



ADVANCING THE PROFESSION AND THE PROFESSIONAL.

West Virginia Chapter 2006 Crystal Awards Case Summaries

Campaigns

[Community Relations](#)
[Special Events and Observances - 7days or less](#)
[Internal Communications](#)
[External Communications](#)
[Integrated Communications](#)

Projects

[Annual Reports](#)
[Internal Communications](#)
[External Communications](#)
[Writing](#)
[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: Interactive CD-ROM](#)

[Back to Awards page](#)

Campaigns

Community Relations

West Virginia Workers' Compensation Commission
 Post West Virginia Business Summit Community Tour
 Not-For-Profit

Crystal Award

We feel the introduction of the BrickStreet name and logo was successful, and that the successful series of meetings which became the featured part of the introduction helps prove that success. About 5% of our policyholders attended these meetings, which for West Virginia, is a high level of support.

Greenbrier County Convention and Visitors Bureau
 Greenbrier County Convention and Visitors Bureau Tourism Awareness Campaign
 Not-For-Profit

The Greenbrier County Convention & Visitors Bureau and The Stonewall Group created a campaign to convince the public of the substantial economic impact tourism has on their county. Featuring billboards, restaurant tent-cards, radio spots, print advertising and press releases, the campaign ran over the course of the county's largest event, The West Virginia State Fair, and resulted in increased support of the Bureau and more than \$10,000 in both paid and earned media exposure.

The Arnold Agency
 Mountain State Blue Cross Blue Shield Challenge for Healthier Schools
 Business/Industry

Obesity in children has doubled over the past two decades and many children are seriously overweight; many will develop severe medical problems early life. Mountain State created the "Challenge for Healthier Schools" project in conjunction with the West Virginia Department of Education and was

endorsed by the State Board of Education. This program has helped educate all West Virginians so that future disease and health problems can be reduced by actions taken today.

Special Events and Observances – 7 Days or Less

Jackson Kelly
Malt on the Mon
Business/Industry
Crystal Award

Malt on the Mon is a fund-raiser for the Appalachian Education Initiative. To assist with fundraising efforts and to promote a new arts book, Jackson Kelly hosted an innovative fundraiser that appealed to a sophisticated audience: a scotch tasting. Guest sampled rare Scotch, enjoyed a live bagpiper, and met several artists featured in the book. Because the event and the organization are both new, the invitation featured high-impact colors and visuals.

The Manahan Group and WVDHHR
Raze Memorial Bracelets
Not-for-Profit
Crystal Award

Each year, The Manahan Group coordinated teen efforts for Tobacco Free Day at the Legislature. The events featured more than 500 Raze teens from throughout the state that went to the Capitol to encourage legislators to pass tobacco prevention legislation. In 2005, The Manahan Group worked closely with Raze's Teen Advisory Committee to develop a "commotion" or event that included all Raze teens throughout the state and generated significant earned media. The event met and surpassed those goals. More than 5,000 West Virginians wore the black bracelet with the number 4,200 imprinted on them during the event on Friday, March 11. The bracelets were distributed by more than 140 Raze crews to community leaders throughout the state. In addition, state celebrities also agreed to wear the bracelets, including Governor Joe Manchin, former POW Jessica Lynch, Senator Jay Rockefeller, Marshall University football coach Bob Pruett and others.

West Virginia Workers' Compensation Commission
Business Summit Announcement of the BrickStreet Name and Logo
Not-For-Profit

This had to be a successful special event for us, and it was. Indications of success included: 1) almost no one left the Business Summit before our announcement, 2) distributing nearly all presentation folders we had available, 3) a noticeable increase in requests for information on, and speakers about, the new company 4) a general acceptance of the new name by media.

Internal Communications

West Virginia Workers' Compensation Commission
The Daily Message
Not-For-Profit

This is a difficult tool to evaluate because we know of no other business entity, governmental or private, which has taken the concepts of employee involvement, education, and participatory decision making to the extent which we have. We also know of no other business entity which has achieved the level of employee commitment and buy-in that we have in less than three years.

