



ADVANCING THE PROFESSION AND THE PROFESSIONAL.

West Virginia Chapter 2002 Crystal Awards Case Studies

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Campaigns

Community Relations

Contractors Association of West Virginia

Hard at Work

Crystal Award Winner (Non-Profit)

The Contractors Association of West Virginia (CAWV) represents 500 businesses employing 25,000 West Virginians in the building, highway, municipal utility and industrial contracting industry, as well as businesses providing services and supplies to the industry. In 1999, the CAWV's Strategic Planning Committee identified public relations as the association's top industry issue. This was chosen due to a perceived lack of understanding of the construction industry by several individual publics.

In July 2000, the CAWV embarked on a new campaign to help educate and promote a favorable image of our industry, our members and our association. To

meet these objectives, the CAWV Board of Directors committed \$50,000 the first year to conduct a strategic communication plan. The theme selected was “Hard at Work,” which connotes action, work and achievement.

LifeBridge

LifeBridge Branding

Honorable Mention (Non-Profit)

During the 1990’s, it was discovered that the mission and function of the United Way of Kanawha Valley and Community Council of Kanawha Valley were becoming more similar. After surveying and examining current trends, it was concluded that the two agencies should merge to form one organization with a stronger capacity to serve the community. Through this merger, LifeBridge was born and a need for brand identity was evident. This entry illustrates the process of creating brand identity through graphics, forming marketing plans based on target markets, and reinforcing this brand through a series of different methods and mediums.

Special Events and Observances - 7 days or less

West Virginia Division of Rehabilitation Services

Accessing the Future 2001 Rehabilitant of the Year

Crystal Award (Non-Profit)

The Rehabilitant of the Year event celebrates the accomplishments of people with disabilities and their hard work to live independently. The event also promotes the positive effect Division of Rehabilitation Services programs have on their lives.

The agency’s Communication Section plans and coordinates the event each year, which involves theme development, staging the awards ceremony, video development, arranging for speakers, writing speeches, stage decorating and other work.

The theme for the 2001 program, *Accessing the Future*, highlighted the positive effect technology has on people with disabilities and their ability to live productive lives.

Columbia Gas Transmission Corp.

NiSource Annual Corporate Meeting

Honorable Mention (Business & Industry)

NiSource, Inc., the Indiana-based new corporate parent of Charleston, W.Va.-based Columbia Gas Transmission Corp. and Columbia Natural Resources, selected Charleston, W.Va. as the site of the NiSource 2001 Annual Corporate Meeting on April 10th and 11. The annual meeting was comprised of several events; including a community leader reception, the Annual Meeting, and a Director's luncheon. Media interviews with the NiSource Chairman were scheduled with local and national reporters. The Community Leaders reception was designed to achieve several goals: to show the integration of the Columbia Gas Transmission and Columbia Natural Resources companies into NiSource, the new corporate parent; to build a positive and clear distinction of NiSource, a newcomer to the area; and Columbia companies, which had a long and productive history in the area; to provide closure about rumors of the Columbia

companies leaving the area; and to give community leaders access to the NiSource and Columbia senior management.

Crisis Communications

Best in West Virginia

Maple Creative

Davis Health System

Crystal Award (Business & Industry)

Davis Health System (DHS), a family of community-based healthcare facilities, was surrounded by controversy and under intense media pressure and public scrutiny while attempting to nullify an affiliation agreement the organization had signed with a larger health care network. Through a strategic public relations campaign designed to win the battle of public opinion and working in tandem with legal operations, Maple Creative was effectively able to reduce the influence of the large network and facilitate a disaffiliation agreement between the two parties.

Internal Communications

Maple Creative

ChemLINES: The Chemical Industry's Statewide Newsletter

Crystal Award (Business & Industry)

ChemLINES is published on behalf of the West Virginia Manufacturers Association to educate and inform employees and retirees of the chemical industry about issues affecting their plants. Maple Creative has designed and produced the newsletter since its inception in 1995 and consistently strives to improve the quality and value of the publication to its audience. This has been done most recently through a reader focus group which resulted in a total ChemLINES makeover, resulting in an increase in the number of issues produced per year and the number of employees and retirees receiving access to the publication.

