



ADVANCING THE PROFESSION AND THE PROFESSIONAL.

West Virginia Chapter 2001 Crystal Awards

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Campaigns

Community Relations

Agency

Crystal Award Winner

Just in Time Committee

Maple Creative, LLC

The Just in Time Committee is the public relations wing of the regional airport effort, created to inform citizens of the tri-state area about the positive social and economic benefits of the project. The Committee officially formed in July of 2000 and has since incorporated a creative, multi-faceted marketing strategy to provide objective facts, expert opinion and information on the regional airport in West Virginia.

The Dow Chemical Company

Charles Ryan Associates

Dow Chemical Company (Dow) announced in August 1999 its intent to merge with Union Carbide Corporation (UCC). Dow quickly realized the impact that a merger of this magnitude would have on West Virginia. Without an existing presence in West Virginia, Dow decided to search locally for a communications partner and found Charles Ryan Associates (CRA) ready to meet the challenge of introducing Dow to West Virginia. In February 2000, CRA developed a community relations plan specific to the needs of area residents. The plan

included a Public Information Center in South Charleston, stakeholder visits to Dow's corporate headquarters and a community-based PowerPoint West Virginia Overview.

A Principled Man: Rev. Leon Sullivan

MotionMasters, Inc.

Charleston, West Virginia, native Leon Sullivan took his principles to the world and, in doing so, helped bring down apartheid in South Africa. But few in his home state recognized the profound contributions he has made. MotionMasters embraced the challenge to tell the story of this quiet leader to his state, his nation and the world. "A Principled Man: Rev. Leon Sullivan" carried the message through a widely aired video documentary, study programs delivered to West Virginia libraries and teachers, and a Web site. Through the project, the world today better understands the remarkable contributions of this humble leader.

Not-for-Profit

At Your Service

Public Service Commission of West Virginia

A wonderful attribute of West Virginia is its concept of "community," a term often endearingly used to collectively refer to the entire state. After a series of missteps led to a breach of public trust, the Public Service Commission of West Virginia began losing some credibility with the very statewide community it was formed to serve and to protect. A new agency administration brought with it the fresh air of openness and integrity, and served as the basis of a comprehensive community relations campaign that helped restore the agency's reputation, trust and place in the Mountain State community.

"People Power Profits" Business Awards Dinners

WV Division of Rehabilitation Services

The West Virginia Division of Rehabilitation Services' (DRS) mission is to enable and empower individuals with disabilities to work and to live independently. It didn't take much research to learn that finding good employees in today's fast-paced job market is often difficult. DRS could offer qualified individuals to employers while at the same time making tax incentives available. But, our research found that many employers didn't know about these advantages or had concerns about hiring individuals with disabilities. We needed to find a way to get this message across in a manner that business professionals could relate to...profits! We found valid information to encourage employing individuals with disabilities... We just needed to find a way to communicate this information to employers! This was our challenge. People Power Profits was our solution.

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Special Events and Observances - 7 days or less

Business/Industry

Crystal Award Winner

Plant Dedication Ceremony

Toyota Motor Manufacturing, West Virginia

Toyota Motor Manufacturing, West Virginia (TMMWV), conducted a two-day dedication event to celebrate the completion of its Buffalo engine plant. On

Sunday, May 21, 2000 TMMWV honored its employees and their families with a cookout, plant tour and private Mountain Stage concert. On Monday, May 22, 2000, TMMWV continued the celebration with local, state and national leaders, local business people, and suppliers. Monday's event included a ceremony during which a one-of-a-kind quilt was unveiled to symbolize the plant and the company donated an ambulance to the town of Buffalo, W.Va. Complete with a reception, media Q&A, and plant tour, the TMMWV Plant Dedication Ceremony was a celebration of West Virginia success.

