



ADVANCING THE PROFESSION AND THE PROFESSIONAL.

## West Virginia Chapter 2004 Crystal Awards Case Summaries

### Campaigns

[Special Events and Observances - 7days or less](#)  
[Special Events and Observances - 8days or more](#)  
[Crisis Communications](#)  
[Internal Communications](#)  
[External Communications](#)  
[Integrated Communications](#)  
[Best in West Virginia](#)

### Projects

[Annual Reports](#)  
[Internal Communications](#)  
[External Communications](#)  
[Writing Scripts](#)  
[News Releases](#)  
[Speeches](#)  
[Press Kits](#)  
[Collateral Materials-Posters](#)  
[Collateral Materials-Brochures](#)  
[Collateral Materials-Invitations](#)  
[Collateral Materials-Logos](#)  
[Collateral Materials-Direct Mail](#)  
[Special Purpose Publications](#)  
[Audiovisual Presentations](#)  
[Interactive Communications: Web Sites/Intranets](#)  
[Interactive Communications: Online Publications](#)  
[Interactive Communications: Interactive CD-ROM](#)

[Back to Awards page](#)

### Campaigns

Special Events and Observances - 7 days or less

Maple Creative, LLC

Business/Industry

Radisson Grand Opening Event

#### **Crystal Award**

The newly opened Radisson Hotel at Waterfront Place in Morgantown is a 17-story high-rise featuring 206 deluxe guest rooms, state of the art conference facilities, wedding planning and ceremony accommodations and several other luxurious amenities. The Radisson Hotel wanted to

have a grand opening event to showcase the hotel and sought assistance from Maple Creative to help with the theme and collateral materials. The Fall 2003 event, attended by over 1,000 people, was a huge success and has since identified the Radisson as the premier hotel in North Central West Virginia.

**Kanawha/Charleston Humane Association**

by The Arnold Agency

Not-for-Profit

**2003 Take Home A Pet Project**

Our agency's Take Home A Pet Project helped raise awareness of the Kanawha/Charleston Humane Association's mission and needs. The Agency hosted a hugely successful donation drive for the local shelter - two animals were adopted, 700 pounds of dog and cat food were donated and the shelter received nearly \$200 in cash donations! In addition, we created and produced a quarterly newsletter, developed a billboard campaign, negotiated free billboard space through the Kanawha Valley and partnered with a number of local media outlets for this worthy cause.

**Arnold Agency**

**Business/Industry**

**Subway Spokesman and American Heart Walk**

Subway's partnership with the American Heart Walk makes this fundraising walk stand out among many similar events by increasing participation and awareness of heart disease and stroke and, in turn, improving Subway's recognition as a sponsor. The Wood County American Heart Walk set the bar high; in fact they doubled their previous attendance record. The event raised nearly \$50,000 to fight heart disease. Jared Fogle spent the day promoting Subway products and a healthy lifestyle while shaking an endless stream of outstretched hands, conversing with hundreds of people and posing for countless photographs.

**Snowshoe Mountain Resort**

**Business/Industry**

**The Snowshoe 24: A Race Around the Clock**

Because it was a first-of-its-kind event in the region, The Snowshoe 24: A Race Around the Clock held in March of this year had to be promoted in a way that would generate interest for an unproven event. The Snowshoe Mountain Communications Department set out to promote the event using every available option including the Internet, television, radio and print. It was a grassroots effort for a grassroots event set up to benefit the Snowshoe Foundation, a non-profit group serving three West Virginia counties. In the end, nearly 50 teams raced through the day and night and through a range of weather conditions logging more than 5000 total laps. The preview coverage along with race updates were credited with the success of the first-year event with plans already in the works for next year's Snowshoe 24.

**Special Events and Observances - 8 days or more**

**Snowshoe Mountain Resort**

**Business/Industry**

**Snowshoe Mountain Resort: 30 Years and Still Growing**

Snowshoe Mountain Resort started as a simple idea for a destination resort in the mountains of West Virginia, one dedicated to snow lovers by snow lovers. In the 30 years since its creation, the resort has seen changes that have only added to that initial vision in a way its creators could not have predicted. To mark the milestone, Snowshoe Mountain Resort set out on a campaign to pay tribute to the resort's past while at the same time looking forward to the resort's future. 'Snowshoe Mountain - 30 Years and Still Growing' became the theme for the year-long celebration focused on the endless potential found atop a nearly mile-high mountain in Pocahontas County, West Virginia.