External Communications

Maple Creative

Office Products Direct Marketing Campaign

Crystal Award (Business & Industry)

Office Products Direct, a locally owned office supply company, was struggling to compete with the national chain stores and wanted to create a new image for their organization. Based on extensive research, Maple Creative developed an aggressive marketing program, using original artwork and a “spokesperson” designed to appeal to the primary buying demographic. As a result of these efforts, the campaign made a major splash in the regional marketplace and, with this improved name recognition, new customers have been recruited and OPD profits are climbing!

Maple Creative

Polymer Alliance Zone: Brand Identity Campaign

Crystal Award (Non-Profit)

The Polymer Alliance Zone of West Virginia is a non-profit, economic development organization with a mission to recruit polymer and polymer related industries to West Virginia. Maple Creative developed an comprehensive, consistent marketing and communications program for the Polymer Alliance Zone to specifically increase the number of qualified prospects. As a result of these efforts, the Polymer Alliance Zone has seen a marked increase in the conversion of contacts into qualified prospects for the zone...and ultimately a higher percentage of qualified prospects into new corporate citizens in its three county region of West Virginia.

West Virginia Bureau of Employment Programs

The Red Hat Campaign

Honorable Mention (Non-Profit)

The Workers' Compensation Safety and Loss Control unit requested safety orientation materials be developed to meet four objectives:

1. To remind experienced coal miners that their experience was the most important safety equipment a new miner could have.
2. To inform new miners about the nature of the accidents which had involved new coal miners in West Virginia.
3. To inform both new and experienced miners about nature of coal mine fatalities.
4. To strengthen the working safety relationship between the Safety and Loss Control unit, the federal Mine Safety and Health Administration and the United Mine Workers of America.

West Virginia Conservation Agency

WV Statewide Flood Protection Plan Video

The WV Statewide Flood Protection Plan video was put together in order to inform the State Legislature and our citizens of the titular plan, which will be a major tool in establishing quick and effective recovery during major flood event. The video is compiled of footage of the flood zone, the recovery efforts and interviews with Statewide Flood Task Force members.

This has proven to be an immense help in spreading the word on the work the task force has done in terms of creating an all-encompassing plan that benefits not only every governmental agency, but every West Virginia.

Projects

Annual Reports

Public Service Commission of West Virginia

Management Summary Report

Crystal Award (Non-Profit)

Meaningful information disseminated by the government is essential to the democratic process because it facilitates informed decisions about future public policy. Previously, the Public Service Commission's annual Management Summary Report, with limited distribution to the state legislature, lacked key ingredients to aiding readers' understanding of financial figures and the

agency's mission. A major redesign resulted in dramatically improved readability and appearance for 2002. The addition of citizen interviews, divisional achievements, clarification of data and statewide distribution increased public awareness and appreciation of a governmental agency willing to evidence its dedication to public service through the release of relevant, thoughtful information.

West Virginia Division of Rehabilitation Services

2001 Annual Report

Honorable Mention (Non-Profit)

The Division of Rehabilitation Services' Communications Section developed the 2001 Annual Report to communicate how the agency's work positively affects the lives of people with disabilities. It also serves as a calendar, which helps it to stay on people's desks instead of their bookshelves!

The theme, *Accessing the Future*, reflects how technology enables clients to work and live independently. The annual report is a companion publication to the agency's Rehabilitant of the Year event publications. The Rehabilitant of the Year event honors top rehabilitants in West Virginia each October.

Governor's Office of Technology

WV 2001-2005 Information Technology Strategic Plan/Annual Report

The WV Governor's Office of Technology has taken the Annual Report and Strategic Plan to the next level. The goal was to create a user-friendly document that CIOs and technology publications would crack open instead of just filing in the trashcan.

The GOT took the monstrous document and condensed it into a 20-page full-color document. The IT Executive Summary highlights the best and brightest technology projects currently underway in the Mountain State.

West Virginia is constantly struggling to improve its image outside of its borders. The GOT believes the Executive Summary is a huge step in the right direction.

West Virginia Department of Environmental Protection

2000-2001 Annual Report

The *DEP Annual Report Fiscal Year 2000-2001* was a 36-page publication, with a full-color cover and a quick body. In addition to the information regarding the agency's fiscal activities, line drawings enhanced the written text.

