



ADVANCING THE PROFESSION AND THE PROFESSIONAL.

## West Virginia Chapter 2007 Crystal Awards Case Summaries

### Campaigns

[Community Relations](#)  
[Special Events and Observances - 7 days or less](#)  
[Special Events and Observances - 8 days or more](#)  
[Crisis Communications](#)  
[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

Invenergy LLC  
 with The Arnold Agency  
 Invenergy Wind LLC Campaign  
 Business/Industry

#### Crystal Award

Invenergy Wind LLC, a Chicago wind power developer, enlisted The Arnold Agency to execute media and public relations educating the public and garnering support for its proposed 124-wind turbine project in northern Greenbrier County, Beech Ridge Energy. The Arnold Agency's goal was to communicate the many benefits of wind energy and directly address the negative misconceptions through various media. The educational campaign paid off for Beech Ridge Energy – construction is scheduled to begin this year.

BrickStreet Mutual Insurance Company  
 with WVAF and V-100  
 BrickStreet Support For Make A Difference Day  
 Business/Industry

#### Honorable Mention

This was a feel good project to help the community and we feel good about the results. The national Make A Difference Day program, created by *USA WEEKEND* Magazine, is a national day of helping others and is a celebration of neighbors helping neighbors, which fits well with BrickStreet's philosophy of community involvement and corporate giving. Local affiliates of national Make A Difference Day sponsors held some activities in the Charleston area, but we know of no non-national sponsor who

conducted local events. BrickStreet has already committed to taking part in the 2007 make A Difference Day activities.

**WV Attorney General's Office  
with Cheri Heflin and Company  
WVAGO Consumer Credit Protection Public Policy Agenda 2006  
Not-For-Profit**

With it being the week before Thanksgiving, and the busiest shopping season, Cheri Heflin & Company saw an opportunity for the Attorney General to remind consumers about credit card fraud and identity theft. The result was a press event attended by all local media outlets. As a result, the Attorney General saw an increase in traffic on their website and a 60 percent increase in the number of credit card complaints to the office.

**Special Events and Observances – 7 Days or Less**

**WV Coal Association  
with Charles Ryan Associates  
Friends of Coal Bowl  
Not-For-Profit  
Crystal Award**

In February 2006, West Virginia Gov. Joe Manchin III signed a bill that required West Virginia's two flagship schools, Marshall University and West Virginia University, to play a seven-game football series beginning in September 2006. The West Virginia Coal Association saw this as a unique sponsorship opportunity for its grassroots organization, the Friends of Coal. Working with both schools and the governor's office, the West Virginia Coal Association established itself as the lead sponsor. This unique rivalry will be known as the Friends of Coal Bowl.

**WV Symphony Orchestra  
with Maple Creative  
Symphony Sunday  
Business/Industry  
Honorable Mention**

How can you promote an event that has been celebrated for nineteen years? With the help of Maple Creative the Symphony put a new spin on Symphony Sunday. The theme was Circus Around the World and with an invitation design, RSVP, banner and program the event was hailed a success. The day of the event 6,000 people attended and 100 people signed up for season ticket holder mailing list.

**BrickStreet Mutual Insurance Company  
BrickStreet's 2006 Welcome Aboard Event For New Agents  
Business/Industry**

Everything about this event was a success. Nearly 100% of those invited attended. The relationships fostered by this event helped successfully start BrickStreet's use of appointed and general agents. The exchange of information between BrickStreet and these agency executives helped to make the agent training sessions a success. Comments during and after the event were all supportive of the event, the theme and BrickStreet.

**Chesapeake Energy Corporation  
with Charles Ryan Associates  
Lincoln County Commission Donation  
Business/Industry**

Chesapeake Energy Corporation believes in giving back to the communities it serves and to communities its employees live in. When Chesapeake officials learned of the Lincoln County Commission's need for equipment to help in emergency rescue missions, they responded. Chesapeake provided \$10,000 for the purchase of an all-terrain-vehicle that would be used by the county's law enforcement and emergency services personnel. Charles Ryan Associates and Chesapeake planned a successful media announcement in this rural community that garnered media coverage from the state's top-rated television and print outlets.

**West Virginians for Better Transportation  
with The Manahan Group  
Keep West Virginia Moving Launch Tour  
Business/Industry**

West Virginians for Better Transportation is a statewide coalition of businesses and organizations dedicated to educating West Virginians about the state's impending transportation crisis. The coalition asked The Manahan Group and Malone Consulting to provide public relations services to create awareness of the group and its mission. It was determined that a blitz of statewide press conferences was appropriate to officially launch the group to the general public. The press conferences received overwhelming media coverage, including multiple newspaper, radio and television stories in the Beckley, Charleston and Morgantown markets. The events also set the stage for much of the group's future successes.

**WV Division of Tobacco Prevention  
with The Arnold Agency**

**2006 Raze On  
Not-For-Profit**

Raze On is the statewide teen-led anti-tobacco movement's annual event designed to arm teens with anti-tobacco resources and encourage youth to make good decisions. The Arnold Agency executed Raze On 2006 creating a unique event where state students gathered to brainstorm about new ways to fight tobacco companies and hear anti-tobacco leaders speak about their experiences. The campaign exceeded its objectives by gathering statewide media coverage as well as enrolling a record 166 attendees.

**Special Events and Observances – 8 Days or More**

**West Virginia State Parks  
with Charles Ryan Associates  
My West Virginia State Parks: What They Mean to Me Essay Contest**

**Not-For-Profit**

**Crystal Award**

West Virginia State Parks has hosted contests each summer since 2004. They have invited both in-state and out-of-state visitors to share their memories and their love for the state's 48 parks, forests and wildlife areas through different forms of art. In the summer of 2006, they hosted an essay contest from which they received an overwhelming response. First Lady Gayle Manchin was a keynote speaker at the awards ceremony where contest winners shared their heartfelt stories.

