



ADVANCING THE PROFESSION AND THE PROFESSIONAL.

West Virginia Chapter 2003 Crystal Awards Case Studies

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Campaigns

Community Relations

Columbia Gas Transmission

Business/Industry

Crystal Award Winner

A New Pipeline to Mt. Vernon

Addressing community concerns about the safety and purpose of a new underground natural gas pipeline is nothing new to Columbia Gas Transmission. The company has successfully built and operates about 12,500 miles of pipeline in 10 states. But facing angry accusations of

“environmental racism” amid a supercharged political environment and the nation’s largest media market is not usually part of our strategy. That’s why securing approval for a new, 24-inch diameter high-pressure pipeline through one of the nation’s most populated urban centers required an approach quite different from our typical community outreach strategy.

WV Division of Tourism

Not-for-Profit

Honorable Mention

Ohio Valley Regional Tourism Summit

The Ohio Valley Regional Tourism Summit set a new benchmark for Division of Tourism community relation efforts in 2002. This summit brought together more than 150 tourism industry members from Hancock to Cabell counties. Here, these industry members were able to - free of charge - learn how to write better grants, forge new partnerships and meet one-on-one with representatives from 12 different agencies that provide grants and/or low interest small business loans. The first of many to come, this summit is a key reason why tourism visitor and economic impact numbers in West Virginia continue to outgrow regional and national averages.

Special Events and Observances - 7 days or less

West Virginia Division of Rehabilitation Services

Not-for-Profit

Honorable Mention

2002 Rehabilitant of the Year

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 the Division of Rehabilitation Services programs have on their lives. The agency’s Communications Section plans and coordinates the event each year, which involves theme development, staging the awards ceremony, video development, arranging for speakers, writing speeches, developing invitations and programs, writing news releases, stage decorating and other work. The theme for the 2002 program, *Challenged by the Mountains*, highlighted the positive effect technology has on people with disabilities and their ability to live productive lives.

Mountaineer Habitat for Humanity

Not-for-Profit

Crystal Award Winner

Ability Partners Build Raise-the-Roof

Mountaineer Habitat for Humanity joined WV Division of Rehabilitation Services (WVDRS) and Ability Magazine (based in California) to hold the first ever Ability Partners Build in WV. This six-day Raise the Roof event witnessed the exterior of a home constructed in South Charleston and put under roof for a family in need of a safe place to live. The focus of the Ability Partners Build was to break down barriers, stereotypes, and have a home for a family with a disability built by volunteers with disabilities. The event was successful, with excellent media coverage by

newspapers, television, and other print media resources. Through Ability Partners Build Raise the Roof, Habitat exposed over 50 volunteers to the joy of helping those in need and allowed a family with a disability to move from substandard housing into a safe, decent place to call home.

Maple Creative

Not-for-Profit

Lee National Denim Day

This is the second year that the West Virginia Affiliate has participated in Lee Denim Day. The 2001 event was successful from a fundraising perspective; however, we felt that we could improve upon media coverage of Lee Denim Day for 2002. Our goal was to create a buzz surrounding Lee Denim Day, so as to increase participation and awareness of Lee Denim Day, ultimately resulting in more funds raised. We achieved our goal by raising more than \$785 via merchandise sales and donations.

Brown Communications

Business/Industry

Crystal Award Winner

Grand Opening Celebration for the Palmer Course at Stonewall Resort

The Grand Opening Celebration for the Arnold Palmer Signature Course at West Virginia's new Stonewall Resort, held on May 30, 2002 and headlined by golf legend Arnold Palmer, resulted in the attendance of over 1,400 guests, more than 50 print and electronic media stories, coverage in 4 states, and very happy clients. The event was the culmination of the efforts of many organizations, including McCabe-Henley-Durbin, Benchmark Hospitality, the West Virginia Division of Tourism, and the West Virginia Division of Natural Resources. Brown Communications helped to coordinate and manage the event, and conducted all media relations activities.

Crisis Communications

Columbia Gas Transmission

Business/Industry

Crystal Award Winner

Pipeline Rupture Communications Response

Crisis management planning is vital for Columbia Gas Transmission, which operates a 12,500-mile network of underground, high-pressure natural gas pipelines in ten states. The company's crisis capabilities were put to the test at 11:15 p.m., August 5, 2002, when a 30-inch diameter Columbia gas pipeline violently ruptured just outside Charleston, W.Va., the state's largest city. Flames were visible for dozens of miles around, sending shockwaves of alarm across the region.

Under Columbia's Incident Management Plan, Public Affairs immediately became the central player in managing communications, outreach strategies and more during this challenging event. Although the incident was spectacular, a philosophy of open, accurate and timely communication helped Columbia address community concerns and restore normal operations quickly.

West Virginia State College Chapter PRSSA

Student Entry

Crystal Award Winner

Sh.I.P. Happens, It's a Real Lifesaver!

September 11 heightened awareness of students at West Virginia State College to the potential dangers of being located in close proximity to chemical plants. Students of a first year Public Relations class hypothesized that campus-wide knowledge of what to do in an actual emergency was lacking. Research was conducted which proved their hypothesis. A public information campaign was designed that generated: Financial support from state government and the chemical industry
A Video produced for the campus family
Successful Media Relations that informed campus and community of emergency procedures.
The campaign continues.