External Communications

Jessica A. Cox
Hiroba: A Meeting Place for Cultural Exchange
Student
Crystal Award

The 'Hiroba' project was created to further cultural exchange among students connected to Marshall University that share cultural-learning interests, but not necessarily physical location. One challenge for the Center for International Programs (CIP) lies in maintaining a dialogue of exchange among students who, because of their interest in travel and other cultures, are often on the move and not consistently present at the University. This campaign and the site developed for it aim to combat that problem.

West Virginia Workers' Compensation Commission

Public Introduction of BrickStreet Insurance Name & Logo

Not-For-Profit

Crystal Award

A series of three direct mail pieces and eight community meetings were held to introduce the BrickStreet name and logo to West Virginia's business community. All of our 42,000 policyholders received the direct mail pieces and approximately 5% of our policyholders attended these meetings, which for West Virginia, is a high level of support.

West Virginia Department of Transportation - Division of Highways

CROSSINGS - Bridge Building in West Virginia

Not-For-Profit

Honorable Mention

CROSSINGS – Bridge Building in West Virginia, a documentary on bridge building in West Virginia shows the formidable terrain faced by early settlers and how these transportation barriers have been overcome with award-winning engineering structures.

CROSSINGS, a finalist in the 2006 Appalachian Film Festival, presents a tremendous amount of historic, cultural, aesthetic, engineering and geo-political information in a fresh, entertaining fashion and has already proven to be more than just a "public service" promotional piece.

The Manahan Group

Charleston Magazine

Not-For-Profit

When the Central West Virginia Convention and Visitors Bureau Charleston Magazine in late 2004, they hired The Manahan Group to provide editorial and design services for the publication. The Manahan Group updated the design and applied the highest standards of journalism to produce a publication that inspires pride in Charleston.

The Arnold Agency

Lead Awareness Campaign

Not-For-Profit

The Arnold Agency undertook a lead awareness campaign in West Virginia for the Bureau for Public Health-Radiation, Toxics & Indoor Air. The campaign incorporated earned and paid media, Internet marketing, and transit advertising. By utilizing several different mediums to increase public awareness on issues related to lead and lead poisoning, deliverables successfully generated over 17-million impressions in the state of West Virginia within a \$100,000 budget, while meeting the client expectations and objectives.

Jackson Kelly

Jackson Kelly Is Pleased To Announce

Business/Industry

The objective of the Jackson Kelly New Associates marketing piece was to create a visually contemporary yet traditional and flexible piece welcoming new Associates *from* the Firm *to* clients and Jackson Kelly at-large. The end result, *Jackson Kelly Is Pleased To Announce....* is a versatile 6x6 tri-fold adaptable to existing materials, a single mailer or hand out with web applications. Completed on time and within budget the piece has been the recipient of many compliments.

Integrated Communications

The Arnold Agency

Our Lady of Bellefonte Hospital Imaging Services

Business/Industry

Crystal Award

Our Lady of Bellefonte Hospital (OLBH) in Ashland, Kentucky, purchased a \$20 million 64-Slice CT Scan. The agency's challenge was to educate potential patients of their cardiac capabilities. They evolved the OLBH brand in a way that created a new category – one that their client dominated. A multi-media campaign including public relations, television, radio, print and outdoor media, and Internet was created. All goals and target number of CT scans were exceeded.

The Manahan Group and WVDHHR

Raze Success

Not-for-Profit

Crystal Award

West Virginia had the nation's highest teen tobacco use, including both cigarettes and spit tobacco. As of 2002, none of the state's teen anti-tobacco efforts had made any measurable impact in reducing teen tobacco use. The teen tobacco problem was further compounded by the state's culture of tobacco accessibility and acceptance among adults. The "Raze" campaign was developed by The Manahan Group and introduced to teens in May 2002. Through the use of events, earned media, interactive efforts and paid media, Raze helped to reduce teen tobacco use in West Virginia by 34% over a four year period.

The Arnold Agency**Lorenelle White Smoking Cessation Campaign****Not-For-Profit**

The Lorenelle White Smoking Cessation Campaign offered The Arnold Agency an opportunity to put a face on tobacco related cancer. By utilizing Lorenelle White, a dynamic, unstoppable, highly successful woman who was stopped dead by smoking and lung cancer, The Arnold Agency was able to show the effects that long term smoking can have on the average West Virginia smoker. This campaign was a success, and there will be other similar stories to follow.