Not-for-Profit

Best in West Virginia

Crystal Award Winner

2001 Rehabilitant of the Year Ceremony

"From a Compassionate Past to An Empowering Future"

WV Division of Rehabilitation Services

The Rehabilitant of the Year (ROY) Award was created 32 years ago to honor clients' achievements. When a communications audit determined that our employees saw this event as successful, but our external audiences reported little or no knowledge of this significant annual event. The communications team set out to showcase our success stories in a manner that would draw attention to our programs as well as increase our funding. Using this already established program we were able to draw attention to our successes and gain publicity to produce increased awareness.

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Special Events and Observances - 8 days or more

Business/Industry

Celebrating Science 2000 - "Space Station Shawnee"

Aventis CropScience

Celebrating Science is a partnership between the Shawnee Community Education Center and the Aventis Institute Site. In 1997, a Community Improvement Council was formed to address issues of concern between the Institute community and the nearby Institute Plant. One of the chief concerns of the community was the education of its children. Recognizing that the employees of the Institute Site include many skilled scientists, engineers and technicians, the Community Improvement Council and volunteers from the plant began planning a way to use that expertise to improve the math and science skills of local children and to spark their interest in the sciences. The result was this innovative program, "Celebrating Science." For each of the four years of the program, a unique theme was established. Employees from the plant, coordinated through the Public Affairs Department, literally took science to the Center during Shawnee's summer day camp program. Interactive, hands-on activities, designed by the employees, serve to engage the youngsters in various disciplines of science. In the summer of 2000, "Space Station Shawnee" challenged the student campers to learn what it would take to become astronauts. These youngsters became astronauts-in-training.

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Crisis Communications

Business/Industry

New Year's Day Fire: Tragedy or Opportunity Snowshoe Mountain Resort

On the night of December 31, 2000, a fire occurred in Snowshoe Mountain's main retail/food & beverage warehouse. The fire took place at a time when the state's largest winter resort was 100 percent occupied with over 9,000 on-mountain guests. As the fire was contained effectively by the resort's fire department, the contents and building were a total loss at a value of \$1 million. During the time of the fire, Snowshoe Mountain was experiencing excellent winter weather conditions. To avoid the wrong message getting out into the market place and to take advantage of the public relations opportunity the resort's Communications Department went into action. It was decided by the department to shoot video and pictures of the fire with on-mountain video and digital equipment and provide the video and pictures of the fire to the media by using the department's satellite truck and the Internet. The message: "Despite the million dollar fire, the conditions were great, no one was hurt and the mountain guests were not affected." By getting the correct message out to the public, already booked guests wouldn't cancel and additional guests would book, as they would find out that the conditions were great.

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External Communications

Agency

Crystal Award Winner

West Virginia Centers for Independent Living: Gaining Independence

Homestead Communications

The goal of the West Virginia Centers for Independent Living (CIL) is to help persons with disabilities become as independent as possible, whether that means doing things for themselves or determining how things are done. The goal of their external communications campaign was to help consumers and counselors understand the programs available through CILs around the state. Homestead Communications, working with CIL staff and the creative team of Digital Vision Works, achieved that communication goal. Brochures, display boards, public service announcements and videos were used to tell the CIL story to people with all levels of hearing and visual ability.

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Project Entries

Annual Reports

Not-for-Profit

Crystal Award Winner

When You Believe

WV Division of Rehabilitation Services

The Communications Unit strives to produce materials that will reflect the achievements of the Division's employees, clients and programs. Our message, "Rehabilitation is Working in West Virginia" would be illustrated in our annual report by using success stories. The title of the annual report, "When You Believe" was taken from the theme of our annual Rehabilitant of the Year

Ceremony. The award winners honored at the Rehabilitant of the Year Ceremony were the individuals selected to be featured in the annual report. Using both individual successes and featuring information about our successful programs would provide accurate information in an appealing manner to our target audiences.