**BrickStreet Mutual Insurance Company  
BrickStreet Corporate and Employee Support for the Susan G. Komen Breast Cancer  
Foundation  
Business/Industry**

Three major events, part of a year long program of support for the Susan G. Komen Breast Cancer Foundation - West Virginia Affiliate, allowed BrickStreet and our employees, as corporate citizens to offer significant support to the fight against one of the major health care issues facing women in today. The support was shown not just in dollars, but also in the forms of individual involvement which help build long term awareness and support.

**Crisis Communications**

**St. Joseph's Hospital of Buckhannon  
St. Joseph's Hospital Responds to the Sago Mine Disaster  
Not-For-Profit**

**Crystal Award**

It was Monday, January 2, 2006, a holiday for most people. But at St. Joseph's Hospital in Buckhannon, West Virginia, the day would not signal a quiet start to the New Year. Early that morning, a call came into the Emergency Department with the news that there had been an explosion at the nearby Sago Coal Mine. With that one call, the hospital became part of an unfolding tragedy anxiously watched by the entire nation.

**Bridge Day Commission  
with The Media Center**

**Bridge Day Fatality****Business/Industry**

The organizers of The Bridge Day Festival approached The Media Center to assist in gathering increased awareness of the state's largest single day event. The event's highlight features parachute jumpers leaping from the New River Gorge Bridge to the river 876 feet below. The staff of The Media Center spent a number of hours contacting the national electronic media to determine how the event could receive the coverage that an event that attracts over 200,000 visitors deserves. What was planned as a fun feature story and coverage turned into a crisis communications campaign when one of the jumpers unfortunately died while jumping. Due to a well thought out and proactive crisis communications plan, coverage of the fatality was controlled and handled in an extremely professional manner by all media outlets locally, regionally and nationally.

**Internal Communications****BrickStreet Mutual Insurance Company****Daily Messages on the Street Talk****Business/Industry****Crystal Award**

The *Daily Message* concept is closer to a small town daily newspaper than to the traditional online or print employee newsletters. The *Daily Message* was designed to be a daily message to all employees, from senior management, addressing the changes taking place, providing rumor control, announcing new hires and a number of other issues which are important to management and staff. Computer usage figures show that the almost all employees access the *Daily Message* each day. Many of the comments submitted on the feedback system praise the *Daily Message* and the *Street Talk* site. Employee focus groups conducted by Alan Newman Research during privatization ranked the *Daily Message* as the most important and most preferred means of employee communication. Intern survey research conducted by the communications staff reflected the focus group findings and showed that the findings were consistent across age, gender, position and tenure variables.

**WV Attorney General's Office****with Cheri Heflin and Company****WVAGO Consumer Protection Focus Group Research Project****Not-For-Profit**

The Attorney General's office was looking to gain a better understanding of the consumer's knowledge and perception and the effectiveness of their marketing efforts. Cheri Heflin & Company undertook a series of focus groups across the state to answer these questions – handling all facets of the project from the beginning to the end. The result was a comprehensive report of recommendations that helped refine the Attorney General's office's internal and external communications.

**External Communications****NTelos Wireless****with Charles Ryan Associates****NTELOS Corridor – I-79 Network Expansion****Business/Industry****Crystal Award**

Interstate 79 in West Virginia is a heavily traveled highway and is known as a “dead zone” to wireless customers between Charleston and Morgantown. With significant advancements in business, technology and academics along the highway, it became necessary to create continuous wireless communication for travelers. In 2006, NTELOS invested millions of dollars in enhancing wireless service, providing the nearly 26,000 college students, business travelers, tourists and other commuters that travel this route with continuous communication for the first time. Now this stretch of highway is known as the “NTELOS Corridor.”

**BrickStreet Mutual Insurance Company****with Charles Ryan Associates and Park Production Group****“I Stand For” Television and Print Campaign**

**Business/Industry****Honorable Mention**

Everything indicates to us that this campaign was an outstanding success. The planning decision was to take the well received animated brick visual elements of the first campaign and extending them into the second campaign. Since this campaign was to focus on BrickStreet's efforts in the four critical areas of workplace safety, fighting workers' compensation fraud and abuse, customer service and receiving a good value for their premium dollar, it was a natural transition to move from the policyholder's point of view expressed in "From Where I Stand" to the points of view of BrickStreet employees stating "I Stand For."

**BrickStreet Mutual Insurance Company  
with Charles Ryan Associates and Park Production Group  
"From Where I Stand" Television and Print Campaign  
Business/Industry**

Everything indicates to us that this campaign was an outstanding success. There has been a rapid acceptance and identification of the BrickStreet name among our policyholders, agents and providers. This external campaign was based around an image line of "From where I stand . . ." and took the form of six, 30 second television commercials. The commercials were supported by a series of six color and black and white print ads continuing the theme and which ran in a number of general circulation, business and trade association publications.

**WV Division of Tobacco Prevention  
with The Arnold Agency  
Save Face Campaign  
Not-For-Profit**

In order to educate West Virginians about the dangers of spit tobacco, the Department of Tobacco Prevention wanted to develop various educational materials about the drug. The Arnold Agency created several factual pieces for this Quit Spit Kit. Strong graphics and content helped draw attention to the hazards of this poisonous drug. The Save Face materials were instrumental in educating students and patients across the state about the dangerous consequences of spit tobacco.

**WV Division of Tobacco Prevention  
with The Arnold Agency  
West Virginia Quitline Campaign  
Not-For-Profit**

The West Virginia Quitline is a phone-based tobacco cessation program developed by West Virginia's Division of Tobacco Prevention. Since a large number of pregnant women smoke and many boys learn tobacco use from their fathers, The Arnold Agency developed and executed a campaign targeting fathers, expectant mothers and smokers who don't realize the effects tobacco has on their family. The campaign increased Quitline's call volume by more than 40 percent.