Projects**Annual Reports****The Arnold Agency****Community Bank – 2004 Annual Report****Business/Industry****Crystal Award**

Each year, The Arnold Agency designs and produces an annual report for Community Bankshares, Inc. communicating their objectives and achievements from the previous year. The goal for the 2004 Annual Report was to take the theme to its literal meaning by using bold graphics, bright colors and a unique "matchbook" format to reinforce the bank's cutting-edge, common sense brand. The report was comprehensive and well received by the bank shareholders and select customers.

The Arnold Agency**Mountain State Blue Cross Blue Shield 2004 Annual Report****Not-For-Profit****Crystal Award**

The 2004 Annual Report for Mountain State Blue Cross Blue Shield provided not only financial information of 2004 but highlighted the year's activities and innovations such as their *Challenge for Healthier Schools* program. The design for the 2004 annual report and its contents revolved around the theme, *Destination – A Healthier West Virginia* and focused on the routes and end points for a healthier state. The report was well-received and was praised by the client.

West Virginia Department of Agriculture**2005 Annual Report****Not-For-Profit****Honorable Mention**

The Annual Report is a showcase of the programs and activities of the West Virginia Department of Agriculture. Although it is designed to be a general interest publication, it is primarily used as an informational tool for members of the West Virginia Legislature. Rather than being a recitation of the various and sundry, the Annual Report strives to highlight the Department's outstanding achievements in a colorful, compartmentalized and easily readable package, while still providing a thorough overview of

each Division's activities. The Honorable Mention in the not-for-profit category goes to the West Virginia Department of Agriculture.

Internal Communications: 4 or more color magazine

Huntington Museum of Art

Members Magazine

Not-For-Profit

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. HMA saw a 35 percent increase in memberships from January 2004 to January 2005.

Internal Communications: 4 or more color newsletter

West Virginia Department of Environmental Protection

The Water Cooler

Not-For-Profit

Crystal Award

The Water Cooler is more than just an employee newsletter that provides dry and sterile agency and employee information to employees. Necessary articles on agency policies and events is mixed with stories about employees' lives, families and interests. Published to the employee intranet the first payday of each month, *The Water Cooler* has a relaxed and fun tone that's enjoyable, adding life and personality to the company publication. The Crystal Award in the nonprofit category goes to the West Virginia Department of Environmental Protection for *The Water Cooler*.

West Virginia Housing Institute

Home on the Road

Not-For-Profit

Home on the Road is the newsletter provided to the 300-member West Virginia Housing Institute. The attractive, picture-filled, eight-page, four-color publication is the primary means to reach the membership across the state. It is the agency's tool to provide news, information and advertising.

External Communications: 4 or more color newsletter

Simonton Windows

Nitpickers News Newsletter

Business/Industry

Crystal Award

More than 23,000 window installers nationwide receive the quarterly issues of *Nitpickers News* and *Coastal Nitpickers News* from Simonton Windows. The information-packed newsletters keep the company's loyal customers keenly aware of industry changes, new products and business-building ideas. Written and produced by Simonton's public relations department, these two newsletters successfully connect the company with their key target audiences on an ongoing basis.

West Virginia Medical Institute

LifeLine Newspaper

Not-For-Profit

Crystal Award

In the 10 years since the West Virginia Medical Institute (WVMI) began publishing LifeLine newsletter, our readers' desire to know more about Medicare and preventive health has grown. Our subscription base has also grown. In light of these trends, we've increased the size of the newsletter from 11 X 17 to 12 X 22. This allows us to include more articles. At the same time, we've switched to newsprint, which enables us to print more copies to meet demand. We've gone from printing 7,500 copies at \$3,200 to printing 10,000 copies for \$800.

West Virginia Workers' Compensation Commission

Changing Directions. Fall 2005

Not-For-Profit

Honorable Mention

For several years the Workers' Compensation Commission published a quarterly policyholder and provider newsletter called *Directions*. It was renamed *Changing Directions* as part of the organizational and structural changes which resulted in privatization. This Fall 2005 issue was the last to use the *Directions* or *Changing Directions* name and format.

Writing: scripts

Maple Creative
Elton John Radio Script
Business/Industry
Honorable Mention

How can you measure direct sales from a radio ad? Maple Creative found a way with their promotions for the West Virginia Symphony Orchestra's tribute to the music of Sir Elton John. By linking the concert's radio advertising to a voucher promotion, Maple was able to show that out of 874 tickets sold, at least **2.4%** were the direct result of one radio script.