External Communications 4 or More Color Magazine

Huntington Museum of Art

Huntington Museum of Art Members Magazine January-April 2002

Crystal Award

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.

West Virginia Department of Environmental Protection

DEP Overview

The DEP Overview booklet is a 12-page, full-color publication that briefly describes the offices and divisions within the Department of Environmental Protection (DEP). Printed on high-quality, glossy paper, this publication is the premier promotional piece for the agency. It is handed out to the public, as well as new employees, to help foster understanding of the agency and its purpose.

West Virginia Symphony Orchestra

West Virginia Symphony Orchestra Magazine, December 2001

Until the 2001 December issue, the West Virginia Symphony Orchestra typically sent a quarterly, two-color, four-page tabloid newsletter to subscribers and prospective subscribers. However with the departure from the traditional *Nutcracker* performance for a new “Home for the Holidays” concert, the Orchestra staff knew it was time for a change.

The two-color, tabloid newsletter was changed to a sleek, more attractive eight-page, five-color magazine. While the newsletter served its purpose to inform, the magazine was able to generate more attention for each article, especially the center spread with details of the holiday concert. The transition also added to the self-life of the newsletter turned magazine.

External Communications 4 or More Color Newsletter

West Virginia Bureau of Employment Programs

The Pulse: A Publication for the Health Care Provider Community

Crystal Award (Non-Profit)

The Pulse is a quarterly newsletter produced for the Medical Services Unit of the Workers’ Compensation Division for use as a communications bridge between Workers’ Compensation and health care providers in West Virginia and border areas of adjacent states. This is a critical public because health care providers are not required by law or custom to accept or treat workers’ compensation claimants.

Every evaluation of *The Pulse* indicates that it is an exceptional newsletter that meets or exceeds all stated objectives.

West Virginia Department of Environmental Protection

InDEPth

Honorable Mention (Non-Profit)

Produced monthly, InDEPth is the agency’s premier publication. As an electronic newsletter, InDEPth makes its way into hundreds of West Virginia citizens’ lives. Distributed by e-mail, it can also be found on the Department of Environmental Protection’s (DEP) web site, under the Public Information Office link. This publication offers the agency’s current events, plus a touch more.

West Virginia Department of Environmental Protection

Public Notice Bulletin

The *Public Notice Bulletin* (PNB) is a monthly, electronic publication that advertises the Department of Environmental Protection’s (DEP) permitting

actions. It lists the issued permits, and presents those permits going to public notice in a brief paragraph. As the DEP regulates industry, the *PNB* contains those office/divisions that issue permits. It contains permits and public notices for: the Division of Air Quality, Division of Mining and Reclamation, Office of Oil and Gas, Division of Waste Management, and the Division of Water Resources.

West Virginia Office of Emergency Services

Mountain State Responder

Approximately five years after the final issue of the West Virginia Office of Emergency Services newsletter *Transmissions* was released, the office created a new publication, *Mountain State Responder*, to inform county emergency services personnel and elected officials about WVOES news and issues. The WVOES motto accompanies the new title: Prepare, Respond, Recover, Mitigate. The multi-colored pages give *Mountain State Responder* a new, fresh and exciting beginning. Also, the crystal-clear photographs and rounded-edge design gives the newsletter a modern look. Much of the first issue highlighted the devastating floods of 2001 and related developments. This is an informative and important publication for people who need to stay informed about emergency issues.

Internal Communication 1-3 Color Newsletter

Charles Ryan Associates

Fusion

Crystal Award (Business & Industry)

Fusion is the premier newsletter of Charles Ryan Associates, a multi-million dollar integrated marketing communications agency with offices in Richmond, VA; Charleston, WV; Lexington, KY; and Cincinnati OH. The three-color, quarterly publication utilizes bold color schemes, font usage, photos, and CRA design work that all fuse together in one publication begging the recipient's attention. Since its inception, *fusion* has become a tremendous marketing piece for CRA showcasing the talent, pride and expertise of the agency.

Internal Communications 4 or More Color Newsletter

West Virginia Bureau of Employment Programs

News&Views Online

Crystal Award (Non-Profit)

In one form or another *News&Views* has been published by the Bureau of Employment Programs as a newsletter targeted for employees and retired employees since World War II. In January of 2001 the next stage of evolution was completed with the move to an electronic version using web posting as the principal means of distribution.

