Community Relations

[We’re All In This Boat Together - Engaging Boaters In The Effort To Protect Lake Tahoe From The Catastrophic Threat Of Aquatic Invasive Species [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1301C14)](http://www.prsa.org/SearchResults/Download/6BW-1301C14)

Publication Date: **2013**  
Product Code: **6BW-1301C14**  
Organization/Author/Firm: **Tahoe Regional Planning Agency and Tahoe Resource Conservation District, Smith + Jones Marketing**  
Category: **Media Relations / Community Relations / Public Affairs - Government Relations**  
Industry: **Government - Public Affairs**  
Outcome: **Raising awareness / Changing behaviors**

**Summary**

2013 Silver Anvil Award Winner — Community Relations — Government  
  
When a devastating species of invasive mussel was discovered just a few hundred miles away from the famously-clear waters of Lake Tahoe, emergency actions including mandatory boat inspections were taken to protect the nation’s second deepest lake. Boaters were concerned about access to the lake and their support was a top priority. Through an integrated campaign focusing on the shared commitment of target audiences, support today for the program breaks the 80 percent mark. Importantly, no invasive mussels have entered the lake. Lake Tahoe’s inspection program has become a model for other lakes throughout the United States.  
  
Community relations includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. The government subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

[Oink Outings - Building Trust from Farm to Fork [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1301D03)](http://www.prsa.org/SearchResults/Download/6BW-1301D03)

Publication Date: **2013**  
Product Code: **6BW-1301D03**  
Organization/Author/Firm: **Minnesota Pork Board and Minnesota Pork Producers Association, Weber Shandwick**  
Category: **Media Relations / Community Relations**  
Industry: **Associations - Nonprofits / Agriculture / Food - Beverage**  
Outcome: **Building trust**

**Summary**

2013 Silver Anvil Award Winner — Community Relations — Associations / Nonprofit Organizations  
  
This summer, Minnesota Pork continued to take action in the Twin Cities – building relationships and fostering trust with those in the state who tend to be far removed from today’s farms. The pilot campaign was launched in 2011 and was expanded in 2012. This was a proactive approach to reach out to consumers and build confidence in pork production. The campaign included in-depth relationship building through farm tours and grassroots outreach with farmers at booth events. The result: a 50-57 percent increase in trust and 5,000 pounds of pork donated to help feed area families in need.  
< BR>Community relations includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.

[Duracell Power Forward [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1301A08)](http://www.prsa.org/SearchResults/Download/6BE-1301A08)

Publication Date: **2013**  
Product Code: **6BE-1301A08**  
Organization/Author/Firm: **Duracell, Gigunda**  
Category: **Media Relations / Community Relations**  
Industry: **Business Products**  
Outcome: **Building brands**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Community Relations — Business Products.  
  
Recently, the U.S. experienced a catastrophic natural disaster, Superstorm Sandy, which destroyed entire towns, homes and businesses, and left millions of people without power for weeks. Today, consumers are tethered to power for normalcy so power loss has a more paralyzing impact than ever before. Duracell was uniquely positioned to deliver much-needed power resources to several communities in need – and, they did. Through a multi-faceted campaign with consistent messaging (many other brands were criticized), meaningful sampling and power relief and unprecedented crowd-sourcing to provide power where it really was needed most, Duracell's program rallied communities, helping the Tri-State “Power Forward.”  
  
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[Community Service Efforts Increase Trust and Confidence in Banks [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1301B05)](http://www.prsa.org/SearchResults/Download/6BE-1301B05)

Publication Date: **2013**  
Product Code: **6BE-1301B05**  
Category: **Media Relations / Community Relations**  
Industry: **Business Services / Financial Services**  
Outcome: **Building trust**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Community Relations — Business Services  
  
Trust and confidence in banks are at an all-time low, but are essential for new economic growth and sustainable recovery. We made it our mission to improve attitudes about banks among college students and community members in State College, Pennsylvania. Through a combination of grassroots and traditional public relations efforts we held a variety of events, publicized them, and spread the word about what the collective of banks have done for our town. In the end, we successfully improved trust (by 7% with the community and 14% with students) and confidence (by 12% with the community and 10% with students) in banks.  
  