West Virginia Workers' Compensation Commission
BrickStreet Presentation Video
Not-For-Profit
Crystal Award

The quality of work represented by this presentation video was well received by the Business Summit audience and in other presentations where it was used. One of the demands on us during the privatization process is that all products have to be of professional quality – everything we do has to impress the businesses which will be our clients and the media which covers our activities. This presentation video did just that.

Huntington Museum of Art
"See the World at HMA TV Commercial"
Not-For-Profit
Honorable Mention

The "See the World at HMA TV commercial" was the cornerstone for the Huntington Museum of Art's first general marketing campaign in 50 years. More than 3,400 people visited the Museum while the spot aired. The commercial was so well received that HMA plans to air it again during this summer's vacation period.

Writing: news releases under 1000 words

Jessica A. Cox
Wild Sweet Notes II Release
Student
Honorable Mention

This release was created to generate feature stories and reviews for Publishers Place's second poetry anthology, *Wild Sweet Notes II*. In creating this release, the writer attempted to achieve three main goals: to make both members of the media and editors of literary magazines and publications aware of the book, to fairly pitch the varied voices contained within the anthology, and to explain the book's relationship to the first – and widely successful – *Wild Sweet Notes* collection.

Jessica A. Cox
Greenlee Campaign
Student

The release was planned by the public relations director, Jessica Cox. Greenlee was a first-time candidate running against a 30-year veteran who has rarely faced opposition, so the main objectives of the campaign and of this release were to 1) generate as much buzz and interest in the campaign as possible and 2) show that Ms. Greenlee is a viable candidate who not only possessed the ability to actually win the race, but also the skills to hold the top city office.

Simonton Windows
Energy-Saving Window Replacement Tips
Business/Industry
Crystal Award

Are there burnt out or faded areas on your furnishings or carpeting from where harmful ultraviolet rays

have come through your windows and damaged the interior of your home? If so, you may need to have your windows replaced. The educational news release “Energy-Saving Window Replacement Tips” from Simonton Windows ran in 190 newspapers nationwide in 2005 and explained to homeowners how they could save on energy bills by replacing old, worn-out windows.

Writing: news releases over 1000 words

West Virginia Workers' Compensation Commission (by intern)

WCC Updates Drug List

Student

Crystal Award

We feel the article was well written and did a professional job covering a subject which can at times be written for a specific audience and not for the broader multiple audiences required for this publication.

Fypon

The Art of Specifying Urethane Millwork

Business/Industry

Proving that they can handle technical writing challenges, the PR team at Fypon in 2005 created a 1,921-word article entitled “The Art of Specifying Urethane Millwork.” The highly-detailed piece was written to familiarize both architects and commercial project specifiers with the benefits and technical aspects of decorative urethane millwork and mouldings. The story ran in both *The Construction Specifier* and *Modern Materials* magazines and has been reprinted and distributed to more than 10,000 architects nationwide.

The Manahan Group

Charleston Magazine

Not-For-Profit

The Manahan Group was hired to produce Charleston Magazine for the Central West Virginia Convention and Visitors Bureau as a way to promote the city to residents and outsiders. The article on Charleston chef Bill Sohovich presents local color and flavor to readers which appeals both to Charlestonians and visitors. The article promotes a positive aspect of the city to the desired audiences in an engaging, accessible way.

West Virginia Workers' Compensation Commission (by intern)

PGAP treats physical, psychological aspects of low back injury

Student

Back injuries are a very common workplace injury and the PGAP clinical trial held great promise as a new means of treatment. Terms like “clinical trial” can have a negative impact on many injured workers and their employees because no one wants anything other than a proven treatment. We feel the article was well written and did a professional job explaining PGAP, the advantages it offers to all parties and how clinical trials do not involve any unproven medical treatments.

Press Kits

Fypon

Fypon Media Binder

Business/Industry

Crystal Award

Fypon created a one-stop media binder in 2005 that has made media members applaud in appreciation. The comprehensive binder includes sections on products, photography, company information and resources related to the decorative millwork manufacturer. The easy-to-use resource provides media with everything from step-by-step installation instructions to forms for requesting donations and samples. This winning press kit makes it simple for media members to quickly and efficiently learn about the Fypon’s 6,000 products.