**Integrated Communications**

**Community Bank  
with The Arnold Agency  
Community Bank's Easy Free Checking  
Business/Industry  
Crystal Award**

Community Bank has always offered a variety of different checking accounts to fit anyone's lifestyle, but the bank did not offer a "totally free checking account." The Arnold Agency developed the *It's Really Free campaign*, which gave the promotion energy and took a jab at competitor's so-called free claims. The campaign successfully expanded Community Bank's client base. Average new checking account openings increased by 19 percent from May to December 2006.

**BrickStreet Mutual Insurance Company  
with Charles Ryan Associates and Park Production Group  
"I Stand For" Integrated Media Campaign  
Business/Industry  
Honorable Mention**

Everything indicates to us that this campaign was an outstanding success. We created five commercials.

One 30 second commercial to address each of the four specific topic areas and a sixty second commercial to serve as an introductory commercial which would start the campaign. Once the campaign started we created full color and black and white print ads to support the Safety, Customer Service and Value for the Dollar commercials. Still images taken from the commercials were used as significant parts of our external website at [brickstreet.com](http://brickstreet.com).

**WV Division of Tobacco Prevention  
with The Arnold Agency  
Pregnant Mothers Anti Tobacco Campaign  
Not-For-Profit**

Approximately 26 percent of pregnant mothers in West Virginia smoke. To help combat the problem, The Arnold Agency developed informational pieces about the dangers of smoking while pregnant for the West Virginia Department of Health and Human Resources. Campaign materials included a: booklet, fact sheet, poster, video, billboard and logo. The anti tobacco materials were dispersed throughout hospitals and clinics across the state, and directed mothers to the support of the West Virginia Quitline.

**West Virginians for Better Transportation  
with The Manahan Group and Malone Consulting  
Keep West Virginia Moving  
Business/Industry**

West Virginians for Better Transportation (WVBT) is a statewide coalition of businesses and organizations dedicated to educating West Virginians about the state's impending transportation crisis. The coalition asked The Manahan Group and Malone Consulting to provide public relations and advertising services to create awareness of the group and its mission for long-term transportation funding solutions. Through branding, messaging, partnership development, public relations and interactive services, WVBT has become a well-respected and recognized coalition. Success has come in a variety of ways, but none greater than the approximately **\$142 million** annually that was added to the State Road Fund leading up to and during the 2007 legislative session.

**Simpson & Osborne  
with Maple Creative  
Simpson & Osborne "Connections" Advertising Campaign  
Business/Industry**

Simpson & Osborne enlisted the support of Maple Creative to create an advertising campaign that would enable the accounting firm to reposition itself. The "Connections" campaign was created and launched across print, broadcast and Web, announcing to key audience groups that Simpson & Osborne would be **"making the right connections for you."** The campaign not only exceeded its basic goals but ultimately enabled Simpson & Osborne to make a connection of its own: a merger with one of the nation's largest accounting firms.

**WV Coal Association  
with Charles Ryan Associates  
Friends of Coal Campaign  
Not-For-Profit**

The coal industry is a vital contributor to West Virginia's economy and the nation's energy supply. In 2002, the West Virginia Coal Association established an organization to help build grassroots support and to create greater public awareness about the state's most significant industry. In 2006, the association implemented a new earned media and paid media campaign to introduce the group's newest spokesmen Retired Air Force General Robert "Doc" Foglesong and Elite 100 Bass Fisherman Jeremy Starks.

**WV College Prepaid Tuition and Savings Program Board of Trustees  
with The Manahan Group  
The Essentials  
Not-For-Profit**

The Manahan Group created an integrated communications campaign to raise awareness of and enrollment in SMART529, West Virginia's college savings plan. The campaign focused heavily on grassroots and other public relations efforts. Tactics employed included: the creation of the SMART Family Expo, Family Nights at West Virginia Power games, and sponsorships of events throughout the state. Public relations efforts included: radio interviews, an editorial board visit, an informational video, direct mail, and the SMART Family Newsletter which went to students at more than 500 elementary schools.

## Projects

### Annual Reports

**WV Housing Development Fund  
with The Manahan Group  
West Virginia Housing Development Fund Annual Report  
Not-For-Profit  
Crystal Award**

The Manahan Group was asked to overhaul the West Virginia Housing Development Fund's Annual Report. The new Annual Report was housed in a DVD case. The booklet, containing a letter from the Housing Fund's director and brief program outlines, was placed in the front of the case and served as the cover. Financial information was found on an enclosed compact disc. The final product was mailed to shareholders in specially-created envelopes. The project came in more than \$1,200 under budget.

### WV Department of Agriculture

#### West Virginia Department of Agriculture Annual Report

##### Not-For-Profit

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.

### Mountain State Blue Cross Blue Shield

#### with The Arnold Agency

#### Mountain State Blue Cross Blue Shield 2005 Annual Report

##### Business/Industry

For their 2005 annual report, The Arnold Agency captured Mountain State Blue Cross Blue Shield's technological advancements and achievements with strong visuals and literal applications. After reviewing Mountain State's accomplishments for the year, the theme *Sharpening Our Focus* was developed. Shades of blue enhanced the cover's appeal as well as the corporation's branding color. Inside the report, headline treatments accentuated the theme with blurred titles coming into focus utilizing bold type.

### Internal Communications: 4 or more color magazine

#### Huntington Museum of Art

#### Members Magazine

##### Not-For-Profit

##### Crystal Award

The Huntington Museum of Art Members Magazine is published three times a year. Its purpose is twofold. The first goal is to inform Members of the Huntington Museum of Art about the wide variety of programs, classes, lectures, and exhibitions taking place during the next four months. The second objective is to serve as a marketing tool to attract new members. HMA's membership has remained steady over the past year with more than 1,500 members.