External Communications

West Virginia Department of Transportation

Not-for-Profit

Honorable Mention

WVDOT--Connecting WV and the World Cable-Access Television Show

While WVDOT agencies' news releases covered numerous individual transportation issues, the public still had no clear conception of Transportation's role in their lives. Last year, WVDOT originated a half-hour cable-access show that presented an entertaining look at the transportation-related issues of its seven divisions--Aeronautics, Highways, Motor Vehicles, Parkways, Public Ports, Public Transit and State Rail--with special focus on their accomplishments and references for additional information. Broadcast on the Library Channel Network's four cable stations statewide, the show and its educational importance were recognized by Marshall University for its educational channel. Total viewership stands at nearly 500,000.

Maple Creative

Business/Industry

Spilman Thomas & Battle Marketing Campaign

Spilman Thomas & Battle, PLLC is one of the largest and oldest law firms in West Virginia. Founded in 1864, Spilman has a full-service legal practice and a diverse client base. In an effort to update and improve their brand identity and positioning awareness within the West Virginia marketplace and contiguous states, Spilman worked with Maple Creative to develop a marketing program, including many non-traditional marketing efforts that would pave the way for increased business development and general awareness about service offerings.

Integrated Communications

John W. Wiater & Associates

Business/Industry

Partners for Employment

"Partners for Employment" is a new communications effort for the Northern Panhandle Workforce Investment Board. It is the first time the quasi-government agency has outsourced a major marketing

communications effort to professional communicators. J.W. Wiater & Associates was the successful counselor/agency among six other bidders for the five-month long program. Using conventional and innovative direct approaches, this program informed targeted youth, young adult, laid off and career changing jobless audiences in a bigger, bolder and more sustained manner than previously attempted. Integrating news, print, print inserts; TV, radio ads and billboards required transparent messages. The best of each format was dovetailed into the next phase. Results show more targeted persons were reached and more persons reacted in the short term to utilize a wide range of jobless services than projected.

Camden Clark Memorial Hospital

Not-for-Profit

Crystal Award Winner

The Integrated Approach to Health Care Communications

Camden-Clark Memorial Hospital marketing team challenged the old-line, old-time and old fashioned health care management concepts and structures. The resultant integrated approach to health care communications is a leading edge prototype for hospital marketing and public relations programs that face reduced budgets and increased requirements to promote physicians and services. This multi-faceted team employed the principle of integrated communications by coordinating civic involvement, developing print and electronic media platforms, timing ad placements, using direct mail pieces, designing a compatible web site, producing broadcast spots and press releases all integrated in a cohesive manner with value as the key component. This multiple exposure technique produced a more responsive communications program than any individual campaign component could produce on its own.

Columbia Gas Transmission

Business/Industry

Crystal Award Winner

Columbia Gas Strike

Fostering a collaborative, supportive, team-based environment is critical to Columbia Gas Transmission's operating model. That's why effectively managing labor relations issues is vital to the company's long-term success. A positive and proactive labor strategy has long helped Columbia Transmission and two affiliated companies maintain positive relations with the Paper Allied Chemical and Energy (PACE) union, which represents about 530 Columbia employees in southern West Virginia and eastern Kentucky. Although Columbia had not had a strike in more than 30 years, as the PACE contract expiration date of February 28, 2002 approached, unprecedented business and bargaining issues pointed to the possibility of a work stoppage. Columbia's Public Affairs team faced a challenge of communicating key messages to employees to try to avert a strike, and once a strike did occur, employing strategies to maintain positive relationships among striking employees, working employees, customers and the community at large.

Charles Ryan Associates

Not-for-Profit

Crystal Award Winner

Best in West Virginia Award

All for One Campaign

A group of business and labor leaders backed legislation in 2002 that would allow the state of West Virginia to have tax increment financing. The piece of legislation was entitled Amendment 1 and had been defeated by state voters four years earlier by a 2:1 margin. The group set out to educate voters on tax increment financing through a massive statewide public relations campaign spear-headed by Charles Ryan Associates. CRA's team came up with the campaign slogan "All for One" so that voters would remember to vote for Amendment 1 and because business, labor and government leaders were all united as one in support of the legislation. After gaining endorsements from over 500 state entities, counties, business groups, clubs and organizations and a conducting a state-wide media blitz, Amendment 1 overwhelmingly passed in November 2002 with 57% of the vote, and an historic partnership was formed between business and labor groups in the state.

Projects

Annual Reports

Concord College

Not-for-Profit

Honorable Mention

President's Report 2002

The Concord College President's Report 2002 is a summary of key achievements of the students, faculty and staff of the institution, and a "thank you" to those who have supported the College during fiscal year 2001-2002. Concord College is an institution founded on tradition, and the Report salutes this characteristic, all-the-while focusing on the continued "re-tooling" of academic programs and services to meet the needs of students in the 21st century through technology and innovative services. "Memories" sidebars chronicle the institution's legacy, while the main body copy includes the "state of the College," challenges, and inspiring stories from Concord's students.

Department of Environmental Protection

Not-for-Profit

DEP Annual Report Fiscal Year 2001-2002

The DEP Annual Report Fiscal Year 2001-2002 was a publication that depicted the beauty of West Virginia and relayed the methods used to protect it. A 40-page publication, this annual report gave an abbreviated look at what the Department of Environmental Protection did over the fiscal year. Having a full-color cover that pictured a spectacular waterfall scene, the body was quick print, black ink on white paper. In addition to the information regarding the agency's fiscal activities, the body featured line drawings that enhanced the written text by breaking up the page and adding visual stimulus.

