outcome

Messages about the health importance of handwashing appeared in *USA Today*, the *Wall Street Journal*, WebMD, *Good Morning America*, CNN and ESPN. Media coverage

HONORABLE MENTIONS

Canadian Library Association + Impact Public Affairs Concerned about Copyright—To get the message out about new copyright legislation in Canada, this team arranged a press conference at the Parliamentary Press Gallery in the nation's capitol. A press release announcing the event was sent to over 600 media outlets in Canada.

Ogilvy PR Worldwide for The Flower Promotion Organization and the Society of American Florists—Flowers are noted for their décor but can

they be conducive to emotional well-being? This question was examined in a study and the findings released in a press kit that resulted in media placements.

University of Texas Southwestern Medical Center for Skinny Gene—The hospital created a press release publishing the findings of its "skinny gene," paper, which argued that some people are predisposed to thinness based on a single gene. This resulted in more than 190 media placements.

also appeared in local TV outlets in Chicago, Boston,

New York City, Miami, Houston and Detroit.

WEB SITE

CAMPAIGN: www.cosmeticinfo.org

WINNER: The Personal Care Products Council

In recent years, anti-chemical activist groups have turned up the volume on their attacks on certain ingredients used in cosmetics and personal care products.

However, given that their allegations were based more on conjecture than on scientific facts, in turn distorting key issues, the Personal Care Products Council needed to communicate its ongoing commitment to consumer safety while debunking inaccuracies espoused by these flamethrowers.

Leveraging the Reach of the Web

Naturally, the best platform for reaching a large audience proved to be a Web site, so

the Council launched www.cosmeticinfo.org at the end of 2007.

The communications team conducted research to identify consumers needs; built a multidisciplinary team of scientists and other experts to provide credible safety information; linked to trusted authoritative organizations, including the Food & Drug Administration and the National Toxicology Program; and used multimedia content to enrich the user experience and keep them coming back for more.

Activists Be Damned

Thanks to the robust effort, further bolstered by search engine optimization and mar-

HONORABLE MENTIONS

Open Books for Open-Books.org—As the first nonprofit bookstore/literacy community serving Chicago (in which 37% of the adult population can't read well enough to fill out a job application, read a food label or read a children's story), Open Books spread its pro-reading programs and community offerings through a massive overhaul of its Web site. Making all info available in three clicks or fewer and integrating links to blogs and social network pages, the new site broke all its previous Web traffic records.

The Centers for Disease Control for "CDC Launches Online Newsroom"—As of Sept. 4, 2008, journalists could find everything they needed to know about current health content on the Center for Disease Control's one-stop media relations shop. The site was an immediate

success, with site section views increasing by an average of 1,100 per day.

Silicon Valley Community Foundation for www.siliconvalleycf.org—When the newly merged SVCF opened in January 2007, the team behind it debuted a comprehensive Web site that was user-friendly and branded the foundation as a catalyst for innovative solutions to the region's most challenging problems.

The Automotive Aftermarket Industry Association/Car Care Council for "Presidential Candidates Promote Vehicle Maintenance on Campaign Trail"—This campaign educated consumers about the benefits of regular vehicle care, maintenance and repair in response to a call-to-action for automotive leaders to stimulate growth in the marketplace.

keting strategies to position the site as a leading consumer resource, cosmeticinfo.org has had nearly 6 million hits, with month-over-month

traffic consistently increasing by an average of 27%, thus establishing it as the go-to source for personal care product information.

PR ON A SHOESTRING

CAMPAIGN: CEO Challenge: Race Against the Mayor
WINNER: Amethyst Women's Addiction Centre and Impact Public Affairs

In anticipation of its annual fundraiser, the Amethyst Women's Addiction Centre partnered with Impact Public Affairs to plan a corporate track-and-field challenge with hardly any budget. The solution: Capture the attention and participation of the local business community.

The effort centered on what the team dubbed the "CEO Challenge," in which local business leaders raced Ottawa's incoming mayor, Larry O'Brien, down the busiest street in the city's business district. Timed to happen on June 5, 2008, at noon, the team pinned its

HONORABLE MENTIONS

Seattle City Light for Skagit River Cleanup—Seattle City Light staged the 3rd annual Skagit River Cleanup in 2008. More than 30 employees helped collect 3,600 pounds of trash.

Energy Education Council for "Teach Learn Care"—The EEC increased awareness around electrical safety by connecting the cause with emotional messaging about the pos-

sibility of losing a loved one. The PSA drove Web traffic to 1.3 million visitors in the month following the launch.