### Internal Communications: 4 or more color newsletter

#### BrickStreet Mutual Insurance Company

#### Daily Message

##### Business/Industry

##### Crystal Award

The *Daily Message* concept is closer to a small town daily newspaper than to the traditional online or print employee newsletters. The *Daily Message* was designed to be a daily message to all employees, from senior management, addressing the changes taking place, providing rumor control, announcing new hires and a number of other issues which are important to management and staff. Computer usage figures show that the almost all employees access the *Daily Message* each day. Employee focus groups conducted by Alan Newman Research during privatization ranked the *Daily Message* as the most important and most preferred means of employee communication. Intern survey research conducted by the communications staff reflected the focus group findings and showed that the findings were consistent across age, gender, position and tenure variables.

#### Fypon

#### with D&S Creative Communications

#### Accents Fypon Employee Newsletter

##### Business/Industry

##### Honorable Mention

The outline under the *Accents* employee newsletter nameplate says it all: "A publication to inform, inspire and show appreciation to our Fypon team." With that objective in mind, the colorful 8-page employee newsletter was born in late 2006. The bi-monthly communications tool for the decorative millwork

manufacturer includes product and project information, employee stories and building industry news – all in an easy-to-read format for Fypon employees in both the United States and China.

### External Communications: 4 or more color magazine

**Bowles, Rice, McDavid, Graff & Love, LLP**  
with Maple Creative  
**Views + Visions Magazine**  
Business/Industry  
**Crystal Award**

For more than 10 years, Bowles, Rice, McDavid, Graff & Love, LLP designed and published *Views & Visions*, a quarterly publication related to the practice areas of the firm. *Views & Visions* enjoyed a very short shelf life and lacked visual appeal. In 2006, Maple Creative redesigned the publication. Today the publication has set the bar for publications within the legal community at the same time as it enhances the firm's image and overall outreach.

### External Communications: 1-3 color newsletter

**BrickStreet Mutual Insurance Company**  
**BrickStreet InSights**  
Business/Industry  
**Crystal Award**

BrickStreet *InSights* is a free, weekly electronic newsletter emailed to a list of opt-in subscribers which include appointed and general agents, major policyholders, significant stakeholders and others who have opted-in. BrickStreet publishes a traditional, hard copy quarterly policyholder publication and the concept for BrickStreet *InSights* was to be an electronic update, distributed monthly between distribution of the hard copy publication. Policyholder response was such that *InSights* became a weekly publication during BrickStreet's first year as a private company. We also publish a web-only version of the publication for readers not on the subscription list. In all respects we feel that the email version of *InSights* is a successful, high quality publication.

**Fypon**  
**Fypon Review Regional Newsletter**  
Business/Industry

The sales territories for decorative millwork manufacturer Fypon are broken into four distinct regions. Even though a successful national newsletter was educating customers, regional sales managers decided in 2006 that they wanted their own quarterly newsletters to reflect projects and products with distinct appeal to their geographic regions. Thus, the Fypon *Review* newsletter was born. With its distinctive lime-green key coloring, this direct-mail one-page newsletter has proven itself a cost-effective communications tool for Fypon.

### External Communications: 4 or more color newsletter

**Shared Management Solutions Assisted Living Center**  
with Maple Creative  
**Caring Connections Newsletter**  
Business/Industry  
**Crystal Award**

A publications dedicated to older adults and caregivers, *Caring Connections* was in existence for just three issues when Shared Management Solutions Assisted Living engaged Maple Creative to provide turnkey design, writing and project management services for the newsletter. Maple saw the potential to create an informative, compelling and cheerful reincarnation of the formerly dreary, duotone newsletter. The firm did so in fine fashion – in full color, with greater and at a significant cost savings.

**BrickStreet Mutual Insurance Company**  
**INSide BrickStreet**

**Business/Industry****Honorable Mention**

Our quarterly external newsletter, **INSide BrickStreet**, was BrickStreet's first major external publication once we became a private company. We feel that **INSide BrickStreet** is a successful publication which meets all of the goals we have set for it. In all aspects, from design to content to print quality, we feel that our readers are well served by each issue. Many of our readers have multiple locations across the state and have requested that we add those locations to our mailing list for **INSide BrickStreet**. In the past many of these same employers have requested that our publications be only mailed to their primary location.

**Fypon****Fypon National Customer Newsletter****Business/Industry**

The Fypon national customer newsletters educate and inspire the company's customers on a quarterly basis. The fast-read newsletters include eye-catching graphics along with short stories that overview products and give business-building tips. Each issue of the four-page, full-color newsletter is sent to 8,000 Fypon decorative millwork customers nationwide providing them with valuable new product and project information along with a fingertip directory to access Fypon sales people.

**Simonton Windows*****Nitpickers News* Newsletter by Simonton Windows****Business/Industry**

More than 25,000 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.

**Writing: scripts****WV Division of Tobacco Prevention****with The Arnold Agency****Raze One Voice Matters TV Script****Not-For-Profit****Crystal Award**

The Arnold Agency faced two major challenges from the start. First, they had to capture teen audiences' attention. Secondly, Raze, West Virginia's youth against tobacco, has not been perceived as a *cool* program in the past. In spite of the challenges, The Arnold Agency pulled off an award-winning television commercial that has been instrumental in increasing teen involvement. Through menacing drama and attitude, Raze's One Voice Matters "Prom Queen" literally motivated teens into action.