West Virginia Bureau of Employment Programs

Not-for-Profit

A Unified Bureau, the 2002 Annual Report of the Bureau of Employment Programs
State law requires the Bureau of Employment Programs Division to

submit an Annual Report to the Governor and other members of the Executive and Legislative branches. Traditionally, our Annual Report was written and designed only to meet the governmental reporting requirements and not as a marketing piece. A Unified Bureau was designed to meet the legal requirements and also serve as an image tool. Objectives for reaching this goal were to produce a report that was smaller than in prior years, a report that was easier to read and follow than in prior years, and a report which showed the Bureau functioning as a Bureau as opposed to presenting material in separate segments for each of the various agencies which comprise the Bureau.

The Arnold Agency

Business/Industry

Crystal Award Winner

Mountain State Blue Cross Blue Shield 2001 Annual Report

We designed an annual report for Mountain State Blue Cross Blue Shield. It contains the required financial information and details the year's activities and innovations. This year, it emphasized service and enhanced technology, as well as innovations that have touched the lives of many West Virginians, including the Dean Ornish Program for Reversing Heart Disease and *HealthPLACE on the Move*, their mobile health screening service. This year's theme was "Every day...touching every generation."

Maple Creative

Not-for-Profit

WV Long Term Care Ombudsman Program Annual Report FY 2002

The West Virginia Long Term Care Ombudsman Program, operated by Legal Aid of West Virginia, was established to help residents of long-term care facilities. Their annual report serves as the primary vehicle for the Program to communicate their message, highlight their progress and identify areas of concern relating to long-term care to legislators, referral organizations and volunteer recruits. The overall design was simple, yet distinctive. The Program, very pleased with the results, proudly distributed the report at their annual meeting, delivered copies to key legislators and officials and continue to use it for client referral and recruiting purposes.

Charles Ryan Associates

Not-for-Profit

Greater Kanawha Valley Foundation 2001 Annual Report

The Greater Kanawha Valley Foundation celebrated its 40th year in 2001 and contracted with Charles Ryan Associates to produce its annual report in 2002. The foundation wanted a report that would:

- Communicate to the community donors and beneficiaries what the Greater Kanawha Valley Foundation had accomplished with the money they gifted to the foundation
- Highlight its 40th Anniversary and its continued commitment to building communities and building "social trust" within communities
- Recap some of the stand-out events of last 40 years in United States in general and in West Virginia specifically
- Share how trust among people in communities can make the community stronger

Internal Communication 1-3 Color Magazine

Homestead Communications

Not-for-Profit

IOPA News

IOPA News is a monthly magazine targeted to members of the Independent Oil and Gas Association of West Virginia, Inc. Homestead Communications worked with the staff, the new executive director and the communication chairman to determine the direction of the publication. Design elements were changed to achieve greater consistency, while retaining the color scheme and typefaces already in use. Members are pleased with IOPA News, and are taking an active interest in the magazine. The association leadership is repeatedly complimentary about the publication. The staff is pleased that the magazine has met deadline and budget goals.

Internal Communications 4 or More Color Magazine

Huntington Museum of Art

Not-for-Profit

Honorable Mention

Members Magazine

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.

Internal Communication 1-3 Color Newsletter

Maple Creative

Business/Industry

Honorable Mention

ChemLINES Newsletter

ChemLINES serves as a tool to educate and equip the West Virginia chemical industry's employees and retirees to be natural advocates in their communities. The newsletter highlights the contributions of chemical plants to local and national economy and community, improvements in safety and health, and the synergies that exist between the plants and the other industries around them. It has won three previous Crystal Awards and a Round-Up Award from the Eastern Region of PRSA.

Internal Communications 4 or More Color Newsletter

Simonton Windows

Business/Industry

Crystal Award Winner

Clearview

Clearview is the primary internal communications piece for employees of Simonton Windows and SimEx. The 20+ page newsletter is written quarterly and distributed to employees at the company's manufacturing facilities across the country. This publication strives to showcase employee activities, the growth of the company, new products and manufacturing activities through an interesting and easy-to-read format. Clearview is written and produced internally at Simonton Windows and has been a consistent internal marketing tool for many years.

Department of Environmental Protection

Not-for-Profit

Crystal Award Winner

Connections

Connections is more than just an employee newsletter that provides dry and sterile agency and employee information. Information regarding policies or agency events is off-set by fun facts, trivia, and articles that address something of interest. *Connections* is where employees have a voice regarding their interests, their families, and their agency. While offering realities with an occasional chuckle, the newsletter strives to provide information that may help improve the quality of employees' life. *Connections*, the title, communicates that everyone at the Department of Environmental Protection is connected; we are all part of DEP. *Connections* is enjoyable, adding life and personality to make the job more of a pleasure and less of a chore.

Camden Clark Memorial Hospital

Not-for-Profit

Honorable Mention

Employee Connection

Camden-Clark Memorial Hospital's Employee Connection is a four-page, full-color newsletter is written, designed, printed in-house and published every other week. Copies are sent to each department and to the hospital's cafeteria for employees to read during breaks. In addition, all issues are available for reading/printing via the hospital's web site. An important regular feature of the publication is called "Extra Miles" which highlights examples of employees going beyond the call of duty.