Y2K: The Year Of Technology - Fiscal Year 2000 Annual Report To The Governor

Bureau of Employment Programs

The West Virginia Workers' Compensation Division is part of the Bureau of Employment Programs (BEP), an umbrella state agency which includes divisions for Employment Services, Unemployment Compensation and a number of other functions. Our Fiscal Year ends June 30 and many of the items needed for the Annual Report are not available until the audit process is completed. We were able to get the Annual Report completed by the middle of December, a process which was slowed due to the retirement of two Division directors and the death of a third during the preparation and approval of the Annual Report. The print run for the Annual Report is only 300 hard copies; to expand the distribution, a .pdf version was posted on the BEP web site. Since posting, more than 3,700 copies have been downloaded and printed by internet users, accounting for nearly 7% of the total BEP web site downloads during that period.

Charting A New Course

Mountain State Blue Cross/Blue Shield

This project is the 1999 Annual Report of Mountain State Blue Shield. The project was completed in May 2000 with assistance from the Arnold Agency located in Charleston, West Virginia. The cover design and layout was a joint venture with the Mountain State Communications Department and the Arnold Agency. The theme "Charting A New Course" and the contents came from Mountain State Blue Cross Blue Shield representing the events that took place in 1999 along with the strategies created for the future goals of the company. This was a very creative piece illustrating the direction Mountain State took in 1999 and we were very pleased with it.

West Virginia Court System 1999 Annual Report

West Virginia Court System

The 1999 Annual Report of the West Virginia Court System is the first annual report produced by the West Virginia Supreme Court of Appeals. The annual report includes an overview of the state unified court system's budget, statistics, challenges, and accomplishments. The 16-page report provides information about the Supreme Court of Appeals, circuit courts, magistrate courts, family law master system, juvenile system, and mental hygiene system. The report also includes summaries of the accomplishments of Supreme Court commissions, public outreach projects, and court technology advancements. The report provides substantive information in a user-friendly format.

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Internal Communications

Not-for-Profit

Crystal Award Winner

Members Magazine

Huntington Museum of Art

The Huntington Museum of Art Members Magazine is published three times a year. Its purpose is twofold. The first goal is to inform Members of the Huntington Museum of Art about the wide variety of programs, classes, lectures, and exhibitions taking place during the next four months. The second objective is to serve as a marketing tool to attract new members to HMA.

Connections

WV Division of Environmental Protection

Connections is the twice-monthly employee newsletter for the WV Division of Environmental Protection. It is published on the employee intranet, a computerized service made available to employees only. Through the use of an electronic medium, color usage is economical; the printing and mailing costs are eliminated. By using color and graphics, along with pictures, the employees are attracted to the newsletter. Because of the choice of articles, interest is stimulated and the employees respond positively. The mix of health topics, safety articles and personal achievements/happenings, with some agency news, present a hodge-podge of information.

News@drs

WV Division of Rehabilitation Services

News@DRS is a two year old in-house publication at the Division of Rehabilitation Services that the Agency publishes on its web site. The publication was initiated to inform employees as well as give them a vehicle in which they could share the important happening in their life. As editor I encourage as much in put as I can get. From the responses I have received I feel that News@drs has helped build a sense of community of caring and concern at DRS.

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External Communications

Not-for-Profit

The Pulse - A Publication for the Health Care Provider Community Bureau of Employment Programs

The West Virginia Workers' Compensation Division is part of the Bureau of Employment Programs which is an umbrella agency including divisions for Employment Services, Unemployment Compensation and a number of other functions. Being an exclusive state fund, our relationship with the health care provider community is always a critical issue. *The Pulse* was started in late 1999 as a way for the Division to communicate with the more than 10,000 health care providers who are involved in treating West Virginia Workers' Compensation claimants in West Virginia and a number of other states. *The Pulse* was designed to communicate important treatment, billing and policy information in a scheduled, professional-looking publication.

Workable

WV Division of Rehabilitation Services

A communications audit revealed that the Division of Rehabilitation Services' previous newsletter, *Comeback*, was too employee oriented to meet the needs and interests of its external audience. This new publication was created specifically to target that audience. *Workable* reflects both the goal of making work, (having a job) a viable option for

people with disabilities and the fact that people with disabilities are indeed ready, willing and able to go to work. The title and design of this publication were done with the help of a focus group which included consumers and professionals in the field of rehabilitation.