**Huntington Museum of Art****Salmagundi Radio Script****Not-For-Profit****Honorable Mention**

The Huntington Museum Art was bringing an exhibit with a strange name to town. The challenge was to explain the name and exhibit in a 32-second radio spot that also had to acknowledge sponsors. The Salmagundi Radio Script played off the name to grab the listeners' attention, helped attract about 200 people to the opening reception and established the fact to Tri-State audiences that many HMA events are free to the public.

**Writing: news releases under 1000 words****American Cancer Society****Celebration on the Hill News Release/Carolyn Williams****Not-For-Profit****Crystal Award**

Twenty-six volunteers from West Virginia were selected to attend Celebration on the Hill, one of them being colon cancer survivor Carolyn Williams. Carolyn, a resident of Lewis County, is a dedicated and long-term volunteer with the American Cancer Society. Her story of survival, as told in the news release, is one of motivation and hope. It was used to promote Carolyn's participation in the event throughout West Virginia and within the national American Cancer Society.

**Simonton Windows*****Tips for Brightening Up Kitchens*****Business/Industry****Honorable Mention**

At Simonton Windows, the press release "Tips for Brightening Up Kitchens" was created to offer homeowners unique ideas for adding natural light to a kitchen. After its initial successful run as a news release to the consumer media, the story was placed in the Metro Graphics 2006 Spring Home Improvement section, where it generated 173 trackable story placements nationwide with a circulation of 2.1 million.

**Subway Restaurants****with The Arnold Agency****SUBWAY® Chicken Florentine Press Release****Business/Industry**

Competing against advertising firms across the country, The Arnold Agency landed the opportunity to

create and produce a national television shop for one of SUBWAY's® new Chicken Florentine Ciabatta sandwich. The grand scale of The Arnold Agency's accomplishment was not only news-worthy, it was evidence of the agency's professional capabilities in handling a national account. The press release covering the achievement was published in *West Virginia Executive* and *The State Journal*.

### **BrickStreet Mutual Insurance Company**

#### **What a Difference a Year Makes**

##### **Student**

Chris Richardson, an undergraduate student at West Virginia University, was a student intern with BrickStreet during the summer of 2005 and for half of the summer of 2006. As he prepared to return to campus for the remainder of the summer we asked him to write about what he saw as the differences, how we had changed, from one summer to another. We felt he was qualified to do this because he had been away and had returned. The differences were clear to him while those of us who had been here every day had grown accustomed to the gradual changes and at times allowed the trees to prevent us from seeing the forest.

### **Writing: news releases over 1000 words**

#### **Simonton Windows**

##### **Testing of Impact Products**

##### **Business/Industry**

##### **Crystal Award**

The four-page news story, "Testing of Impact Products" was written by the public relations department at Simonton Windows and supplied to *Door and Hardware* magazine for their July 2006 issue. This technical article explains in great detail how impact-resistant windows and doors are tested to meet building code requirements and help keep homeowners safe from severe weather. The popularity of the piece led to the company reprinting 10,000 copies to meet the needs of their internal and external audiences.

### **Writing: Speeches**

#### **WV Division of Tobacco Prevention**

##### **with The Arnold Agency**

##### **2006 Tobacco Free Day Speeches**

##### **Not-For-Profit**

West Virginia's teen-led anti-tobacco movement, Raze recognizes Tobacco Free Day every year at the State Capitol. The event purpose is to educate the public and political officials about tobacco's dangers. The Arnold Agency wrote three speeches for Raze members on Tobacco Free Day. The speeches discussed the relevance of keeping the state's tobacco settlement funds in order to combat Big Tobacco's billion dollar advertising budget. The speeches also addressed tobacco's poisonous effects and ingredients.

### **Press Kits**

#### **WV Division of Tobacco Prevention**

##### **with The Arnold Agency**

##### **RTPCC Media Kit**

##### **Not-For-Profit**

##### **Crystal Award**

West Virginia's Regional Tobacco Prevention Coalition Coordinators work to provide tobacco prevention education throughout the state. The Arnold Agency created a media kit for the coordinators that addressed smoking, spit tobacco and secondhand smoke. The main objective in all the materials was to educate West Virginians about the tobacco related dangers and direct them to call the West Virginia Quitline. The various campaign materials were instrumental in increasing the Quitline's calls to 40 percent.

#### **WV Division of Tobacco Prevention**

with The Arnold Agency

Raze Media Kit

Not-For-Profit

**Honorable Mention**

Raze, the statewide teen-led anti-tobacco movement, exists in all 55 West Virginia counties. To assure the program's "One Voice Matters" message maintained continuity, The Arnold Agency incorporated a variety of materials and information in the Raze Media Kit. The Media Kit encompassed press release templates and print, billboard and program ads. The Kit also included a media glossary and contacts. After the campaign's school year, the Raze movement increased in student participation.

WV Attorney General's Office

with Cheri Heflin and Company

WVAGO Consumer Protection Issues Press Event

Not-For-Profit

The Attorney General's Office and Cheri Heflin & Company were looking for the perfect opportunity to remind consumers about watching for credit fraud and identity theft. That opportunity ended up being right before the biggest shopping day of the year – the Friday after Thanksgiving. The event brought out all of the media outlets in Charleston and ended up being a local lead story for days following the event and having a lasting effect on consumers.

Mersive Technologies, Inc.

with Maple Creative

Mersive Press Kit

Business/Industry

Mersive Technologies, Inc. showcased its ground-breaking, 50 million pixel display technology at the 2006 IdeaFestival in Louisville, Kentucky. It was the world's largest ultra-high-resolution, seamless display. Working on a very modest budget, Maple Creative created a kit to serve as a program for the MegaDisplay exhibit and a press briefing packet on Mersive Technologies, Inc.. The kit Maple Creative developed helped garner many media hits for the technology. Best of all, it met the client's bootstrap budget.