The move to web site posting was done for several reasons, including an agency—wide emphasis on technology, time and cost savings, and better distribution.

Every evaluation of *News&Views* online indicates that it is an exceptional newsletter that meets or exceeds all stated objectives.

LifeBridge

LifeBridge Internal Newsletter through Email (LINE)

When Community Council of Kanawha Valley and United Way of Kanawha Valley merged to form LifeBridge, the number of staff multiplied. In order to ensure staff in the LifeBridge offices and those in the field were receiving consistent information in a timely manner, the LifeBridge Internal Newsletter through Email (L.I.N.E.) was created. The newsletter is distributed through the organization's email system and each staff member is reminded to provide information for the weekly issue. Birthdays, staff additions, announcements, events and other worthwhile information are combined with facts and team-building articles to create an exciting publication enjoyed throughout the LifeBridge staff.

West Virginia Department of Environmental Protection

Connections

Connections is the twice-monthly employee newsletter. Produced each payday, the newsletter is available in the Department of Environmental Protection (DEP) employees only, as it is published on the employees intranet. This full-color, electronic publication is distributed by e-mail, and its back issues are indexed on the employee intranet.

Writing Scripts

Maple Creative

Office Products Direct Radio Advertising

Crystal Award (Business & Industry)

Olivia P. Deahl, the spunky office assistant in the Office Products Direct marketing campaign, has adjusted well to her new found celebrity. She is humbled by the fact that she was chosen by Maple Creative out of a long list of potential spokesperson candidates and works diligently to appeal to her primary buying demographic of young professional administrative assistants. Although, she cannot ignore the fact that her voice on radio stations around the state has sent new customers flocking to OPD!

Huntington Museum of Art

Perpetual Well 30-second TV Commercial

Honorable Mention (Non-Profit)

The goal of The Perpetual Well 30-second TV commercial was to create awareness about the universal themes that existed in an art exhibition on loan from The Jewish Museum in New York. By taking a lighthearted approach, the commercial establishes the fact that you don't have to be overly serious to attend an art exhibition and promotes the message that themes such as family, tolerance and self-identity are of interest to people from all walks of life and all faiths.

Press Kits

The Arnold Agency

Mountain Stage—Television Premiere Press Kit

Crystal Award (Non-Profit)

The Mountain Stage national television premier screening press kit was successfully designed, filled and used to bring statewide media coverage, including print, radio and television, to the private screening event held on October 9, 2001 at the Cultural Center Theater.

Maple Creative

Robert C. Byrd Institute Press Packet

Honorable Mention (Non-Profit)

The Robert C. Byrd Institute for Advanced Flexible Manufacturing required a media kit that would effectively communicate each of their available services to its audiences, including the media. The cost-effective solution was to combine both needs into one comprehensive quick-reference document designed to hold both capabilities inserts and press releases. As a direct result of RCBI's revamped press kit, media outlets from The State Journal to The Clarksburg Exponent featured profiles on RCBI and their benefit to West Virginia businesses.

Collateral Materials Posters

Huntington Museum of Art

Walter Gropius Master Artists Workshops October Events

Honorable Mention (Non-Profit)

The goal of the Walter Gropius Master Artists Workshops October Events poster was to create a visually attractive marketing piece that tied together a month of activities featuring three women artists. The poster served two purposes. The first goal was to create an invitation for members of the Huntington Museum of Art. The second goal was to create awareness regionally at art departments at colleges and universities in West Virginia, Ohio and Kentucky.

Collateral Materials Brochures

West Virginia Symphony Orchestra

West Virginia Symphony Orchestra 2001 Pops Brochure

Crystal Award (Non-Profit)

So often when mail comes across one's desk, only seconds are given to the piece before attention is lost. The Symphony had to design a brochure that could use those few seconds to draw the reader inside.

The piece was made to look like a passport. Once the first fold was opened it gave the impression that the Symphony Pops Series was a musical get-a-way. The brochure enticed the reader to "Escape to another time, another place. Escape to destination POPS!"

Included in this brochure was a simple order form and seating chart that could be mailed to the Symphony offices, while retaining the concert information for reference.