Deveney Communication for "Only in Louisiana: A Celebration of Music, Culture and Business"—The PR team brought Louisiana positive publicity by using the buzz around Grammy week in LA to showcase the state's culture and opportunities.

messaging on O'Brien's campaign commitment to "run the city on a more business-like basis"—literally.

The effort had major impact thanks to robust PR, proving that big payoff doesn't require big budgets.

PUBLIC SERVICE CAMPAIGN

CAMPAIGN: United Way's Born Learning
WINNER: United Way, Ad Council and Civitas

Though some families are aware that the preschool years are critical to a child's mental development, either many do not know exactly what actions to take to encourage learning or they lack the time to prepare their child for school. In April 2005, United Way, in partnership with the Ad Council and Civitas, launched the Born Learning campaign to help parents provide early learn-

ing opportunities for their children.

The linchpins of the Born Learning campaign are PSAs, which reinforce the point to parents that they can turn everyday activities, such as doing laundry or driving into quality early learning moments for children. Offering tools and techniques, the PSAs assure parents that this will be easy and fun for them. Ad components (both in English

HONORABLE MENTIONS

Metropolitan Transportation Authority for MTA "If You See Something, Say Something," 2008—To counter post-9/11 complacency, the MTA unveiled a new iteration of their "If You See Something, Say Something" campaign, which has garnered an 89% awareness among riders.

National Treasury Employees Union for Federal Employees...They Work for U.S.—To showcase the important contributions federal employees make to the U.S., the NTEU launched its

first-ever public service campaign to dispel negative stereotypes.

The Intrepid Group for Utah Department of Transportation: "Litter Hurts"—This anti-litter campaign was launched in 2008 to help combat litter on Utah's roads.

The Vision Council for "Sight Matters: Look Into Your Eyes"—To promote quality vision care, the Vision Council created a PSA campaign that has generated over 50,000 placements on TV, radio and in print.

and Spanish) also urge parents and caregivers to visit the Web site for additional information and resources. Since its launch three

years ago, materials have been distributed to more than 6.1 million parents, positively affecting more than 2 million children.

VOLUNTEER PROGRAM

CAMPAIGN: Birthday Blessings for Pope Benedict XVI
WINNER: Nat'l Catholic Educational Association

What do you give a man who has everything—including the highest post in the Catholic Church—for his birthday? If you are the NCEA, you give him the gift

of community service. To honor Pope Benedict XVI's 81st birthday, the organization solicited volunteers from its network of U.S. Catholic elementary and high schools

HONORABLE MENTIONS

Cone and T-Mobile for T-Mobile Huddle Up—In 2006, Cone teamed up with T-Mobile USA to launch Huddle Up, the company's national community outreach effort that connects high-need kids of urban areas to positive people, places and programs. Since its inception, the initiative has helped serve nearly 100,000 children and families through donated time and products.

United Way for Day of Action—June 21, 2008, marked the longest day of the year, and United Way took advantage of the extra hours of daylight to ignite a social movement across the country. More than 70,000 people nationwide linked up to participate in volunteer activities that day, involving 202 local United Way chapters and garnering more than 20 million media impressions.

NONPROFIT PR PROFESSIONALS OF THE YEAR: VP

TARYN HOLOWKA, DIRECTOR OF MARKETING AND COMMUNICATIONS, U.S. GREEN BUILDING COUNCIL

Taryn Holowka is the consummate communications professional. During her seven-year tenure at the U.S. Green Building Council, Holowka has overseen an agenda that has tripled the organization's membership and solidified its role as a leadership voice in the global sustainability movement. Strategic and methodical, Holowka's contributions have been key to successfully carrying out the

mission of the U.S. Green Building Council to educate and advocate for green building practices.

Under Holowka's leadership, USGBC's advertising campaigns have won several awards. Plus, the launch of four new Web sites, coupled with member communications efforts, have caused a growth in membership ranks, from 10,000 organizations to 17,000+ in one year.

Being a new media advo-

HONORABLE MENTIONS

Aaron Hurst, President and Founder, Taproot Foundation—Hurst's vision and leadership have expanded the pro bono movement beyond the legal profession and into the business community, providing meaningful social impact. Thanks to Hurst, pro bono service is not just for lawyers anymore.