### Collateral Materials: Posters

Capitol Market

with The Manahan Group

Green Chili Shootout Posters

Business/Industry

**Crystal Award**

The Capitol Market Green Chili Shootout began in 2000 and now ranks as the nation's largest Green Chili cook off. The Manahan Group has served as the event's title sponsor since 2005 and provides all necessary design and public relations work. To make the Chili Shootout more appealing to a family audience, TMG created a light-hearted mascot to be the signature image of the event: O'Guapo. O'Guapo was featured in the main promotional posters and has become a favorite among Chili Shootout attendees.

WV Division of Tobacco Prevention

with The Arnold Agency

Tobacco Free Mountaineer Posters

Not-For-Profit

**Honorable Mention**

Through collaboration with MSN Sports, The Arnold Agency created the "Tobacco Free Mountaineers" poster. The poster showed seven various WVU Mountaineer sports figures depicting success and that they are tobacco-free. The posters helped to communicate to teens statewide, achievement coupled with choosing to be tobacco free is something genuinely positive. The posters were dispersed to Regional Tobacco Prevention Coalition Coordinators in the state to be used for the Raze program.

West Virginians for Better Transportation

with The Manahan Group and Malone Consulting

Keep West Virginia Moving Posters

Business/Industry

West Virginians for Better Transportation (WVBT) is a statewide coalition of businesses and organizations

dedicated to educating West Virginians about the state's impending transportation crisis. The coalition asked The Manahan Group (TMG) and Malone Consulting to provide public relations and advertising services to create awareness of the group and its mission for long-term transportation funding solutions. To implement the strategy of presenting the actuality of West Virginia's transportation system, and to provide a call-to-action for target audiences, TMG and Malone Consulting developed a series of campaign posters. In addition to providing a quality visual for the event attendees and the media, the poster helped to increase website activity and partners for WVBT.

**WV Division of Tobacco Prevention  
with The Arnold Agency  
Save Face Quitline Poster  
Not-For-Profit**

The Department of Tobacco Prevention and Dr. Meckstroth from the WVU School of Dentistry wanted to educate West Virginians about the dangers and misconceptions of spit tobacco. The Arnold Agency created the Save Face Quitline poster with a variety of other materials that would be presented and used during Through With Chew Week. The poster accomplishes the main message instantly and with major impact. Teens and patients received the poster's message all over the state.

**Callaghan for Congress  
With Cheri Heflin and Company  
Callaghan for Congress Poster  
Not-For-Profit**

The Second Congressional District features multiple media markets and covers mostly rural territory. Looking for a way to make the most of long travel times and a limited budget, Cheri Heflin & Company decided to use Mike Callaghan's campaign RV as an advertisement. The result was a memorable and brand-building rolling billboard, always present wherever the candidate or his staff was traveling.

**Collateral Materials: Brochures**

**Clayman & Associates  
with Maple Creative  
Clayman & Associates *Clear Solutions* Brochure  
Business/Industry  
Crystal Award**

Clayman & Associates is a Charleston-based clinical and forensic practice offering two core services with several subcategories of products customized to four distinct audiences. The plan for the practice's brochure was to create a sophisticated, customizable piece for direct selling and presentation across the distinct target markets. Working intensively and in collaboration with the client, Maple Creative developed a multifunctional, customizable piece that exudes the company's class and communicates to the target audience.

**Simonton Windows  
Weather Museum Case Study by Simonton Windows  
Business/Industry  
Honorable Mention**

In 2006, Simonton Windows became a founding sponsor of the country's first national museum dedicated to weather. To protect the museum structure from severe weather and potential hurricanes in the Houston area, Simonton donated more than five dozen impact-resistant Simonton StormBreaker Plus® vinyl windows to the historic building. This brochure serves as an educational piece on the museum and on the company's impact-resistant windows.

**American Cancer Society  
Camp WINACA Brochure  
Not-For-Profit**

The Camp WINACA brochure was designed to increase awareness and participation in the American Cancer Society's Camp WINACA, a camp for children ages 7-16 who have had or have cancer. Before the brochure was created, Camp was only promoted by word-of-mouth from pediatric oncologists to their patients. After creating the brochure, pediatric oncologists have a visual way of presenting Camp, and our volunteer base can also use the brochure to promote Camp in their communities.

**WV Division of Tobacco Prevention  
with The Arnold Agency  
Save Face Brochure  
Not-For-Profit**

The Arnold Agency developed the Save Face brochure for the Department of Tobacco Prevention. The unsettling photograph of a man/skeleton's face captured the audience's attention and addressed the user's risks – losing part of their face and even death. Content included addiction determinants, quitting tips, poisonous spit tobacco ingredients and contact information. The brochure was dispersed statewide through Regional Tobacco Prevention Coalition Coordinators and Raze, the state's teen anti-tobacco movement.

**Collateral Materials: Invitations**

**Simonton Windows  
with D& S Creative Communications  
Seven Stars of IBS Invitation  
Business/Industry  
Crystal Award**

What happens when seven sister companies join forces to invite media members to a luncheon at a major trade show? A unique 3-D poster invitation and set of movie tickets focused on the theme "The Seven Sisters of IBS." Simonton Windows led the initiative to entice media representatives to the opening day luncheon at the 2007 International Builders' Show. The creative invitation resulted in 300 media participating in the star-studded luncheon.

**BrickStreet Mutual Insurance Company  
Welcome Aboard  
Business/Industry  
Honorable Mention**

Welcome Aboard started with the invitation which is the subject of this entry. We felt it had to be unique and stand out when compared. Our first plan had been to mail a message in a plastic bottle to each of invited guest. Discussions with the United States Postal Service resulted in our creating an invitation package which included the message in a bottle, a treasure map, a RSVP card, and other related items, all presented on a bed of finely shredded blue and green paper to look like the sea. This was a well received invitation which was as unique and stood out as well as we had hoped.