West Virginia Department of Environmental Protection

It All Adds Up

It all adds up fact sheet is a full-color, custom graphic design educational tool. It uses visual images to further the understanding of the text. Printed on heavy, glossy-finish paper, this fact sheet is a choice publication.

Huntington Museum of Art

The Perpetual Well Program Guide

The goal of The Perpetual Well Program Guide was to present in one place all the information needed to fully view and appreciate the complementary programming connected with an art exhibition titled *The Perpetual Well: Contemporary Art from The Jewish Museum in New York*. The program guide provided an entertainment menu for Huntington Museum of Art visitors who were interested in experiencing the exhibition on a deeper level.

LifeBridge

New Arrival Brochure

The community recently welcomed a new arrival. LifeBridge is a new organization created through the merger of Community Council of Kanawha Valley and United Way of Kanawha Valley. The need for information was recognized and the “Celebrating a New Arrival” brochure was created. Using baby pictures of staff and their children, LifeBridge was able to illustrate the need for partner agencies, funders, clients and the community to nurture this new organization and find a way to participate in its success. The brochure describes the four divisions of LifeBridge and introduces the reader to a new way of serving the community.

Collateral Materials Invitations

West Virginia Bureau of Employment Programs

Governor Bob Wise’s Video Invitation to the National Association of Unemployment Insurance Appellate Boards

Crystal Award (Non-Profit)

Employment Programs developed a video invitation for use by Governor Bob Wise and Commissioner Robert J. Smith to invite the National Association of Unemployment Insurance Appellate Boards to hold their 2003 national conference in Charleston, WV. The video invitation was not only a personal invitation from the governor produced expressly for NAUIAB, but also answered their questions by showcasing Charleston, the host facility and some of the events scheduled for the convention.

The Arnold Agency

2001 Annual Meeting Invitation

Honorable Mention (Non-Profit)

The Nature Conservancy of West Virginia’s 2001 Annual Meeting invitation was successfully designed and used to secure a ten percent attendance increase for the fall meeting held on September 28-29 at the Canaan Valley State Park and Resort.

The Arnold Agency

Mountain Stage—Television Premier Invitation

The Mountain Stage national television premiere screening invitation was successfully designed and used to bring more than 300 upstanding and influential community members to the private screening event held on October 9, 2001 at the Cultural Center Theater.

West Virginia Symphony Orchestra

2001 Savoring Ireland Invitation

Symphony Sunday 2001 took on the theme “Savoring Ireland.” The invitation for the “Annual Dinner Under the Tent” and the “Jazz Brunch” had to give the feel of the idyllic landscapes and soft magical tones. Thus the soft green and shimmering gold lent the perfect mystic for the tribute to the “Emerald Isle.” The invitation received rave reviews and was deemed the most elegant Symphony Sunday invitation ever.

Collateral Materials Specialty Items

West Virginia Division of Rehabilitation Services

History Books

Crystal Award (Non-Profit)

The Division of Rehabilitation Services’ Communication Section developed two history books—*In Spite of Obstacles* and *From a Compassionate Past to an Empowering Future*—to help the Rehabilitation Center Foundation raise funds for hospital room renovations. Originally built in the 1960s, the hospital rooms are outdated technologically and institutional-looking. In addition, patients must use communal bathrooms to take care of personal hygiene needs. The agency also developed the books to chronicle rehabilitation history in West Virginia. The history books helped the foundation raise over \$100,000 for the current project.

Digital Vision Works

March of Dimes

Honorable Mention (Non-Profit)

Digital Vision Works is proud to enter three thirty-second television public service announcements produced for the March of Dimes to promote their upcoming WalkAmerica Event. WalkAmerica is an annual event and is the March of Dimes’ largest fundraiser of the year. Proceeds from this event go to funding research into finding cures for birth defects and to promote health programs that educate expecting mothers on what they should do to have a healthy baby as well as maintain their own well being during pregnancy. Digital Vision Works produced these PSAs pro-bono and was honored to have the opportunity to do this for the March of Dimes.

LifeBridge

LifeBridge Graphics Standards Manual

The goal of brand identity is to create an image for an organization. The LifeBridge brand is based on its unique qualities and reflects the vision and mission. It is reflected through the visual, verbal, and written. The organization’s Graphic Standards Manual has been created to assist in maintaining consistency to all aspects of marketing projects. It offers procedures

and policies in reference to the LifeBridge Brand, including logo, color palettes, and signage. LifeBridge staff members, volunteers, partnering agencies and other can access this manual to ensure that their designs fit within the parameters of the LifeBridge brand.