Theresa Kim, Director, Communications and Marketing, EngenderHealth—Kim successfully led EngenderHealth through a branding process that involved five media relations campaigns, the publication of an award-winning annual report and the transformation of her organization's image. And she did all this on a limited budget and with her energy and humor intact.

cate has paid enormous dividends for Holowka. She was responsible for making USGBC's Web site easier to navigate and more interactive. Holowka also conceived the idea for greenbuild365, USGBC's online education portal that features videos

and podcasts but also acts as a platform for webinars. In addition, Holowka has contributed several articles to both in-house and trade publications; she has also counseled other departments on ways to use guerrilla marketing to meet goals.

NONPROFIT PR PROFESSIONALS OF THE YEAR: MANAGER

MICHELLE ALVAREZ, SENIOR MANAGER, AARP MEDIA RELATIONS

As the lead communications contact for AARP's media strategies, Michelle Alvarez has positioned the organization as the go-to resource for members of the 50+ demographic. Her leadership prompted many of the AARP's franchises to grow into powerhouse lifestyle and entertainment brands, including Life@50+, Movies for Grownups and the Inspire Awards events.

Among Alvarez's many professional highlights this year is the top-tier media coverage she garnered for *AARP The Magazine's* May/June 2008, for which Jamie Lee Curtis posed on the cover—topless. The campaign proved to be a defining moment for the magazine brand, garnering more than 410 million media impressions and even catching the attention of Oprah Winfrey.

HONORABLE MENTIONS

Shane Peck, MoDOT Community Relations Director, Missouri Department of Transportation—Shane's success in leading his organization's community relations efforts prompted the American Associate of State Transportation Officials to name him the 2008 PR Professional of the Year out of all 50 states' transportation departments.

M. Shawn Farley, PR Manager, American College of Radiology—Farley's PR prowess helped his institution achieve one of the most productive years in its 100-year history, aiding critical advances in advocacy, clinical research and patient safety.

Scott Hippert, PR Director, Virginia Early Childhood Foundation—Hippert's work ethic and winning personality has made him a publicity guru when it comes to generating headlines and support for young children throughout Virginia.

Her outstanding work and leadership skills have earned her the respect of peers. According to Adam Sohn, AARP's director of media rela-

tions, "Michelle has played a critical role in leading AARP's media effort into territory that was once deemed 'nontraditional' by the organization."

► **VOLUNTEER PROGRAM...** *Continued from Page 10*

to communicate the group's commitment to bettering communities.

With only eight weeks to prepare for the event, which would take place during the Pope's visit to the United States, the com-

munications team set out to clock 709,560 hours of volunteer work, representing the total number of hours in the Pope's 81 years of life. Reaching out to members via e-mail blasts, a Web site, promotions in association

publications and press releases distributed to targeted Catholic and secular media, the team began its mission for pledges promising volunteer hours.

Pledges started pouring in so quickly that the team bumped up its goal to 1 mil-

lion volunteer hours, which was ultimately surpassed with a grand total of more than 2.2 million hours of pledged community service. Association members and three students had the opportunity present the gift in person April 16, 2008.

How To Win The Golden Thinker Award

The prestigious Golden Thinker Awards and Certificates of Excellence have been received recently by NAPS clients in record numbers. These awards have been given to clients that have stories judged to be the most newsworthy by newspaper editors and radio or TV broadcasters. The bar has been met or exceeded by more NAPS clients than ever for 3 key reasons:

1 Downsizing at major dailies and weeklies due to a decline in advertising revenue has created increasing demand for high quality feature articles which are readily available in the widest variety of formats that NAPS has been providing to grateful editors for 50 years. NAPS has been a lifesaver for some editors who are now doing the jobs of 2 or 3 people.

2 The media relations team at NAPS has been inundated with requests from thousands of news web sites and blogs, many of which have been started by a loyal fan base of former newspaper editors who have a long established relationship with them.

3 The 5,000 free newspapers, with a cumulative circulation of 72 million, have been growing at a steady rate of about 7% to 9% per year, according to Tim Bingaman of CVC (The Circulation Verification Council). These community newspapers have accounted for most of the biggest users of NAPS material. Thousands of these publications are monitored exclusively by the NAPS internal clipping bureau for maximum tangible evidence of results.



Some of the stories that have earned awards recently, by achieving more than 800 placements, are viewable on the www.napsinfo.com web site. Experienced NAPS writers, with an average tenure of more than 10 years, offer story ideas and proposals at no cost or obligation. The NAPS team of experts is relied on by most Fortune 500 companies, the top 20 PR firms, over 100 associations and many government agencies. NAPS guarantees complete satisfaction with each release or another one free.

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