**WV Chamber of Commerce  
with The Manahan Group  
West Virginia Chamber Annual Meeting Invitation  
Business/Industry**

The West Virginia Chamber of Commerce is the state's largest, most influential general business organization, representing all business sectors in every region of West Virginia . The Chamber asked The Manahan Group to create an invitation for its upcoming 70<sup>th</sup> annual meeting. A previously created visual system was used as the cover and the piece opened to teasing text regarding features of the meeting. The Chamber was very happy with the resulting final product and decided to use the design for all other materials associated with the meeting.

**Collateral Materials: Logos**

**WV Chamber of Commerce  
with The Manahan Group  
West Virginia Chamber Annual Meeting Logo  
Business/Industry**

The West Virginia Chamber of Commerce is the state's largest, most influential general business organization, representing all business sectors in every region of West Virginia . The Chamber asked the Manahan Group to create a brand identity and accompanying materials for its upcoming 70<sup>th</sup> annual meeting. The brand was designed with an Art Deco look and feel, similar to the time period of the Chamber's first meeting in 1936. The Chamber loved the old fashioned design and approved the brand's usage for all other promotional materials.

**Department of Health and Human Resources  
with The Arnold Agency  
DHHR Pregnant Mother's Logo  
Not-For-Profit**

The Department of Health and Human Resources desired developing a logo to further brand the Tobacco-Free Pregnancy Initiative. The Arnold Agency created a logo that was simple and memorable, yet also encompassed a loving emotional feel. The bigger heart shape is actually forming the smaller heart. The heart also represents the love and caring between mother and child. The logo will be used for all of the initiative's future printed materials.

**Collateral Materials: Direct mail**

**Simonton Windows  
with D&S Creative Services  
J.D. Power and Associates Direct Mail Postcards  
Business/Industry**

**Crystal Award**

In August of 2006, Simonton windows was presented the first-ever J.D. Power and Associates award for ranking "Highest in Builder and Remodeler Satisfaction among Residential Window and Patio Door Manufacturers." To educate the media about this honor, a series of three oversized direct mail postcards were sent to key members on the Simonton trade and consumer media contact list. Catchy headlines included "Feel the Love," "Just so you know the score" and "Builders and Remodelers Have Spoken."

**Clayman & Associates  
with Maple Creative  
Clayman & Associates *Clear Solutions* Postcards  
Business/Industry**

**Honorable Mention**

Clayman & Associates, a Charleston-based clinical and forensic psychology practice, offers two core services with product lines customized to multiple distinct audiences. Working with the client, Maple Creative developed a three-piece post card series for direct mailing to three different target audiences. The direct mail cards were part of a comprehensive campaign to establish brand awareness for Clayman & Associates. Informational and effective, the cards were successful in communicating directly with the audiences the psychologists aimed to reach.

**The Tinney Law Firm  
with The Manahan Group  
The Tinney Law Firm West Virginia Day Direct Mail  
Business/Industry**

The Tinney Law Firm is a litigation law firm located in Charleston . As a smaller firm with a few client conflicts, Tinnney Law Firm is able to represent a wide range of clients. The firm asked The Manahan Group to create a collateral piece to coincide with West Virginia Day and the firm's fifth anniversary. The firm was extremely pleased with the final result. Current Tinney clients provided positive feedback as to the personal feel and interesting history the piece possessed.

**Special Purpose Publications: Single issue newsletters/booklets**

**BrickStreet Mutual Insurance Company  
Street Guide  
Business/Industry**

**Crystal Award**

As a new company, BrickStreet saw a need for a special purpose publication which could serve several audiences and several needs. This is a strikingly attractive, well organized and easy to read publication which has been well received not only the employees and agents that have used *Street Guide* as part of a presentation, but it has also been well received by those who have received those presentations. In every way we consider this a high quality, successful product.

**Steptoe & Johnson  
with The Arnold Agency  
Steptoe & Johnson's West Virginia First Booklet  
Business/Industry**

**Honorable Mention**

Steptoe & Johnson is a multi-practice law firm in West Virginia . In an effort to brand the firm as a West Virginia ambassador, tying into its presence across the state, The Arnold Agency developed *West Virginia First*, a pocketsize booklet highlighting unique and impressive facts about the Mountain State . Based on the project's distribution and web page hits, the firm estimates the *West Virginia First* project reached an audience of approximately 50,000 individuals.

**Library Foundation of Kanawha County  
with Progressity  
"Open a Modern Classic" Capital Campaign Case Statement  
Not-For-Profit**

The Library Foundation of Kanawha County engaged Progressity to develop a marketing presentation folder (Campaign Case Statement) that would inspire and inform prospective donors to its \$25 million "Open a Modern Classic" Capital Campaign. In response, Progressity created a comprehensive packet that creatively outlines the Campaign project, the Campaign leadership team, ways for donors to give and various Campaign naming opportunities. According to the Library Foundation, this piece has been an integral tool in securing many five and six-figure gifts.

**Simonton Windows  
Clearview Newsletter Special Edition by Simonton Windows  
Business/Industry**

When Simonton Windows was acquired by Fortune Brands in 2006, a compensation study of all facilities was conducted. Results showed changes were needed in the company's wage and benefits area. An intense internal communications program was initiated to share key messages with employees at Simonton facilities in five states. A major component of the campaign included the creation of a special edition of the employee newsletter *Clearview*, which was entirely devoted to the compensation issue.

**WV College Prepaid Tuition and Savings Program Board of Trustees  
with The Manahan Group  
SMART Family News  
Not-For-Profit**

The Manahan Group created Smart Family Newsletter to educate parents about Smart529, the importance of saving early for college, and the importance of higher education in today's society. Every elementary school in the state was contacted for permission and enrollment numbers. The stories, design and printing were completed in a month and a half. Then, over 165,000 newsletters were counted, boxed shipped and to over 500 elementary schools. The success was proven a week after shipping, when schools were calling to get more newsletters.