External Communications 4 or More Color

Charleston Convention & Visitors Bureau

Not-for-Profit

Charleston Magazine

Charleston Magazine is a quarterly publication developed by the Charleston Convention & Visitors Bureau as a way for primary target audiences to receive more information about the Charleston area. It is also designed to build positive awareness of Charleston with local residents and business owners-key partners in helping the CCVB market Charleston. The first issue of Charleston Magazine was designed as a 56-page, high quality publication containing creative, upbeat editorial content. The inaugural issue premiered in November 2002. More than 30,000 copies of the magazine were distributed.

West Virginia University Alumni Association

Not-for-Profit

WV You—West Virginia University Alumni Association Magazine, Vol.24, Number 3

One of the most important functions of the West Virginia University Alumni Association is to help WVU graduates maintain ties to the University community. The “WV You” magazine is important in helping the alumni association achieve this. Mailed to 26,000 dues-paying alumni members nationwide, the publication notifies alumni of upcoming events. These activities generate funds to endow alumni chapter scholarships at West Virginia University. In addition, the “WV You” previews much anticipated upcoming football season events. The informal yet polished format gives the Alumni Association a perfect vehicle to maintain communications with alumni while fostering mountaineer pride and longstanding relationships.

External Communications 4 or More Color

West Virginia Medical Institute

Not-for-Profit

Crystal Award Winner

Home Health Matters

Home Health Matters was created to introduce the organization to a new audience – the home health community. The newsletter also serves as a vehicle to inform home health agencies and providers of projects and tools WVMI offers to help them improve quality of care. Home Health Matters was designed on the premise that great gifts come in small packages. Home health practitioners are often busy and on the go. A standard size newsletter would contain too much information to process in the amount of time our audience would commit to reading it. The masthead/template lends itself to keeping articles short and concise.

Simonton Windows

Business/Industry

Crystal Award Winner

Nitpickers News

Nitpickers News is a quarterly publication produced by Simonton Windows for the company’s group of 13,000+ Nitpicker Club remodeler customers. The information-packed newsletter offers business-growth ideas and communicates new programs and products consistently to Nitpicker members nationwide. In early 2002 this newsletter went through a transformation. The new design, eye-popping graphics and writing style made the piece easier to read while providing Nitpicker members with more valuable content. The newsletter is now seen as a primary communications tool for Simonton Windows with one of its chief target audiences.

WV Bureau of Employment Programs

Not-for-Profit

The Pulse: A Publication for Health Care- Summer 2002 Edition

The Pulse is a quarterly publication produced 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 for the Division because providers are not required by law or custom to treat workers’ compensation claimants. With limited treatment resources available in many parts of West Virginia, a providers’ decision not to treat claimants means that claimants either have to travel a good distance to get treatment or do not get the treatment they require. Either result is harmful to the claimant, and both increases the amount Workers’ Compensation

pays in treatment costs.

Camden Clark Memorial Hospital

Not-for-Profit

Crystal Award Winner

News Insert

The Community Connection is an eight-page (four pages in full color), tabloid newsletter produced monthly by Camden-Clark Memorial Hospital. The publication is inserted into local newspapers and highlights hospital activities and issues that impact the entire community. Primarily the feature articles focus on community health care events. Circulation is nearly 80,000 in 7 counties. Comparatively the combined Parkersburg News, Sentinel and Marietta A.M. circulation is only 31,500. Our cost is \$.04 per reader with a 156,000 impressions.

Writing Scripts

Huntington Museum of Art

Not-for-Profit

Patrick Dougherty 30-Second Radio Commercial

The main goal of The Patrick Dougherty 30-second radio commercial was to make the public aware that they were welcome to view the creation of a giant stick sculpture on the grounds of the Huntington Museum of Art. The radio commercial took a lighthearted approach to help dispel the idea that museums are a place where only the elite gather. Dozens of people who came to view Dougherty at work and talk to him about the creative process became involved in the project.

Writing News Releases

Simonton Windows

Business/Industry

Crystal Award Winner

Newest Trend: Naked Windows

The press release, “Newest Trend: Naked Windows” was written and distributed by Simonton Windows for trade and consumer media nationwide in 2002. The release conveys the idea that homeowners are eager to “explode” their living spaces with massive amounts of sunlight through windows. Additionally, the release reports on the growing trend of homeowners to move away from heavy draperies and window coverings in favor of showcasing their windows. This press release has been picked up and covered in multiple news media outlets including the web sites for Popular Mechanics magazine and Homefront with Don Zeman nationally syndicated radio show.

Huntington Museum of Art

Not-for-Profit

Pilgrim Legacy Cameo Glass Press Release

The goal of the Pilgrim Legacy Cameo Glass press release was to announce the creation of a line of art glass resulting from a partnership between the founder of Pilgrim Glass Corporation and the Huntington Museum of Art. This was a difficult press release to write because in one page it had to explain the process of creating cameo glass, the creation of a line of art glass, and the new partnership between the founder of Pilgrim

Glass and the Huntington Museum of Art.

The Arnold Agency

Business/Industry

Honorable Mention

MeadWestvaco

We created a press teaser for the Timber Rattlesnake release, sending out a novelty gift to 20 media outlets. It was the “snake in a can,” which featured a “snake” jumping out of the can when you opened it, and rattled when you shook it. We designed a snakeskin label for the can, which read, “Shake, Rattle, and...stay tuned.” It made 14 of the media outlets, plus four newspapers that picked up the story from the Associated Press. We got amazing feedback with our follow-up calls – “Loved the can, loved the idea!” And we also had very a happy client.