## Crisis Communications

The Manahan Group

Business/Industry

AirAlert: A Better Way to Manage A Crisis

### Honorable Mention

AirAlert™ is a custom-tailored web-based solution for airport crisis communications that is designed so that one airport employee can manage a communications system and provide reports, travelers, citizens and government regulators with comprehensive, up-to-the-minute airport information, coordinate with the airport's emergency operations team, and communicate through pagers, text messaging, e-mail, PDA or telephone. It also serves as the team's secure communications system. It has been qualified by the FAA and reviewed by emergency experts.

Arnold Agency

Business/Industry

WVSHARE and WVIF

Auto and homeowner insurance companies were experiencing enormous losses in West Virginia and WV consumers were finding it difficult to obtain insurance coverage at an affordable cost due to increased insurance claims. WVSHARE and WVIF came together to develop a grass roots movement to communicate the reasons rates were increasing and offer solutions to improve the affordability and availability of insurance. We were successful in modifying laws including the establishment of an insurance fraud investigation unit in the WV division of insurance, modification of auto insurance lock-in laws, modification of auto insurance renewal laws and modification of auto insurance reinstatement for nonpayment of premiums.

## Internal Communications

West Virginia Workers' Compensation Commission

Not-for-Profit

West Virginia Workers' Compensation Internet Slogan, Logo and Mission Statement Selection

### Crystal Award

The communications staff undertook an internet-based campaign designed

to address issues related to a lack of internal communication between management and employees, a lack of employee acceptance of technology and a general feeling of lack of involvement and commitment from employees. An estimated 27 percent of the Commission's 900 employees submitted comments and suggestions about the mission statement, the slogan selection was entered by 48 percent of employees and the logo selection was entered by an overwhelming 81 percent of employees. This campaign helped bring about increased communications between management and employees, drew employees to the intranet site and showed employees that their input was important, valued and utilized. This message is reinforced every time employees use or see a logo item or presentation piece showing the mission statement.

**Snowshoe Mountain Resort**

**Business/Industry**

**The Discovery Center's "Closer Look"**

### **Honorable Mention**

Snowshoe Mountain Resort is already West Virginia's largest destination resort, but the pursuit of even more for the Pocahontas County Mountain continues. The Intrawest Resort Specialists at Snowshoe's Discovery Center understood this and they turned to Snowshoe TV in 2003, looking for a way to convey the excitement surrounding new development to both guests and employees. The result was The Discovery Center's "Closer Look," a program centered on development that aired on Snowshoe's own on-mountain television station throughout the 2003-2004 winter season.

### **External Communications**

**West Virginia Medical Institute**

**Not-for-Profit**

**Get The Flu Shot, Not The Flu**

### **Crystal Award**

"Get the Flu Shot Not the Flu" was a multi-faceted campaign. It began with a three-pronged direct mailing to 44,000 Medicare beneficiaries. Thousands then received the "Get the Flu Shot" message from the pulpit in the Faith-Based Immunization toolkits distributed to churches throughout the state. Our campaign ended with massive dissemination of information through the Silver-Haired Legislature, state senior centers, doctors' offices, pharmacies and the media.

**Snowshoe Mountain Resort**

**Business/Industry**

**Snowshoe Mountain: A Destination Resort**

### **Honorable Mention**

Snowshoe Mountain Resort started as a simple idea for a destination resort in the mountains of West Virginia, one dedicated to snow lovers by snow lovers. In the 30 years since its creation, the resort has seen changes that have only added to that initial vision in a way its creators could not have predicted. The challenge for Snowshoe Mountain's Communications Department is to promote that vision from a remote mountaintop village in Pocahontas County. Utilizing equipment, ideas and an arsenal of personnel unique to the resort, Snowshoe Mountain's communications department has successfully promoted the mountain as a

destination resort this season.

### **Integrated Communications**

The Manahan Group

Not-for-Profit

*Raze-Tear Down The Lies*

### **Crystal Award**

West Virginia has the nation's highest teen tobacco use rate. The problem was compounded by the state's culture of tobacco accessibility and acceptance. The "Raze – Tear Down the Lies" campaign debuted in 2002 and expanded in 2003. The budget was one of the smallest statewide budgets for teen tobacco prevention in the nation. Within 24 months, teen tobacco use in West Virginia has dropped 32 percent – one of the largest declines recorded in the country.