West Virginia Workers' Compensation Commission

Name and Logo Announcement Press Kit

Not-For-Profit

Crystal Award

We feel the presentation folder/media kit is an outstanding example of quality work. One of the demands on us during the privatization process is that all products have to be of professional quality – everything we do has to impress the businesses which will be our clients and the media which covers our

activities. This presentation folder/media kit does that.

The Arnold Agency
RAZE Media Kit
Not-for-Profit
Honorable Mention

RAZE, a statewide coalition of teens against Big Tobacco, needed help to build their brand image and to recruit more members to further their mission. The strategy developed to help them achieve this goal was to create a comprehensive media kit. This kit would ensure plenty of media attention at their events and for their efforts. The strategy was a success; thousands of teens have joined RAZE and they have a strong anti-tobacco image.

West Virginia State University PRSSA Tower Communications
The Road Virus Heads North
Student
Crystal Award

West Virginia State University PRSSA Tower Communications, a student-run firm, designed a press kit in three formats to promote Dave Brock, following his nomination for a student Oscar by the Academy of Motion Picture Arts and Sciences. The kits were targeted to film festival judges, traditional media and film critics. The Crystal Award in the student category goes to West Virginia State University PRSSA Tower Communications for *The Road Virus Heads North* press kit.

Collateral Materials: posters

Jessica A. Cox
PRSSA National Conference Poster
Student
Crystal Award

This poster was designed by the MU PRSSA public relations director (Jessica Cox) to both promote the Annual Conference in Miami and attract new members to PRSSA by highlighting the opportunities to travel and meet professionals from around the country. Specifically, the objectives for this project were to portray PRSSA as an exciting organization that offers national opportunities for networking and learning, to promote attendance at the National Conference, and to generate interest in PRSSA as an organization.

The Arnold Agency
Thomas Memorial Hospital Digital Mammography Billboards
Business/Industry

Thomas Memorial Hospital is the only hospital in West Virginia that has digital mammography technology. The challenge was to showcase this technology to women 30 years and older in order to position the hospital as the primary choice in healthcare. The strategy was to produce several different billboards in multiple locations that highlighted the digital mammography technology. Since the project began, the hospital's Radiology Department has seen exponential growth in the number of patients.

Huntington Museum of Art
Walter Gropius Master Artists Fall 2005 Poster
Not-For-Profit

The Huntington Museum of Art's Walter Gropius Master Artists Fall 2005 Poster's objective was to inform the public and art students at West Virginia, Kentucky, and Ohio colleges about workshop, lecture, and exhibit opportunities at HMA. The poster helped to attract above average audiences for the three artists' discussions and two of the three workshops were full with waiting lists while the other was well attended.

Collateral Materials: brochures
Jackson Kelly
JK Marketing Materials
Business/Industry

Crystal Award

This project incorporates high-impact design into easily customizable marketing material. It includes three elements that are used individually or combined into a presentation kit. The first, a color brochure, provides general information about the Firm. The second, a "leather" portfolio, holds the color brochure and other collateral. The third, a color binder, makes it easy to prepare custom presentations. All three elements can be packaged into a single presentation box to create a unified appearance.

Alderson-Broaddus College
"The West Virginians " brochure
Not-For-Profit

Created as ambassadors of Alderson-Broaddus College in 1977, "The West Virginians" represent to the world what is best about the College: individuals who are excellent students, multi-talented in music and communication, and dedicated to the mission of the College. In addition to representing A-B, they represent West Virginia and the Appalachian region. Not only do they perform pop, rock, and country styles, they also double as a chamber choir, specializing in a capella choral repertoire. This project incorporates high-impact design into easily customizable marketing material. It includes three elements that are used individually or combined into a presentation kit. The first, a color brochure, provides general information about the Firm. The second, a "leather" portfolio, holds the color brochure and other collateral. The third, a color binder, makes it easy to prepare custom presentations. All three elements can be packaged into a single presentation box to create a unified appearance.