Community relations includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.

[Create Jobs for USA - Starbucks [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1301A11)](http://www.prsa.org/SearchResults/Download/6BW-1301A11)

Publication Date: **2013**  
Product Code: **6BW-1301A11**  
Organization/Author/Firm: **Starbucks, Edelman**  
Category: **Media Relations / Community Relations**  
Industry: **Business Products / Food - Beverage / Retail**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Community Relations —Business Products  
  
Charged with driving awareness and donations for **Create Jobs for USA**, Edelman activated a hyper-local storytelling plan, putting a face to the economic crisis and those benefitting from the initiative and leveraging significant program milestones and coverage cycles to highlight Create Jobs on the national stage. Among the results: more than **$15 million raised in one year**, leading to approximately **$105 million in financing**; more than **5,000 jobs created or retained**; three like-minded businesses contributed funding and resources to Create Jobs; and more than **3,600 media placements generating more than 1 billion media impressions** of the program and loan recipients.  
  
Community relations includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.

[Mission Transition - Arming Veterans Nationwide with Employment Tools [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1301B14)](http://www.prsa.org/SearchResults/Download/6BW-1301B14)

Publication Date: **2013**  
Product Code: **6BW-1301B14**  
Organization/Author/Firm: **The Home Depot, MSLGROUP and Hodes and ScoutComms and Randy Plunkett**  
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Community Relations**  
Industry: **Business Services / Retail / Military / Consumer Services**  
Outcome: **Raising awareness / Event attendance / Employee recruitiment**

**Summary**

2013 Silver Anvil Award Winner — Community Relations — Business Services  
  
The Home Depot employs 35,000 veterans and is a champion of military and veteran employment. To address over-indexed military unemployment rates, we developed a program to prepare veterans for the civilian workforce. We held 110 educational workshops nationwide and launched an online Military Skills Translator that matches military experience with civilian terms, as well as available jobs at The Home Depot. We engaged the military community and drove participation from 88% of registrants, increased traffic to homedepotmilitary.com by 3,499% and raised awareness through national media relations and targeted outreach in workshop markets, reaching 449 million and exceeding all program goals.  
  
Community relations includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.

[Mission Transition - 110 Events to Inspire Veteran Employment [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1303B12)](http://www.prsa.org/SearchResults/Download/6BW-1303B12)

Publication Date: **2013**  
Product Code: **6BW-1303B12**  
Organization/Author/Firm: **The Home Depot, MSLGROUP and Hodes and ScoutComms and Randy Plunkett**  
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Community Relations**  
Industry: **Business Services / Retail / Military / Consumer Services**  
Outcome: **Raising awareness / Event attendance / Employee recruitiment**

**Summary**

2013 Silver Anvil Award Winner — Events and Observances (Seven or Fewer Days) — Consumer Services  
  
The Home Depot employs 35,000 veterans and is a champion of military and veteran employment. To address over-indexed military unemployment rates, we developed a program to prepare veterans for the civilian workforce. We hosted 110 educational workshops across the country on one day, offering resume optimization, job search strategies and interview techniques to 2,500+ veterans. Through media relations efforts, we obtained 88% of maximum registrations and secured attendance from 81% of registrants. Post workshop surveys revealed 89% of attendees felt the workshop was a good use of their time and 91% stated they would put what they learned to use.  
  
Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[Hire Minnesota's Veterans [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BW-1305E02)](http://www.prsa.org/SearchResults/Download/6BW-1305E02)

Publication Date: **2013**  
Product Code: **6BW-1305E02**  
Organization/Author/Firm: **Minnesota National Guard, Interagency Employment Working Group**  
Category: **Public Service / Integrated Communications / Media Relations / Community Relations**  
Industry: **Military / Government - Public Affairs**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Public Service — Partnerships (Funded jointly by businesses and other organizations including nonprofit and government)  
  
After increasing levels of unemployment among post-9/11 veterans, the Minnesota National Guard organized the Hire Minnesota’s Veterans campaign to help today’s veterans translate and polish their skills and link them with employers. Through this program the Guard initiated a military-focused Interagency Employment Working Group and created a three-step process for veterans and employers that consolidated existing programs and bridged gaps with new resources. A pilot unit with the 1st Brigade Combat Team dropped from 19 percent to 1.3 percent unemployment as a result of this campaign, while more than 20 million impressions on veteran employment publicized benefits of hiring veterans.   
  
Public service includes programs that advance public understanding of societal issues, problems or concerns. The partnerships subcategory is intended for public service programs that are funded jointly by businesses and other organizations, including nonprofit or government.

[Small Business Saturday [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1301B07)](http://www.prsa.org/SearchResults/Download/6BE-1301B07)

Publication Date: **2013**  
Product Code: **6BE-1301B07**  
Organization/Author/Firm: **American Express OPEN, M Booth**  
Category: **Media Relations / Community Relations**  
Industry: **Business Services / Financial Services / Small Business**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Community Relations — Business Services.  
  
Only in its third year, Small Business Saturday has become part of the American lexicon alongside Black Friday and Cyber Monday. In 2012, the initiative once again struck a chord with consumers, small business owners and employees, corporate America and policy makers in a big way. Consumer awareness of Small Business Saturday jumped to 67 percent from 34 percent just two weeks prior to November 24th and as a result, consumers spent $5.5 billion with independent merchants on the day. Small Business Saturday aims to support local businesses that create jobs, boost the economy and preserve neighborhoods around the country.  
  
Community relations includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.

[From East to West and Everywhere in Between America’s Farmers and Ranchers Are Leading The Food Dialogues [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1301D13)](http://www.prsa.org/SearchResults/Download/6BE-1301D13)

Publication Date: **2013**  
Product Code: **6BE-1301D13**  
Organization/Author/Firm: **U.S. Farmers & Ranchers Alliance, Ketchum and maslansky + partners**  
Category: **Media Relations / Community Relations**  
Industry: **Associations - Nonprofits / Agriculture / Environmental**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Community Relations — Associations / Nonprofit Organizations  
  
Trust in American agriculture is eroding. Stories about antibiotic “superbugs” and GMO “Frankenfoods” run rampant in today’s media while consumers question how their food is grown and raised. Up until now, America’s farmers and ranchers have been left out of the conversation. That’s why the U.S. Farmers & Ranchers Alliance (USFRA) started a movement of putting farmers and ranchers at the forefront of these discussions through robust trainings, online tools and groundbreaking dialogues with everyone from across the food spectrum. For the first time, farmers and ranchers finally had the confidence, tools and platforms to share their stories and set the record straight.  
  
Community relations includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.

[Thanks To You Campaign [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1301D17)](http://www.prsa.org/SearchResults/Download/6BE-1301D17)

Publication Date: **2013**  
Product Code: **6BE-1301D17**  
Organization/Author/Firm: **Pike Place Market Preservation and Development Authority, PRR, Inc.**  
Category: **Media Relations / Community Relations**  
Industry: **Associations - Nonprofits / Retail**  
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Community Relations — Associations / Nonprofit Organizations  
  
Seattle voters passed a 6-year tax levy to repair the 105-year-old infrastructure of the Pike Place Market. The Market engaged PRR to implement a campaign to show appreciation for the generosity of Seattle taxpayers and key supporters, and the patience of tenants and residents. The campaign relied on media relations, social media, partnership outreach, and a public installation detailing the repairs made. At the conclusion of the month-long campaign, nearly 3 million people were reached through: 47 media stories; 10,000 brochures; partner engagement including the Seattle Sounders FC; an online video; two special events; customized thank you cards; and more.  
  