West Virginia Workers' Compensation Commission

Not-for-Profit

E-Comp Promotional Campaign

### **Honorable Mention**

A decision was made promote an Internet-based system for employers to use for online claims filing. This system was already in development, but had not been an agency priority. An old system, developed under the name of the Workers' Compensation Online Information System, was updated and renamed E-Comp. When the revised system was ready for a promotional campaign it had 250 users who were submitting 10 injury claims per workday online. The promotional campaign was scheduled for October and November 2003 and had written goals of doubling the number of users to 500 and increasing the number of online claim filing to 25 per day. These goals were to be reached by December of 2003.

Alderson-Broaddus College

Not-for-Profit

*Renewing the Promise: The Campaign for Alderson-Broaddus*

Renewing the Promise: The Campaign for Alderson-Broaddus is the largest campaign in the 133-year history of the College. Alderson-Broaddus' mission is based on a promise-a promise that focuses on serving the region by providing a high-quality education, infused with Christian values. With a goal of \$15 million, Alderson-Broaddus plans to renew that promise by expanding educational opportunities for students, strengthening its campus environment and building its institutional capacity for future generations of students.

## **Projects**

### **Annual Reports**

West Virginia Workers' Compensation Commission

Not-for-Profit

Returning to Fundamentals

### **Crystal Award**

Returning to Fundamentals set the theme for the newly created Workers'

Compensation Commission and was produced and distributed only on CD and online. It is in black and white, with limited spot color and, at 28 pages, is one of the shortest annual reports ever produced by Workers' Compensation. While not stark, it was conceived to be basic, simple and no-nonsense. The agency believes that with this annual report the Workers' Compensation Commission became the first state agency in West Virginia history to submit a legally required annual report to the governor and the legislature only on disk, with no printed hard copies.

**Arnold Agency**

**Business/Industry**

**Mountain State Blue Cross Blue Shield 2002 Annual Report**

### **Crystal Award**

Each year, The Arnold Agency designs and produces an annual report for Mountain State Blue Cross Blue Shield communicating their objectives and achievements from the previous year. The annual report for 2002 used the theme, "Your Connection to a Healthier Life," based on their objective to lead West Virginians to healthier lifestyles through The Dean Ornish Program for Reversing Heart Disease, HealthPLACE on the Move and other wellness programs they offer. The report was well received by all, including our judges.

### **Internal Communication 1-3 Color Magazine**

**Homestead Communications**

**Not-for-Profit**

**IOGA News**

### **Crystal Award**

IOGA 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 and the chairman of the Communication Committee to determine the direction of the publication. Association members, leadership and staff are pleased with IOGA News, and are taking an active interest in the magazine. The staff is especially pleased that the magazine has met deadline goals and exceeded budget goals.

### **Internal Communications 4 or More Color Magazine**

**Huntington Museum of Art**

**Not-for-Profit**

**Members Magazine**

### **Honorable Mention**

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 the Museum.

### **Internal Communication 1-3 Color Newsletter**

**Maple Creative**

**Business/Industry**

**ChemLINES Newsletter****Honorable Mention**

ChemLINES is a bi-annual publication of the West Virginia Manufacturers Association and the Chemical Industry Committee, which is produced by Maple Creative. The newsletter educates and informs the employees and retirees of the state's chemical industry about issues affecting their plants, thus preparing them to be natural advocates in their communities. With each year, the interest in the newsletter continues to increase.

**External Communications 4 or More Color Magazine**

Maple Creative, LLC

Not-for-Profit

Journal of Innovation

**Crystal Award**

The Journal of Innovation is a publication distributed through the collaboration of the West Virginia High Technology Consortium Foundation and Maple Creative. The purpose of the journal is to communicate the success of the high technology foundation at the local, state, regional, national and international levels. Together both parties have produced a high-quality journal focusing on West Virginia's rapidly growing technology sector.

West Virginia Workers' Compensation Commission

Not-for-Profit

Directions

**Honorable Mention**

Directions was first published in early 2004 and has been well received by our nearly 44,000 stakeholders, with only one negative comment. The first issue was 12 pages counting covers and the plan calls for it to remain a 12-page publication until at least the end of calendar 2004. There are several advantages to the magazine format for the Commission, including reduction in mailing and printing costs, a dependable publication schedule, and a cleaner, more reader friendly format.