Press Kits

Homestead Communications

Not-for-Profit

Honorable Mention

IOGA-WV 2002 Winter Meeting Press Kit

The Independent Oil and Gas Association of West Virginia, Inc., representing 400 member companies employing 3,700 West Virginians, needed a press kit and media relations services for its 2002 Winter Meeting. Homestead Communications produced a press kit for the event that provided specifics on the meeting, plus information on the association and the industry as a whole. Marlin Fitzwater and other speakers were interviewed by both Charleston daily newspapers, The State Journal and all four local television affiliates. The association was prominently mentioned in all coverage and the press kit was completed under budget.

WV Division of Tourism

Not-for-Profit

Crystal Award Winner

Wild and Wonder of WV Media Kit

The Division of Tourism's "Wild and Wonder of West Virginia" media kit is a one-of-a-kind multimedia introduction to the travel opportunities in the Mountain State. It features distinctive art and photographs, while its subject matter covers every corner and travel region of the state. In addition to the fact-filled but easy-reading text, the kit includes an interactive CD that provides a live link to the Division of Tourism's online press room. It allows the agency to learn more about the kit's effectiveness and how often it is used, while providing journalists with a constantly fresh media kit.

Collateral Materials Posters

Maple Creative

Not-for-Profit

Honorable Mention

WV Care Coalition Poster

The Care Coalition is a not-for-profit organization that was formed in

2002 to build statewide public support for the passage of medical liability reform legislation. The comprehensive media public advocacy governmental relations campaign had many important components that lead to the coalition's ultimate success. The poster with response card collateral material was instrumental in drumming up public support by involving a diverse group of West Virginians who shared a common goal, medical liability reform. The posters eerie backdrop and key message, "Keep your doctor in West Virginia" informed people statewide about the pressing issue of medical liability reform. The posters hanging white coats allude to the fact that these coats may never be worn again if this issue is not addressed. The posters simple but startling approach was extremely effective at energizing public support and impacting radical change.

Charles Ryan Associates

Business/Industry

Crystal Award Winner

St Ives Cleveland Open House Promotional Poster

Alex Morgado, art director at Charles Ryan Associates, entered a competition put on by St Ives Cleveland to design a poster for their open house to feature a new 6-color printing press. The theme of the event was Casino Fair. Alex created a design incorporating Las Vegas, casino-styled graphics and an illustrative rendition of the Cleveland Skyline. The poster won the competition over 30 other entries and gave CRA exposure in another market.

Collateral Materials Brochures

Simonton Windows

Business/Industry

Crystal Award Winner

Tips Brochure Series

What can I do to save money on heating and cooling bills? How do I decide when to replace my windows? What are the safest ways to open windows with children in the house? These are just some of the questions that are asked—and answered—in the new Tips Brochure Series from Simonton Windows. The bold, bright, and easy-to-read brochures provide homeowners with dozens of tips on how they can save energy in the home, understand options for replacing their windows and keep their families safe. Available free to consumers, the educational pieces have become an instant hit with homeowners nationwide!

WV Symphony

Not-for-Profit

2002 Pops Brochure

While the typical the Symphony's patrons are older than age 55, the patrons for the POPS Series tend to be slightly younger and more outgoing. The strategy was to not just to get people to open the brochure but to get them to *want* to open it. In fact reverse psychology was used on the cover. It warned anyone opposed to gyrating not to open the brochure. The brochure was a success because not only were patrons eager to open it but increased ticket sales.

Camden Clark Memorial Hospital

Not-for-Profit

Honorable Mention

Leading the Way Patient Information Brochure

The Leading the Way patient information booklet was created to give our patients and their families a hands on reference guide as a tool to answer almost any question that they may have. The booklet covers a message from our CEP, history of our hospital, our mission and divisions statement and information ranging from the hours of the snack bar to our patients rights and responsibilities. It also covers our various department, services and procedures. The quick reference guide makes it a tool that is user-friendly. This booklet is also used as a recruitment tool.

The Arnold Agency

Not-for-Profit

Crystal Award Winner

The Nature Conservancy-WV Chapter Fund-raising Package

The West Virginia Chapter of the Nature Conservancy embarked on a \$12 million fund-raising campaign. We created a piece that highlighted past achievements, future projects and an overview of the campaign. The piece had to be professional enough to be offered to potential high dollar contributors, yet had to reflect the mission and goals of The Nature Conservancy. The campaign has raised over \$9 million so far, and the brochure was extremely well-received by the targeted donors.

The Arnold Agency

Business/Industry

Honorable Mention

Isis Arctic Char Collateral Materials

West Virginia Aqua, LLC wanted to introduce – Arctic Char – to both restaurants and distributors. We felt that West Virginia Aqua was not descriptive enough to entice people to find out more about this new type of fish. We created a plan that included changing the name to Isis Arctic Char and logo, incorporating strong colors that were reminiscent of the sea and a series of supporting materials. A cohesive program for marketing a new product was created, that enhanced the company's ability to get the word out and support their sales efforts.

West Virginia Bureau of Employment Programs

Not-for-Profit

Experience WV

The Bureau of Employment Programs is host for the 2003 National Conference of the National Association of Unemployment Insurance Appellate Boards. As part of our responsibility for promoting the conference a tabloid size, tri-fold brochure was developed for distribution at the 2002 Unemployment Insurance Directors' National Meeting and Legal Issues Forum, held October 15 - 17, 2002 in Montana. This was an important promotional opportunity because there is a strong relationship between unemployment insurance appellate boards and unemployment insurance administrative and legal issues, but little cross-attendance at their meetings.

