Government 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/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.

[At The Core - How Maximizing Communication Of The Fastest Billion-Dollar Public Highway Project Helped Overcome The Largest Scandal In UDOT History ](http://www.prsa.org/SearchResults/Download/6BW-1302D08)

Publication Date: **2013**
Product Code: **6BW-1302D08**
Organization/Author/Firm: **Utah Department of Transportation, Intrepid and Penna Powers Brian Haynes**
Category: **Media Relations / Reputation Management / Public Affairs - Government Relations**
Industry: **Government - Public Affairs / Transportation**
Outcome: **Reputation management / Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Reputation Management / Brand Management — Government.

After a multi-million-dollar contractor settlement was exposed in the middle of election season, the Utah Department of Transportation’s high public favorability rankings plummeted. As a result, UDOT needed to capitalize on the success of its largest highway project ever, the I-15 CORE, to improve its public reputation. UDOT created a campaign centered on communicating success and innovative leadership on the project. The effort worked to communicate I-15 CORE as the fastest billion-dollar government highway construction project in history. The campaign helped the department overcome arguably the largest scandal in its history, achieve its highest favorability rankings and win the praise of Utah’s governor.

Reputation management / brand management includes campaigns are designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence. 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.

[Labor Day 2012 ](http://www.prsa.org/SearchResults/Download/6BW-1303D04)

Publication Date: **2013**
Product Code: **6BW-1303D04**
Organization/Author/Firm: **U.S. Department of Labor**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Public Affairs - Government Relations / Media Relations / Public Affairs - Government Relations**
Industry: **Government - Public Affairs**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Events and Observances (Seven or Fewer Days) — Government

Labor Day provides an annual opportunity to highlight the U.S. Department of Labor’s impact on millions of people across the country and around the world. In recent years the department’s Office of Public Affairs has used the holiday as a “hook” to promote efforts that protect vulnerable workers, unveil new tools to assist jobseekers, and highlight other departmental initiatives. In 2012, with the department’s centennial approaching, the Office of Public Affairs implemented a campaign to showcase the department’s historic legacy, current relevance, and other important work.

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. 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.

[SHE - The Untold Story of HIV ](http://www.prsa.org/SearchResults/Download/6BW-1306A04)

Publication Date: **2013**
Product Code: **6BW-1306A04**
Organization/Author/Firm: **Bristol-Myers Squibb, TogoRun**
Category: **Media Relations / Public Affairs - Government Relations**
Industry: **Health - Medical - Pharmaceutical**
Outcome: **Raising awareness**

**Summary**

2013 Silver Anvil Award Winner — Public Affairs — Business

HIV is the leading cause of death/disease worldwide among women of reproductive age. In Europe, women represent one-third of the new HIV diagnoses. Despite this, information/resources in Europe tend to target men and generally lack relevant information on women-only HIV issues, leaving many women feeling isolated.

Bristol-Myers Squibb (BMS) sought to overcome this by providing helpful resources, and changing the European HIV landscape to consider the specific needs of women. SHE (Strong, HIV positive, Empowered women) is the first peer-support program to help European women with HIV feel empowered and supported; its success ultimately led to a change in policy.

Public affairs includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.

[Vote No on Proposal 5 ](http://www.prsa.org/SearchResults/Download/6BW-1306B09)

Publication Date: **2013**
Product Code: **6BW-1306B09**
Organization/Author/Firm: **Defend Michigan Democracy, Martin Waymire Advocacy Communications**
Category: **Media Relations / Public Affairs - Government Relations**
Industry: **Associations Nonprofits**
Outcome: **Raising awareness / Public policy**

**Summary**

2013 Silver Anvil Award Winner — Public Affairs — Associations / Nonprofit Organizations.

Our NO on 5 campaign out-performed every ballot question and candidate (including President Obama and our incumbent U.S. Senator) on Michigan’s 2012 ballot. NO on 5 was the only Michigan ballot question or candidate to exceed 3 million votes (260,000 votes more than the next best-performing statewide campaign). We won all 83 counties. Our cost-per-vote was 67 cents (we were outspent more than 2-1). Every newspaper that editorialized on Prop 5 said “VOTE NO.” One of our online ads was named a Michigan political video of the year. We launched the campaign trailing 2-1 in the polls, and won 69%-31%.

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[Forever Free - The 150th Anniversary of the Emancipation Proclamation ](http://www.prsa.org/SearchResults/Download/6BE-1303D01)

Publication Date: **2013**
Product Code: **6BE-1303D01**
Organization/Author/Firm: **U.S. National Archives and Foundation for the National Archives, Resnicow Schroeder Associates**
Category: **Special Events - Observances / Special Events - Observances 7 days or less / Media Relations / Public Affairs - Government Relations / Internal Communications**
Industry: **Government - Public Affairs**
Outcome: **Raising awareness / Event attendance**

**Summary**

2013 Silver Anvil Award of Excellence Winner — Events and Observances (Seven or Fewer Days) — Government

The U.S. National Archives sponsored a rare 3-day showing of the Emancipation Proclamation document in Washington DC, to celebrate its 150th anniversary. The public affairs team from Archives partnered with The Foundation for the National Archives & PR firm Resnicow Schroeder Associates, to carry out a plan for multi-tiered outreach that resulted in synchronized efforts with the U.S. Postal Service, Smithsonian Institution, and other agencies, robust media coverage, 400% growth in the social media views, and record-setting attendance for the free 3-day event.

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[Your Power Future: Seattle City Light 2013-2018 Strategic Plan Outreach ](http://www.prsa.org/SearchResults/Download/6BW-1306C04)

Publication Date: **2013**
Product Code: **6BW-1306C04**
Organization/Author/Firm: **City of Seattle AND Seattle City Light Business & Residential Customers, Cocker Fennessy Public Affairs**
Category: **Media Relations / Public Affairs - Government Relations**
Industry: **Government - Public Affairs / Utilities**
Outcome: **Public policy / Customer satisfaction**

**Summary**

2013 Silver Anvil Award Winner — Public Affairs — Government

After years of deferred infrastructure investments, Seattle City Light – the nation’s 10th-largest publicly owned utility – developed a multi-year Strategic Plan including built-in rate increases. It was the first of its kind for a utility. Employing research at every phase, City Light conducted a highly collaborative communication campaign to solicit public support for the plan. The result: City Light secured approval of this first-ever plan from its City Council in spite of strong opposition by business customers, creating a model campaign for government communicators nationwide and earning the prestigious #1 ranking by J.D. Power & Associates from the utility’s business customers.

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