**Audiovisual Presentations**

**SMART529  
with The Manahan Group  
SMART529 Information Video  
Not-For-Profit  
Crystal Award**

In order to educate West Virginia parents and grandparents, The Manahan Group wrote and produced the SMART529 Informational Video. The three minutes plus video explained why it is important to start saving early for college, why a college education is important and how SMART529 can help make college a reality. The longer format allowed all of the necessary messaging to be disseminated while also including the required legal disclaimers. The video was given to parents and grandparents free-of-charge at events throughout the state.

**Callaghan for Congress**

**with Cheri Heflin and Company**  
**Callaghan for Congress Audio Visual Presentation**  
**Not-For-Profit**

**Honorable Mention**

Polling showed the most movable group of voters in the 2006 Second Congressional District race was women between the ages of 30 and 50. In an effort to peel away these voters, Cheri Heflin & Company created a three minute online video that took aim at votes Callaghan's opponent had made against children's social programs. The resulting video struck at the emotions of viewers, while educating them on the negative votes of their current representative.

**BrickStreet Mutual Insurance Company**  
**AASCIF Presentation**  
**Business/Industry**

BrickStreet was asked to make a presentation at an American Association of State Compensation Insurance Funds Communications Workshop in Portland, Maine about an award winning series of BrickStreet television commercials. Several presentation formats were considered and dismissed before deciding to make a multimedia, audiovisual, PowerPoint presentation. We feel that this was a quality PowerPoint which resulted in a quality presentation which was well received by the audience. It follows the basic PowerPoint rules of being simple, visually attractive, and does not attempt to make the entire presentation without the need of the presenter.

**Interactive Communications: Web sites/intranets**

**Charles Ryan Associates**  
**Performing in Concert**  
**Business/Industry**

**Crystal Award**

Charles Ryan Associates developed a Web site to represent the new company theme, Performing in Concert. The challenge was to create a site that would appeal to creative and edgy advertising clients, without scaring away the more traditional public relations clients. The marketing team went to work weaving the theme into all the content, while the creative gurus developed images that would highlight the theme in a fun and attractive, yet professional way.

**West Virginians for Better Transportation**  
**with The Manahan Group and Malone Consulting**  
**Keep West Virginia Moving Website**  
**Business/Industry**

**Honorable Mention**

West Virginians for Better Transportation (WVBT) is a statewide coalition of businesses and organizations dedicated to educating West Virginians about the state's impending transportation crisis. The coalition asked The Manahan Group (TMG) and Malone Consulting to provide public relations and advertising services to create awareness of the group and its mission for long-term transportation funding solutions. To combat the issue of no central office or full-time employees to field questions created from the media attention, TMG and Malone Consulting determined a website would serve as the centralized location for information on WVBT and its activities. The website has done just that, informing visitors and allowing for participation within WVBT.

**Edward Tucker Architects**  
**with Maple Creative**  
**Edward Tucker Architects Web Site**

Edward Tucker Architects challenged Maple Creative to produce an engaging and interactive Web site that showcased the firm's portfolio while exuding both innovation and functionality. The site's layout builds upon the basic shapes, lines and angles of the client's logo. Schematics, renderings, and completed project photographs dominate the site thanks to the neutral color palette. The client fully and easily manages the site's content, allowing instant portfolio updates, through a customized content management program.

**BrickStreet Mutual Insurance Company**  
**<http://www.brickstreet.com>**  
**Business/Industry**

<http://www.brickstreet.com> serves as the primary BrickStreet website. The site is designed to provide for the internet needs of our major target groups – Agents, Policyholders, Claimants and Providers – and to serve as the launching point for specialized web services for agents (Agent Portal) and for some policyholders and medical providers (E-Comp). Every indication we have is that brickstreet.com is a high quality, well received, easy to use website. We are pleased with the visual impact the site has and the use of colors to match BrickStreet’s use in print and broadcast activities. The site was designed to be a working tool for our customers and it has succeeded in that role.

**WV Division of Tobacco Prevention  
with The Arnold Agency  
Raze Web Site  
Not-For-Profit**

Raze is West Virginia’s youth speaking out against Big Tobacco. Their previous Web site, utilizing dull orange and black colors, possibly alienated some students from the site and movement. After extensive secondary research, The Arnold Agency designed a user-friendly and colorful site incorporating brighter tones. Design, organization and placement of all elements were meticulously considered. The revamped Web site pleased the client and initiated positive reactions from student visitors across the state.

**Interactive Communications: interactive CD-ROM**

**BrickStreet Mutual Insurance Company  
BrickStreet InSights (web version)  
Business/Industry**

BrickStreet *InSights* is a free, weekly electronic newsletter emailed to a list of opt-in subscribers which include appointed and general agents, major policyholders, significant stakeholders and others who have opted-in. BrickStreet realized that there was also a need post a web version of *InSights* on [brickstreet.com](http://brickstreet.com) in order to reach a wider readership, especially those who wanted to have access to the information but, for whatever reasons, did not want to be part of a weekly emailing. BrickStreet publishes a traditional, hard copy quarterly policyholder publication and the concept for BrickStreet *InSights* was to be an electronic update, distributed monthly between distribution of the hard copy publication. Policyholder response was such that *InSights* became a weekly publication during BrickStreet’s first year as a private company. In all respects we feel that the email version of *InSights* is a successful, high quality publication.

**PRSA-West Virginia Chapter  
PO Box 13604  
Charleston, WV 25360  
Phone: 304.984.0308  
Fax: 304.984.3718  
Email: [we.are.pr@prsawv.org](mailto:we.are.pr@prsawv.org)**

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