Charles Ryan Associates

Not-for-Profit

Crystal Award Winner

West Virginia Symphony Orchestra 2002-2003 Season Brochure

The West Virginia Symphony Orchestra contracted with Charles Ryan Associates to produce its 2002-2003 Season Brochure. The theme Ready to Move You was chosen because the symphony was not only ready to move their audience with stirring music but also the symphony was literally ready to move their audience to a different location: the performance hall at the new Clay Center. Original photography was shot for the brochure of Conductor Grant Cooper and several other musicians from the orchestra being pushed around on dollies or their instruments, packed away in boxes, pushed up ramps, and carried away by moving men. These photos continued the moving theme throughout the piece.

Collateral Materials Invitations

Maple Creative

Not-for-Profit

Crystal Award Winner

Clay Center Invitation

The Clay Center for the Arts & Sciences West Virginia, a new, state-of-the-art performance hall and museum, was on the eve of its original grand opening date after more than a decade of fundraising and development. The center was the result of public and private contributions and a five – day celebration was planned. Maple Creative was commissioned by the Clay Center to develop materials for the grand opening celebration including a save the date card teaser used to peak the interest of the formal invitation and the invitation for the exclusive Clay Center donors list.

Charles Ryan Associates

Business/Industry

Crystal Award Winner

Jaguar Grand Opening Invitation

Smith Company Motor Cars hosted a grand opening event for its new Jaguar dealership. This was a special event since Smith is the only dealership in West Virginia to sell Jaguar vehicles. CRA was asked to design the invitation for the Jaguar Charleston Grand Opening and Dealerwide Salon Show. CRA came up with The Cat is out of the Bag theme that was used in outdoor and print advertising prior to the grand opening. The invitation carried out this theme and was designed to look like a brown paper bag with a Jaguar car invitation that the recipient can pull out of the bag.

Collateral Materials Logos

Maple Creative

Business/Industry

Crystal Award Winner

Pam Hylbert Properties Logo

Area Realtor, Pam Hylbert needed an identity that would stand out from her competition yet showed her classy, unique and personal style. Working with her agency, she developed an identity that was truly her own – her signature. Today her identity is featured in one of the nation's

leading producers of real estate signage catalogs and on their web site.

West Virginia Bureau of Employment Programs

Not-for-Profit

ECOMP

During the third and fourth quarters of 2002 The Workers' Compensation Division of the Bureau of Employment Programs developed a new Internet-based system which allows employers and some health care and legal providers to manage their Workers' Compensation claims, and the claims of their clients, online. The new system, introduced in December 2002, replaced a direct dialup system was very limited and outdated. As part of the public rollout a new name, **Compensation Online Management Program** was selected to reflect the purpose and function of the new system. As part of the roll-out the Communications Office designed the ***E COMP*** logo which not only reflects the name of the news system, but also promotes the special, secure web site required to access the system.

West Virginia University Alumni Association

Not-for-Profit

Capital Classic Logo

The mission of the WVU Alumni Association is to advance the interests of the students and graduates of WVU. One important way in which the Association fulfills its mission is through its annual Capital Classic luncheon in Charleston. At this formal event, the Alumni Association gathers the state's alumni to receive a briefing on the University from its president. This year, in order to give the event a coherent "look" we created a logo for it. The logo was featured on all signage, including welcome signs, registration table signs, and table numbers. The main component of the logo is, of course, the outline of the West Virginia capitol building. The other component is a portion of the logo of the WVU Alumni Association, including the "flying WV," a tremendously popular icon of the University and West Virginia pride.

Collateral Materials Direct Mail

Huntington Museum of Art

Not-for-Profit

Crystal Award Winner

Pilgrim Legacy Cameo Glass Newsletter

The goal of the Pilgrim Legacy Cameo Glass newsletter was to introduce people to a new line of art glass and inform people about a new partnership between the founder of Pilgrim Glass Corporation and the Huntington Museum of Art. The newsletter was also used at a Sept. 18, 2002, news conference to provide members of the media and visitors with all the details about the new line of glass. The newsletter succeeded in helping bring about the sale of six pieces of art glass valued at close to \$10,000 at the Sept. 18 opening event.

West Virginia Medical Institute

Not-for-Profit

2002 Holiday Card

West Virginia Medical Institute wanted to present the Charleston headquarters, its affiliate branches and two subsidiaries as one organization. Therefore, the 2002 Holiday Card design featured one pine branch, our combined logo and the phrase, "Season's Greetings from all

of our branches.” Also, to continue our strategy of positioning WVMI and its affiliates as organizations dedicated to health, we used the phrase “Wishing you health.” While the results of this direct mail piece cannot be measured like that of one soliciting some type of response, we deemed it a success in that it met our organizational goal of presenting WVMI, as a unified organization to our key publics.

The Arnold Agency

Business/Industry

Honorable Mention

The Arnold Agency Holiday Card

The holiday card offered greetings to our clients, vendors and friends. It also served as a self-promotion piece, to show our creative and design abilities and reflected the personality of the agency. To show our concern for animals, we offered the world a glimpse of our “furry family members”. Each employee submitted a photo of their pet, which was placed on a graphic “ornament” and identified. The front of the cover featured a teaser that was hard to resist – Fleas Navidad. The card received positive reviews. It was mentioned in the Charleston Daily Mail! (George Hohman’s column December 30, 2002)

Charles Ryan Associates

Not-for-Profit

Honorable Mention

Clay Center Opening Season Direct Mail

Charles Ryan Associates was hired by the Clay Center for the Arts and Sciences to design a direct mail brochure to highlight the opening season performances and performers in an artistic way that would reflect an artistic center such as the Clay Center. The team wanted a “coffee table” piece that recipients would keep. An Air of Excitement was chosen as the theme to announce the opening of the much-anticipated arts and sciences center that had been 20 years in the planning.