Charleston Convention & Visitors Bureau

Not-for-Profit

Charleston Magazine

Charleston Magazine is a quarterly publication developed by the Charleston Convention & Visitors Bureau to provide primary target audiences with 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 Charleston CVB market the city. Charleston Magazine is a 56-page, high quality publication containing creative, upbeat editorial content. The one-year anniversary cover, which has been the most popular cover so far, featured Charleston native Jennifer Garner.

**External Communications 1 to 3 Color Newsletter**

West Virginia Medical Institute

Not-for-Profit

Lifeline Flu Edition

### **Crystal Award**

Three thousand West Virginia Medicare beneficiaries, 65 and older, subscribe to Lifeline, West Virginia Medical Institute's quarterly newsletter. The Summer 2003 issue centered on the coming flu season. To emphasize the seriousness of the flu, the staff focused on various aspects of the illness in five pieces, including two stories, a question and answer piece, a flu shot testimonial and a puzzle. To encourage early vaccination, the publication was distributed in late summer just before the first flu clinics were offered.

### **External Communications 4 or More Color Newsletter**

Simonton Windows

Business/Industry

InFocus Customer Newsletter

### **Crystal Award**

The InFocus newsletter produced by Simonton Windows captures the attention and interest of various customer bases for the West Virginia-based window company. The bold, easy-to-read format makes it a fast way for customers to gain current information on Simonton along with tips for improving their own businesses. InFocus appeals to people with a must-read layout and exciting graphics. The newsletter features a customized insert for target audiences and vast amounts of detailed information.

### **Writing Scripts**

Huntington Museum of Art

Not-for-Profit

The Mummy! 30-second TV commercial

### **Crystal Award**

Goals for "The Mummy!" 30-second TV commercial were getting people excited and encouraging visits to the Mummy! Exhibit at the Huntington Museum of Art. The commercial aired in February and March 2003 to build on a large billboard, print and radio campaign that launched the Mummy! Exhibit in late December 2002 and early January 2003. The commercial continues to air and is effective in increasing attendance in periods after it has aired.

### **Writing News Releases**

Simonton Windows

Business/Industry

10 Tips for Saving Energy in the Home

### **Crystal Award**

With the goal in mind of educating consumers on ways to save energy, Simonton Windows wrote and distributed the press release, "10 Tips for Saving Energy in the Home: in 2003. The informative release, which mixes in fenestration and building product tips, received outstanding placements. More than 2.9 million readers were reached via stories running in 222 daily and weekly newspapers nationwide.

Simonton Windows

Business/Industry

Matchmaking 101

### **Honorable Mention**

The creative press release, “Matchmaking 101: Marrying Windows and Lifestyles” created by Simonton Windows in 2003 offers consumers suggestions on how to select the right windows for their homes during different stages of their lives. Practical tips combine with designer information to create a winning press release that received coverage on nationally syndicated home improvement radio shows, in consumer and trade magazines and in daily and weekly newspapers nationwide.

### **Writing: Speeches**

Homestead Communications

Not-for-Profit

Dale Rettinger Scholarship Presentation

### **Crystal Award**

When the Independent Oil and Gas Association of West Virginia, Inc., named a scholarship in honor of a recently deceased member, Homestead Communications was asked to write the presentation speech. Using recollections of those who knew him well as a platform, Diane Slaughter crafted a speech that touched his family, peers and colleagues by celebrating his life and his devotion to family, friends, education and the oil and gas industry.

### **Press Kits**

Simonton Windows

Business/Industry

Simonton Windows Media Binder

### **Crystal Award**

Information-packed and easy-to-read, the Simonton Windows Media Binder is an editor’s best friend. The press kit is designed as a long-term media companion with dedicated sections on company information, product information, press releases, photography and resources. Created for trade and consumer media, this impressive binder includes an image CD, industry resources and a glossary of terms, making it a valuable resource for editors seeking both general window information and specific details on Simonton Windows.

### **Collateral Materials Posters**

The Manahan Group

Not-For-Profit

Raze Recruitment Flyer

### **Crystal Award**

Raze is West Virginia’s teen-led youth anti-tobacco movement. The campaign is a paid media campaign and a grass roots advocacy program. The Manahan Group designed and produced a recruitment flyer based on an iPod giveaway to place in schools around the state to create brand awareness for Raze and to introduce high school students to the movement. The effort produced increased traffic on the web site and hundreds of teen registrations for the Raze movement.