The Manahan Group
The Manahan Group Promotional DVD and Booklet
Business/Industry

The Manahan Group (TMG) developed a promotional DVD and booklet with two things in mind: find a unique way to promote the agency as well as feature the broad range of expertise employed by the company. The promotional DVD and booklet showcases the agency's work in several disciplines including advertising and public relations. It also promotes a new brand assessment and strategic planning process developed to assist clients with advertising. The multimedia approach of the piece allowed the agency to feature both video and print materials. The multimedia format is popular among the agency's clients, and the self-promotion piece gives TMG the ability to show clients how it works. It provides multiple delivery options including direct mail and inclusion in other public relations presentations and media kits. The brochure was created so that it could stand alone.

Simonton Windows
Simonton Coastal Case Studies #2 and #3
Business/Industry

The two Simonton Coastal Case Studies created in 2005 by the public relations team at Simonton Windows showcase the construction of multi-family planned communities using hurricane-resistant Simonton StormBreaker Plus™ windows. Thousands of impact-resistant windows were used in the New Jersey and South Carolina projects featured in these brochures. The layout, copy and design of these brochures have proven themselves just as strong as the windows they're promoting.

West Virginia Medical Institute
Pennsylvania eHealth Technology Summit Brochure
Not-For-Profit

The Pennsylvania eHealth Technology Summit 's tagline was "Be on the cutting edge of health information technology." Similarly, the design for the brochure needed to be just as "cutting edge." Thus, the cover is a convergence of health and technology, symbolized by a stethoscope, keyboard and the Web address. The brochure conveyed to our audience of hospital chief executive officers, medical directors, and physicians, that the age of electronic health technology had arrived.

Collateral Materials: invitations
Simonton Windows
"Knock Your Socks Off" Media Invitation
Business/Industry
Honorable Mention

Before the 2006 International Builders' Show got underway in Orlando this past January, Simonton Windows and their sister companies "knocked the socks off" the pre-registered media with their creative luncheon invitation. Inside a special mailer was a pair of socks embroidered with each company's logo plus "foot-themed" invitations to join the PR team at a special "Knock Your Socks Off" Media Luncheon.

Almost 300 media participated in the foot-stompingly fun event!

Huntington Museum of Art

The goal of the *Graphics by 20th Century Masters* Invitation was to inform the public and members of the Huntington Museum of Art about the opening reception and accompanying programs for an exhibit highlighting 20th century styles of art and featuring such artists as Pablo Picasso, Marc Chagall, Salvador Dali, and Andy Warhol. The invitation was a big factor in attracting about 2,800 visitors, including 600 school students, to the exhibit.

Collateral Materials: logos

West Virginia State University PRSSA Tower Communications

Red Jack Films

Student

Honorable Mention

Students at West Virginia State University 's PRSSA Tower Communications created a logo for Assistant Professor David Brock following the release of his film, a production of a Stephen King short story. A character he created, Red Jack, became the name of his film company. The students produced a logo, business cards and letterhead for Red Jack Films. The Honorable Mention in the student category goes to West Virginia State University 's PRSSA Tower Communications for Red Jack Films.

West Virginia Workers' Compensation Commission

BrickStreet Logo

Not-For-Profit

Honorable Mention

The quality of work represented by this logo is outstanding. It has proven to be easy to remember, unique to our new industry group, and well received by the general public. One of the demands on us during the privatization process is that all products have to be of professional quality – everything we do has to impress the businesses which will be our clients and the media which covers our activities. This logo does that.

Collateral Materials: direct mail

The Arnold Agency

Mountain State Blue Cross Blue Shield "Out of the Blue" Direct Mail

Not-For-Profit

Crystal Award

The *Out of the Blue* direct mail project was developed in order to lead administrators of large companies to Mountain State Blue Cross Blue Shield for their insurance needs. The direct mail pieces focused on the benefits of having them as an insurance company, such as a large network of healthcare providers, low costs, nationwide coverage and big savings. The result was increased meetings between Mountain State Blue Cross Blue Shield agents and administrators.

Simonton Windows

Simonton Viewmaster Direct Mail Series

Business/Industry

Remember the fun of 3-D Viewmasters? How images looked so real you could seemingly reach out and touch them?

To recapture that fun, Simonton Windows started a direct mail campaign in 2005 directed at trade and consumer media members. A series of customized 3-D image reels were mailed out focusing attention on the company's products ... which made media members feel like they could almost reach out and touch Simonton's impressive windows.