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Press Kits

Agency

A Slave Ship Speaks: The Wreck of the *Henrietta Marie*

Homestead Communications

"A Slave Ship Speaks: The Wreck of the *Henrietta Marie*" was a major collaboration from its inception to its conclusion. A comprehensive listing of partners would include everyone from the state's governor, to legislators, local elected officials, corporations, foundations, state agencies, nonprofit organizations and individuals. In planning for the press kit, we provided both factual information and a sense of the cultural importance of this exhibition. We feel this press kit accomplished the goals for which it was created: to share the story of the early slave trade and its impact on all aspects of society.

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Collateral Materials

Posters

Agency

Crystal Award Winner

Mountain Retreat Poster

Maple Creative

The fourth annual Mountain Retreat sponsored by Thomas Memorial Hospital and Psi-Med Incorporated was held at Snowshoe Mountain Resort on September 29-October 1, 2000. Maple Creative based in Charleston, West Virginia was instrumental to the project's success. Maple Creative, a full service public relations firm, designed the event poster, which received rave reviews from all interested parties. The poster illustrates the two main selling points of the conference, the healing theme and the event location. The client actually decided this would be the FINAL design for the Mountain Retreat and would be used on any further marketing materials for the event

Brochures

Not-for-Profit

Crystal Award Winner

2000-20001 Rack Card

West Virginia Symphony Orchestra

As a not-for-profit organization, the West Virginia Symphony Orchestra is always looking for an inexpensive way to reach current and potential patrons. This season, the 2000-2001 Rack Card was one of the Symphony's most effective marketing tools. It was geared to their target audiences including: current, past and potential season subscribers, local single ticket buyers and tourists. The card was designed so that its purpose could be deciphered at a glance. It was also made to be informatiev, yet convenient, simple and to-the-point. The rack cards were placed throughout the state in various hotels, travel plazas and other heavily trafficked areas.

Opportunity at HMA

Huntington Museum of Art

"Opportunity at HMA" is the title of the Huntington Museum of Art's new membership brochure. The goal of the brochure is to explain the mission of the Huntington Museum of Art to prospective members and outline the benefits associated with different levels of membership. The brochure was the cornerstone of a new Membership Campaign that was launched in September 2000 and surpassed its goal of signing up 200 new members.

Specialty Items

Agency

North Central West Virginia Community Action Agency Prospectus

Maple Creative, LLC

North Central West Virginia Community Action Association in Fairmont, West Virginia required an updated marketing piece which would not only communicate an updated professional image, but would also serve as an appropriate recruiting tool for their economically disadvantaged client base. The agency wished to redefine their role in the community through public relations efforts and employed the services of Maple Creative to accomplish this objective. Maple was completely hands-on in all aspects of the project from the concept stage to layout/design - even taking the photographs that appear in the brochure.

Logos

Not-for-Profit

Crystal Award Winner

WV State Rehabilitation Council Logo

West Virginia State Rehabilitation Council

The WV State Rehabilitation Council (SRC) logo design was created from a single idea and several rough sketches. The final print was developed with the aid of a computer. Since the development of the logo, it has been used on the SRC web site, business cards, promotional displays, letterhead and envelopes. The logo gives continuity to all SRC documents distributed on a regular basis. The logo's distinctive fuchsia and light gray color has given the SRC a recognizable presence in the disability community.

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Web Sites

Not-for-Profit

www.state.wv.us/bep/wc

Bureau of Employment Programs

The West Virginia Workers' Compensation Division is part of the Bureau of Employment Programs which is an umbrella state agency for Employment Services, Unemployment Compensation and a number of other functions. Traditionally, all content and design issues concerning web sites for the various Divisions within the Bureau were the responsibility of the Management Information Systems Division. The Bureau's Communications Unit began to share that responsibility in 1999, with an emphasis on making the Workers' Compensation page user friendly and appealing to the general, nontechnical public. The current web site was posted in June 2000. Statistical analysis of

web site use shows that since the redesign, the average monthly usage has increased by more than 20% and that the time the average user spends on the site has more than doubled.

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