Huntington Museum of Art

Not-for-Profit

**Hilltop Festival Poster****Honorable Mention**

The Huntington Museum of Art Hilltop Festival poster's goal was to inform the public the event was renewing a commitment to arts and crafts at the festival. The poster emphasized with photographs the arts and crafts available. The poster's effectiveness can be seen in a 722 percent increase in commissions from arts and craft exhibitors in 2003 over 2002 and an overall 20 percent increase in 2003 Hilltop Festival attendance over the previous year.

**Simonton Windows****Business/Industry****Publicity Poster**

The unique Simonton poster, "We're Making Over 400 Million Lasting Impressions Nationwide," is a bold, bright testament to the aggressive public relations and advertising results achieved by the window manufacturer in 2003. Distributed to Simonton customers for display in their stores and showrooms, the poster reminds people that Simonton's marketing efforts - through television, radio, newspapers, magazines and web sites - reach out daily with valuable messages for customers.

**Collateral Materials Brochures****Jackson Kelly, PLLC****Business/Industry****...And the Band Played On****Crystal Award**

What does a company of great stature do when its fearless leader dies, several known figures step down and retire, and a host of new faces fresh from law school take over to help clients fight their way through overwhelmingly litigious and fiscally draining problems? How does a company with such intellectually and persuasive muscle handle the whirlwind of potentially damaging rumors that could have lasting effects on its platinum reputation? The top talent takes to the stage and delivers the performance of a professional lifetime, of course.

**Simonton Windows****Business/Industry****Simonton Design Showcase Series****Honorable Mention**

What do a lakefront cabin, Texas show home, beachfront house and Florida custom home have in common? They're all featured brochures in the 2003 Simonton Design Showcase Series. These information brochures include project challenges and discoveries, product specifications and insights from people involved in each project. The brochures are sent to a wide range of target audiences, building awareness for Simonton Windows or its products in a variety of new construction and remodeling projects.

**Maple Creative, LLC****Not-for-Profit****The Woodlands Marketing Brochure****Crystal Award**

The Woodlands is a strategic, land-use planning project in Beckley,

encompassing a business, education, recreation and government. Civic leaders engaged Maple Creative to create a brochure to foster new participation in the project and solidify commitments with interested parties. Drawing upon the Woodlands Brand Charter, we used its Brand Essence, progressive, natural and inviting, to guide our design. The essence is woven throughout the brochure in typography, imagery, paper selection, color palette and copy.

**Clay Center for the Arts & Sciences**

**Not-For-Profit**

**WV 2004/2005 Season Brochure**

### **Honorable Mention**

This brochure was created to promote the Clay Center's 2004-2005 performance season. The Clay Center's president, and marketing and creative teams did planning for the piece. The target audience consists of West Virginians and regional visitors of all ages who enjoy the performing arts in the fullest spectrum and of the highest quality. The theme of the brochure is a monologue reflection, a "memory scrapbook" used to draw the reader in and create interest and excitement about the upcoming season. A budget of \$17,000 was designated for the printing costs of this 20-page full-color brochure.

**Arnold Agency**

**Business/Industry**

**Mountain State Blue Cross Blue Shield Community Relations Report**

Mountain State Blue Cross Blue Shield participates in many community programs encouraging wellness and healthier living. The President/CEO addressed this involvement in a Community Relations Report, titled, "From Blue to You," detailing the programs in which they are involved. This piece, distributed to employees and members of the West Virginia Legislature, describes Mountain State's involvement and why it is important to Mountain State and the programs' success.

### **Collateral Materials Invitations**

**Jackson Kelly, PLLC**

**Business/Industry**

**Jackson Kelly Courtship Stirs Up Quite A Racquet**

### **Crystal Award**

Women love attention. Rather than creating yet another cattle-call for clients of all makes and models to mix and mingle at worn out socials, the Chairman of the Firm's Business Development Committee of Jackson Kelly PLLC charged each lawyer with the creation of an event or program that spoke to a specific group of people. Environmental lawyer, Gale Reddie-Lea, outlined an idea of treating over 500 women to a full day of fellowship and competition that netted great rewards for all.

**Simonton Windows**

**Business/Industry**

**Texas Association of Builders Invitation**

### **Honorable Mention**

"There's only one sure thing in Vegas" was the slogan used on envelopes from Simonton Windows to members of the Texas Association of Builders to encourage attendance at a special luncheon in their honor

during the 2004 International Builders' Show. This winning slogan, and the creative design of the invitation inside the envelope, drew 234 Texas builders to a luncheon – surpassing the target goal by 15 percent and making the event a smashing success.