Special Purpose Publications: single issue newsletters/booklets

The Arnold Agency

West Virginia First Booklet

Business/Industry

Crystal Award

The West Virginia First Booklet was developed as promotion piece for Steptoe and Johnson to become ambassadors for their home state, West Virginia . The booklet contained 34 unique facts about West Virginia , and offered numerous talking points when handed out by there employees. The results were

outstanding, and after the distribution of 5,000, the client has ordered the booklet to be reprinted.

Simonton Windows

2005 International Builders' Show InFocus Newsletter - Special Edition

Business/Industry

Honorable Mention

After Simonton Windows successfully exhibited at their first international trade show in 2005 with a booth that included a 37-foot tall interactive Weather System, it was time to share the good news with internal and external audiences. The company created and distributed a special eight-page newsletter packed with pictures and information. The 2005 International Builders' Show came to life on these pages for Simonton's valued customers and employees.

Audiovisual Presentations

West Virginia Department of Transportation - Division of Highways

CROSSINGS - Bridge Building in West Virginia

Not-For-Profit

Crystal Award

CROSSINGS – Bridge Building in West Virginia, a documentary on bridge building in West Virginia shows the formidable terrain faced by early settlers and how these transportation barriers have been overcome with award-winning engineering structures.

CROSSINGS, a finalist in the 2006 Appalachian Film Festival, presents a tremendous amount of historic, cultural, aesthetic, engineering and geo-political information in a fresh, entertaining fashion and has already proven to be more than just a “public service” promotional piece.

The Manahan Group and WVDHHR

Raze On Video

Not-For-Profit

Honorable Mention

West Virginia's teen tobacco prevention program, Raze, annually holds a three-day summit to empower teens to actively promote tobacco prevention efforts in the state. The Manahan Group (TMG) coordinated the Raze efforts on behalf of its client, the West Virginia Department of Health and Human Resources. As part of the conference, TMG worked closely with a video production company to produce a video that would be used during the event's closing ceremony. The video highlighted all of the activities that occurred during the three-day conference. Copies of the video were duplicated and made available to each participant. The video was also distributed to Raze Crews throughout the state to help promote Raze's recruitment efforts.

West Virginia Department of Environmental Protection

Illegal Meth Lab Waste Recognition

Not-For-Profit

The manufacturing of methamphetamine has become a huge problem in urban and rural areas. According to the Drug Enforcement Administration clandestine methamphetamine laboratories in West Virginia have increased threefold in the past several years. Drug enforcement task forces in West Virginia identify methamphetamine as a threat to both public health and safety. It has also become a threat to the hundreds of conscientious volunteers helping to clean up the environment. Criminals who make this dangerous drug are dumping their harmful waste into illegal dumps throughout West Virginia and volunteers may become exposed to the hazardous by products and the potential for explosion associated with methamphetamine waste. This video not only educated volunteers to the danger of meth waste it also was a heartfelt thank you to all the good and valuable effort exerted by thousands of mountain state citizens to beautify our state.

Interactive Communications: web sites/intranets

West Virginia Workers' Compensation Commission

BrickStreet Educational and Informational Transitional Website

Not-For-Profit

Crystal Award

BrickStreet's transitional website was a successful project. In all respects, from look and feel, to easy of navigation, to posted “educational and informational” content, the high quality work exceeded all

expectations and requirements. Being transitional in nature, with a 2 month live span, we did not collect statistical usage information. We collected comments, and during two months of active customer outreach activities among members of the target audiences, we received no negative comments and many positive ones.

Huntington Regional Film Commission

www.huntingtonfilm.org

Not-For-Profit

Interactive Communications: interactive CD-ROM

West Virginia Department of Agriculture

Welcome to the WVDA - DVD Presentation

Not-For-Profit

PRSA-West Virginia Chapter

PO Box 13604

Charleston, WV 25360

Phone: 304.984.0308

Fax: 304.984.3718

Email: we.are.pr@prsawv.org

[APR](#) / [Archive](#) / [Awards](#) / [Committees](#) / [East Central District](#) / [Meetings](#) / [Membership](#) /
[News](#) / [Professional Development](#) / [Publications](#) / [Who We Are](#) / [Home](#)