Special Purpose Publications

Huntington Museum of Art

Not-for-Profit

Honorable Mention

Mummy! Gallery Guide

The *Mummy!* Gallery Guide was created to provide visitors to the *Mummy!* exhibit at the Huntington Museum of Art with an in-depth guide to the 3,000-year-old objects in the exhibit and a keepsake souvenir of their visit. The Gallery Guide also serves as a pre-tour packet for teachers bringing students to the exhibition. The *Mummy!* Gallery Guide provides visitors to the exhibit answers to many of their questions and a context of what life was like in ancient Egypt.

West Virginia Bureau of Employment Programs

Not-for-Profit

New Directions–July 2002

News Directions was a one issue printed newsletter published as an update for a limited group of large West Virginia employers who were taking part in a special Workers’ Compensation pilot program created to

help redesign the claims processing system. This was an important project for Workers' Compensation because problems with the claims processing system helped create a \$2.5 billion unfunded liability problem for the Division. The newsletter was designed to replace a series of planned direct mailings with an easier to read, more professional looking piece of reference materials, introducing redesigned claims forms, return-work teams, increased safety services and a new claims processing structure. A secondary purpose was to showcase the pilot program and invite other employers to take part.

Charles Ryan Associates

Not-for-Profit

Crystal Award Winner

Charleston Area Medical Center Recruitment Booklet

Charleston Area Medical Center noticed a reoccurring problem when recruiting for job openings at the hospital. High school and college graduates had the misconception that the hospital was not a place to apply for a job for anyone pursuing a career outside of medicine. The hospital asked Charles Ryan Associates to create a usable recruitment tool that details all the positions within the hospital. The CAMC Recruitment Booklet was given to high school counselors, college advisors, and college reps to be used at job fairs throughout West Virginia and surrounding states.

Special Purpose Publications: Books

WV Symphony

Not-for-Profit

2002-2003 Symphony Program Book

The Symphony program book is used for every Symphonic concert throughout the entire season. The only changes made in the 104-page publication are the date of the concert on the cover and the 30 changing pages in the center of the book. Thus the cover had to be indicative not only of the orchestra but of the much-anticipated move into the acoustically superior Clay Center for the Arts and Sciences. This past season's program book was a success because we were able to incorporate the suggestions of our audience to give them the program book they wanted, hence keeping with the Artistic Director & Conductor's vision of being an orchestra of and for the people.

Audiovisual Presentations

West Virginia Division of Rehabilitation Services

Not-for-Profit

Crystal Award Winner

2002 Rehabilitant of the Year Video

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 the Division of Rehabilitation Services programs have on their lives. The theme for the

video, *Challenged by the Mountains*, highlights the effect technology has on people with disabilities and their ability to live productive lives.

Department of Environmental Protection

Not-for-Profit

Honorable Mention

DEP Division of Air Quality

Air is one of the most important substances to mankind and humans must have air to live. A number of groups and agencies are concerned about the health of the air you breathe. In West Virginia, the health of the air is regulated by the Department of Environmental Protection's Division of Air Quality. As with the other three divisions within the DEP, the Division of Air Quality both regulates industrial activity that involves air pollution and issues permits to allow the emission of air pollutants up to environmentally approved standards. The DAQ has an enormous job it checks the air for a number of potential pollutants and airborne material that might interfere or hamper your health. The division's employees competently handle a myriad of issues through a mass regulatory structure of rules and regulations that are aimed at improving and protecting your welfare.

John W. Wiater & Associates

Business/Industry

WV2/I-68 Transportation Necessity

The WV2\I-68 Authority is a 10-county, north central West Virginia consortium dedicated to highway improvements. It has 20 voting delegates and five ex-officio WV Department of Highways members. Its goal is to accelerate the construction upgrades of 132 miles of WV2 from Parkersburg to Chester; and to help begin construction of I-68 from Morgantown to Moundsville. J.W.Wiater & Associates was selected to develop a focused communications tool for giving context to this effort. A 10-minute video was created to highlight the transportation needs of building these highways. The video was able to capture the essence of this project that involves about 30 percent of state residents, and about 750 businesses. Nothing seems as vibrant as a well-told story on video. It is proactive, and features the credibility of the communities and persons most impacted. The video shows the regional reach of the project and the needs of modern transportation to spur new growth. The video is intended for a primary audience of the Governor's Office, WV Department of Highways, Congressional staffs of Sens. Byrd and Rockefeller; and Congressman Mollohan. Secondary audiences include community governments, social, business, civic organizations and residents.

Motion Masters

Business/Industry

Honorable Mention

What's Happening at Tri-State

MotionMasters teamed up with Tri-State Racetrack & Gaming Center and the Tridea Group to develop an informational video using a unique format, humor and excitement to market added attractions and entice guests to visit the gaming center for a good time. More than 9,000 inquiries were received as a result of the direct advertising plan. The 30 minute infomercial format was so effective that Tri-State received a second grant to develop another infomercial to introduce the new Mardi

Gras section of the gaming center. The second video is currently in production and alludes to a third infomercial to focus on the opening of its new hotel and convention center. Stay tuned ... and make plans to be at Tri-State Racetrack & Gaming Center-- the right place at the right time.