### **Collateral Materials Logos**

**Maple Creative**

**Business/Industry**

**Godbey Works**

#### **Crystal Award**

Prior to founding Godbey Works, Mr. Godbey spent 20 years working with educational institutions, government organizations, non-profits, small businesses and Fortune 500 companies. Rob has led projects in information technology, reengineering, new product and service design, strategic planning, professional and organizational development and e-learning. Rob Godbey commissioned Maple Creative to design an identity package that would simplify the work he does and give him a unique look. Thus was born: analyze, create and succeed.

**Homestead Communications**

**Not-For-Profit**

**WVSAE Logo**

The West Virginia Society of Association Executives, or WVSAE, needed a new logo to reflect the dynamic nature of the association and its membership. Homestead Communications used typography and color to represent the two largest segments of the membership, while depicting them as part of a united organization. The new logo, unveiled in November 2003, showcased the diverse nature of the membership, the energy of individual members and the synergy of the organization as a whole.

**Maple Creative**

**Not-For-Profit**

**The Woodlands Logo**

The Woodlands is a strategic, land-use planning project, centered around Beckley, W. Va. The Woodlands development is holistic, linking together a broad range of participants including business, education, recreation and government. Civic leaders engaged Maple Creative to craft a logo and brand charter for project debut and subsequent marketing efforts. Through research, consultation and design, we developed an overarching brand, founded upon the area's unique selling proposition, and a family of sector-specific companion logos.

**West Virginia Workers' Compensation Commission**

**Not-for-Profit**

**WVWCC Logo**

This was an internet-based project designed to address issues related to a lack of internal communications between management and employees, a lack of employee acceptance of technology, and a general lack of involvement and commitment from employees. As estimated 27% of our 900 employees submitted comments and suggestions about the mission statement. The slogan selection was entered by 48% of our employees and the logo selection was entered by 81% of our employees. It helped increase communications between management and employees, it brought

employees to the intranet site, and it showed employees that their input was important, valued and utilized. This message is reinforced every time they use or see a logo item or a presentation piece showing the mission statement. We feel that this project was very successful.

### **Collateral Materials Direct Mail**

The Arnold Agency

Business/Industry

The Arnold Agency Holiday Card

#### **Crystal Award**

The Arnold Agency's 2004 Christmas card was designed to reflect each employee's personality by displaying an item that represents him or her. The design of this card allowed the recipient the chance to guess which item was representative of each employee before turning over the card for the "reveal." This card was sent to agency clients, friends and vendors and was well received by all.

Simonton Windows

Business/Industry

Simonton Windows PR Postcard Series

#### **Crystal Award**

The creative direct mail campaign by Simonton Windows contains four postcards targeted to trade and consumer media. Each postcard asks the reader where they can find information on windows fast – and then answers the question with contact details for Simonton Windows. A unique way to solidify Simonton's presence in the minds of their media contacts, this direct mail program suggests topics for editors to cover and strengthens the identity of the Simonton PR team.

Maple Creative

Business/Industry

Maple Creative Holiday Card

#### **Honorable Mention**

The end of the year marks many occurrences but one that is particularly important, the holiday mailing season. The holiday cards sent by Maple Creative must show off their creative abilities. Throughout the past year, Maple continued to hear from clients and prospects that they did not want the same cookie cutter designs. Maple took their feedback and used it to create a holiday message that also displayed their ability to think outside the box.

Huntington Museum of Art

Not-for-Profit

Pilgrim Legacy Cameo Glass Newsletter

#### **Honorable Mention**

The goal of the Fall/Winter 2003 Pilgrim Legacy Cameo Glass newsletter was to inform art glass collectors across the nation about the new creations that are available for their collections and to promote the custom design of art glass pieces. Following the release of the newsletter, the Museum Shop worked to create a custom-designed vase for Senator Robert C. Byrd. The vase was presented to the West Virginia Senator in March 2004.

**Special Purpose Publications**

**Simonton Windows****Business/Industry****Simonton Windows Coastal Brochure****Crystal Award**

“Making the Most of Life on the Coast,” is a four-color brochure created by Simonton Windows to help consumers better enjoy coastal living. The informative piece provides tips for emergency preparations, window selection and other elements inherent with living in a coastal environment. Bold graphics and a fast-read tips-oriented format make this winning piece a “must have” for all coastal homeowners.