Community relations includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.

[Brownstein Group and Saint-Gobain Redefine Ribbon-Cutting - Greening Greene Street [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1303C01)](http://www.prsa.org/SearchResults/Download/6BE-1303C01)

Publication Date: **2013**  
Product Code: **6BE-1303C01**  
Organization/Author/Firm: **Saint-Gobain Corporation, Brownstein Group**  
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Community Relations**  
Industry: **Business To Business / Construction / Environmental**  
Outcome: **Raising awareness / Event attendance**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Business to Business  
  
Saint-Gobain, the world’s largest building materials company, began a three-year $550,000 partnership with YouthBuild USA, a non-profit that helps low-income disadvantaged youth earn their GEDs or high school diplomas while learning green construction skills. Through the partnership, the YouthBuild Philadelphia Chapter completed construction on 4620 Greene Street, achieving the highest level of sustainability recognition. To celebrate the first home completion and to demonstrate to local government officials and community groups that Saint-Gobain can assist cities in achieving sustainability goals, Brownstein Group created a non-traditional ribbon-cutting event to elevate the importance of energy-efficiency and sustainability through education and hands-on participation.   
  
Events and observances (seven or fewer days) includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

[Hire Minnesota's Veterans [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1316G02)](http://www.prsa.org/SearchResults/Download/6BE-1316G02)

Publication Date: **2013**  
Product Code: **6BE-1316G02**  
Organization/Author/Firm: **Minnesota National Guard, Interagency Employment Working Group**  
Category: **Public Service / Integrated Communications / Media Relations / Community Relations**  
Industry: **Government - Public Affairs / Military**  
Outcome: **Raising awareness / Employee recruitiment**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Integrated Communications — Government  
  
After increasing levels of unemployment among post-9/11 veterans, the Minnesota National Guard organized the Hire Minnesota’s Veterans campaign to help today’s veterans translate and polish their skills and link them with employers. Through this program the Guard initiated a military-focused Interagency Employment Working Group and created a three-step process for veterans and employers that consolidated existing programs and bridged gaps with new resources. A pilot unit with the 1st Brigade Combat Team dropped from 19 percent to 1.3 percent unemployment as a result of this campaign, while more than 20 million impressions on veteran employment publicized benefits of hiring veterans.  
  
Integrated communications includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines. The government subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

[Salir Adelante - Promoting Good Mental Health for Every Latino in San Diego [http://www.prsa.org/custom/images/gsa_Icons/PDF.png](http://www.prsa.org/SearchResults/Download/6BE-1315B01)](http://www.prsa.org/SearchResults/Download/6BE-1315B01)

Publication Date: **2013**  
Product Code: **6BE-1315B01**  
Organization/Author/Firm: **County of San Diego Department Health and Human Services Agency, Metropolitan Group**  
Category: **Community Relations / Media Relations / Multicultural - Diversity**  
Industry: **Government - Public Affairs / Health - Medical - Pharmaceutical**  
Outcome: **Raising awareness / Changing behaviors**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Multicultural Public Relations — Associations / Government / Nonprofit Organizations  
  
The County of San Diego’s Health and Human Services Agency engaged Metropolitan Group (MG) to develop, design, produce, and distribute a *fotonovela* designed to:

1) **reduce stigma associated with mental illnesses among Latinos**;   
  
2) **promote good mental health**; and   
  
3) **promote access to mental health services**.

By partnering with community-based organizations, public agencies, and local businesses, the fotonovela reached 42% of the Latino population of the County. Evaluation found that one in four readers took action as a result of reading the fotonovela, and readers were twice as likely to have changed their behavior toward people with mental health challenges.  
  
Multicultural public relations includes any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.