West Virginia Office of Emergency Services

Flood Help

A loss of electricity after the floods of 2001 made it difficult for flood victims to see the FEMA assistance tele-registration number broadcast by television and radio. Many people lost their televisions and radios in the flood. In one town, the flood destroyed the local newspaper office. Even if there were outlets for flood victims to get the registration number from television or radio broadcasts or newspapers, they were under tremendous and exhausting physical and emotional pressure. Finding food, water and clean clothes for their families and cleaning and disinfecting their homes and personal items were daily duties. A plan was developed by the West Virginia Office of Emergency Services that “piggybacked” on cleaning kits that were immediately sent to areas where people needed help. Before the kits were trucked out, a red and white sticker saying “FLOOD HELP 1-800-462-9029” was put on each bucket. This created thousands of “mini-billboards” for flood victims, who were too busy or unable to notice broadcasts or newspapers, to see and register for assistance. As a result of comprehensive and aggressive public information efforts by the state of West Virginia and FEMA, supported by the “FLOOD HELP” sticker, more than 15,000 flood victims called the toll-free number to register for assistance.

Collateral Materials Logos

Governor’s Office of Technology

Wired, Wonderful West Virginia Logo

Honorable Mention (Non-Profit)

The Wired Wonderful West Virginia logo creates an image that lingers long after you catch a glimpse. The Governor’s Office of Technology was organizing the first in a series of seminars to promote technology in the State. The series of lectures needed a representation that would be synonymous with technology.

The Wire Wonderful West Virginia log does the job!

The font used on the word Wired gently curves like electrical wires. Wonderful West Virginia is bold and pronounced to symbolize the state’s aggressive pursuit of technology initiatives. Finally, the unconnected star symbolizes a growing stability stretching out to the future.

Collateral Materials Direct Mail

Maple Creative

Chesapeake Bagel Direct Mail Campaign

Crystal Award (Business & Industry)

Chesapeake Bagel Bakery, a local restaurant and catering company, was seeking a dynamic way to market their holiday gift baskets. The solution came in the form of a five-part series of direct mail postcards designed to leverage the equity of the Chesapeake brand and foster recognition and recall through unique shapes

and artistic lay out. Responses to the series approximately doubled with each postcard mailed and, as a result, Chesapeake Bagel Bakery experienced a record-setting holiday sales season.

Audiovisual Presentations

West Virginia Division of Rehabilitation Services

2001 Fundraising Video

Crystal Award (Non-Profit)

The Division of Rehabilitation Services' Communications Section developed the 2001 Fundraising Video to support the Rehabilitation Center Foundation's current work for hospital room renovations. Originally built in the 1960s, the hospital rooms are outdated technologically and institutional-looking. In addition, patients must use communal bathrooms to take care of personal hygiene needs.

The foundation annually raises money and provides other support for the division's rehabilitation center, one of nine state-operated full-service facilities in the United States.

The video helped the foundation raise over \$100,000 for the current project.

West Virginia Division of Rehabilitation Services

2001 Rehabilitant of the Year

Honorable Mention (Non-Profit)

The Division of Rehabilitation Services' Communications Section developed the Rehabilitant of the Year Video to celebrate the accomplishments of people with disabilities and their hard work to live independently. The event also promotes the positive effect Division of Rehabilitation Services programs have on their lives.

The theme for the video, *Accessing the Future*, highlights the effect technology has on people with disabilities and their ability to live productive lives.

Web Site

Governor's Office of Technology

World Rafting Championship Web Site

Crystal Award (Non-Profit)

The best whitewater rafters from around the globe docked in West Virginia for the World Rafting Championships (WRC). The Governor's Office of Technology (GOT) took the plunge when the WV Division of Tourism needed a web site to promote the high-profile event. The GOT was asked to design and provide full technical support for the site.

The goal was to create a user-friendly site that would include a historical background on the race and the rivers, provide up-to-date race results, and feature video highlights of the competition. By simply logging onto www.state.wv.us/wrc, the whitewater enthusiasts clicked right into a wetsuit.

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