**Alderson-Broaddus College****Not-for-Profit****Renewing the Promise: The Campaign for Alderson-Broaddus**

Renewing the Promise: The Campaign for Alderson-Broaddus is the largest campaign in the 133-year history of the College. Alderson-Broaddus' mission is based on a promise - a promise that focuses on serving the region by providing a high-quality education, infused with Christian values. With a goal of \$15 million, Alderson-Broaddus plans to renew that promise by expanding educational opportunities for students, strengthening its campus environment, and building its institutional capacity for future generations of students.

**Wheeling Island Racetrack & Gaming Center****Business/Industry****Celebrating Our Commitment**

An idea that was initiated by Wheeling Island Racetrack & Gaming Center's President and General Manager, Geoff Andres and executed by the Wheeling Island Marketing and Finance team, the 2004 "Celebrating Our Commitment" Community Report was designed to educate and celebrate Wheeling Island's dedication to its community, employees and guests. The report showcases Wheeling Island's economic vitality, employees, growth, charitable contributions, guests and history. The report was successfully completed within a \$4,000 budget and is being called "a unique and exceptional report" from community leaders, Wheeling Island management, employees and media.

**Audiovisual Presentations****Alderson-Broaddus College****Not-for-Profit****Renewing the Promise: The Campaign for Alderson-Broaddus**

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**West Virginia Medical Institute****Not-for-Profit****Lifeline, the Senior Health Magazine**

Lifeline, the Senior Health magazine, is a weekly cable access television

program targeting viewers 65+ with health information. It is a production of the West Virginia Medical Institute, and airs in around 200,000 households throughout West Virginia. The specific segment featured on the tape is from the show's 2003 nursing home edition. The story features nursing home residents' art, the artists and staff input on how the program has improved the lives of the residents.

### **Interactive Communications: Web Sites/Intranets**

**Maple Creative**

**Business/Industry**

**Maple Creative Web Site**

#### **Crystal Award**

Created to provide prospective and current clients insight and information into the people behind Maple Creative, as well as the vision and mission of the company, MapleCreative.com provides a forum for the marketing firm to express its uniqueness, highlights its commitment to West Virginia and a showcase for its work.

**West Virginia Workers' Compensation Commission**

**Not-For-Profit**

**The Daily Message**

#### **Crystal Award**

The Daily Message is a new message to employees, written for each workday, and usually from the Executive Director. At times the Daily Message takes a guest columnist format, but it is always bylined by a member of the leadership team and always addresses topics and subjects important to the agency and agency employees. Topics range from agency activities to staff achievements to policy and legislative changes.

**The Manahan Group**

**Not-For-Profit**

**Raze Web Site**

#### **Honorable Mention**

The Raze campaign is West Virginia's teen-led youth anti-tobacco movement, and maintains a web site for coordination and collaboration among teen members. The site also acts as a means of conducting an evaluation of the grass roots part of the movement by tracking the number of events, called commotions, which teens implement around the state. Razewv.com features a bulletin board system, regularly updated content written by teen members and an edgy, "with attitude" design.

### **Interactive Communications: Online Publications**

**West Virginia Medical Institute**

**Not-for-Profit**

**WVMInsights**

#### **Crystal Award**

The West Virginia Medical Institute needed a new electronic monthly employee newsletter to reflect its corporate evolution and growing workforce. The all-inclusive name, WVMInsights, combines the overall corporate identity with the identity of its two Quality Insights subsidiaries. The format consists of four sections, each designated by a color-coded photo readers can click on for easy navigation.

WVMInsights has the surfing ability and quality of a Web site packaged in an easily accessible PDF.

### **Interactive Communications: Interactive CD**

**Alderson-Broaddus College**

**Not-for-Profit**

**Renewing the Promise: The Campaign for Alderson-Broaddus**

Renewing the Promise: The Campaign for Alderson-Broaddus is the largest campaign in the 133-year history of the College. Alderson-Broaddus' mission is based on a promise - a promise that focuses on serving the region by providing a high-quality education, infused with Christian values. With a goal of \$15 million, Alderson-Broaddus plans to renew that promise by expanding educational opportunities for students, strengthening its campus environment, and building its institutional capacity for future generations of students.

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