West Virginia Medical Institute

Not-for-Profit

Diabetes Training Camp Television PSAs

The “Diabetes Training Camp” PSAs employ a military-style cadence to promote recall of specific preventive procedures for people with diabetes. The aim is to “stick” the cadence in viewers’ conscious, and ultimately encourage patients to ask health professionals for these tests.

The announcements feel fun and inviting. This technique was used rather than a “fear tactic” based on pre-testing of the spot concepts. Research showed that by making a “light” theme, people were less likely to tune out or ignore the messages. Open captioning of the cadence further emphasized the procedures, while also targeting visual learners and hearing impaired viewers.

Camden Clark Memorial Hospital

Not-for-Profit

Community Forum Television Production

The Camden-Clark Memorial Hospital (CCMH) Community Health Forum is a weekly 30-minute live-to-tape television program that airs every Sunday morning at 7:00 a.m. on WTAP-TV, NBC affiliate in Parkersburg, West Virginia. The purpose in developing the Forum was to provide education to the community about important health topics as well as information about community service organizations. Susan Galvin, Marketing/Media Specialist, for CCMH, writes, produces and hosts the show each week. We take the opportunity to advertise each show in our internal publications, the Community Connection, Lifetime Connection, and a display ad in the local newspaper. Nielsen ratings show the audience increased 25% in a 5-month period in 2002.

Interactive Communications: Web Sites/Intranets

The Arnold Agency

Business/Industry

Isis Arctic Char Web Site

West Virginia Aqua, LLC, wanted an updated web site to showcase their promotion and distribution of a freshwater fish – the Arctic Char. The web site would be the first step in the launch of their marketing program. The web site had to appeal to different audiences – restaurants/chefs and distributors. It had to be appealing, navigable, and support the fish as an elegant, upscale item sold at fine dining restaurants. The site also had to have appropriate contact information for product ordering. With a budget less than \$10,000 we were able to produce a web site that was effective with consumers and the food industry.

Maple Creative

Business/Industry

Honorable Mention

Epiphany Consulting Web Site

Epiphany Consulting has become one of West Virginia’s premiere

consulting firms. To capitalize on success, Maple Creative and Epiphany held a brainstorming session to discuss further expansion of the business. In doing so, they decided that the creation of a web site was necessary. Developing the web site was a huge success in the marketing of Epiphany. They were able to reach a broader range of clients and could get information to their established clients at a more efficient rate. Given the prosperity of the web site, both Epiphany and Maple Creative envision the same success for the company's next project, a brochure.

West Virginia Bureau of Employment Programs

Not-for-Profit

Honorable Mention

<http://www.state.wv.us/scripts/bep/wc/>

The Workers' Compensation Division is part of the West Virginia Bureau of Employment Programs and the Workers' Compensation web site is part of the larger WVBEP web site. Only the Workers' Compensation site is submitted for judging. Our objective was to maintain a third generation West Virginia Workers' Compensation web site and make it easier to use, easier to understand and follow, and to have a more appealing user interface. There are a number of problems that makes this process difficult.

Interactive Communications: Online Publications

West Virginia Bureau of Employment Programs

Not-for-Profit

Honorable Mention

News&Views Online—September 2002 Issue

News&Views has been published by the Bureau of Employment Programs as a newsletter targeted for our employees and retired employees since World War II. During that time it has evolved from mimeograph to letterpress, to black and white-only, to booklet size offset. In January of 2001 the next stage of evolution was completed with a move to an electronic version using web posting as the principal means of distribution. We are submitting the September 2002 issue as a typical sample for judging. The move to web site posting was done for several reasons, including an agency-wide emphasis on the use of technology, time and cost savings, and better distribution. A secondary objective was to use the familiarity of the News&Views to encourage employees to visit the web site and use features and view work-oriented information posted there for their use. The use of the Internet site for posting, as opposed to posting on the internal Intranet site, is important because it allows retired employees to receive News&Views online in the same format and time frame as current employees. All writing, content and design decisions are targeted at our internal audience, with the understanding that other, non-targeted, readers are a possibility.

Maple Creative

Business/Industry

Honorable Mention

Insights & Opportunities Newsletter

In 1974, certified public accountants Bob Simpson and Roger Osborne

founded the partnership of Simpson & Osborne. For many years Simpson & Osborne produced and distributed a quarterly newsletter titled *The Resource*. But with today's ever growing technology, Simpson & Osborne wanted to take the paper newsletter to Internet and in doing so, staying ahead of their competition. Thus was born *Insights & Opportunities*. The first issue was very well received and there has been a significant increase on the traffic of its web site. The content is a refreshing read of issues and concerns that pertain to the local audience.

Interactive Communications: Interactive CD

Charles Ryan Associates

Not-for-Profit

Crystal Award Winner

West Virginia Division of Tourism Media Kit CD

In 2002, Charles Ryan Associates created a media kit for the West Virginia Division of Tourism that would be distributed to travel writers, newspaper and magazine travel editors and in-state VIP media. Included in that kit was an interactive CD-ROM that was produced by Rev Interactive, a division of Charles Ryan Associates. The CD created a visually stunning experience for the viewer, provided a gateway for the viewer to receive updated information from the West Virginia Tourism online pressroom and used the latest tracking technology to determine who was using the CD and how often the Tourism press room web site was visited.

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