



THE 2010
GOLD QUILL
AWARDS

With their outstanding
entries, this year's winners
join an exclusive club of
legendary communicators

Division 1 • Communication Management

about the awards

Today's top communicators are demonstrating their worth through smart thinking, creativity and innovation. The 2010 IABC Gold Quill Awards showcase the best examples in business communication from around the world and place the winners in an exclusive club of legendary communicators.

Indeed, this annual international competition is the highest level of professional acknowledgment in business communication today. For more than 35 years, the Gold Quill Awards program has tested the work of professional communicators, from strategists to tacticians, and recognizes the best of the best. This year, IABC received nearly 900 entries from 28 countries. Winners went through two rigorous rounds of judging by professional communicators, and in the end the international panel of judges awarded 32 Excellence Awards, 71 Merit Awards and three Student Awards.

We congratulate all the winners for their outstanding achievements in the field of business communication.

For more information about the 2010 Gold Quill Awards, visit www.iabc.com/awards/gq/.

• becoming a legend...

Feel Good Ripple

Entrant's name: Marlene McNaughton

Creative thinking about your business and your community can happen in the same breath. This campaign not only helped a business grow its brand, but it developed action and teachings around how each person can make an impactful, kind gesture to those around them. It is a program that gets everyone to make decisions with their head and their heart, which aligns perfectly with the brand values of Servus Credit Union.

This entry takes the insightful and creative approach that exemplifies a Gold Quill Award winner.

Legendary because: You can build your business and be a good community partner at the same time.

—Jeffrey Ory, ABC, APR, and Michelle Gurney, ABC



Category:

Government Relations

award level: **Merit**

• **Time to Hang Up**

Geraldine Vance, APR, with Rob Hulyk, ABC, Vince Lee and Sharon Shore
BC Medical Association
Vancouver, British Columbia

Category:

Community Relations

award level: **Merit**

• **Let's Talk Transport Planning**

AECOM and SKM as JV Partners in the ConnectWest Consortium supported by Phillips Group for the Department of Transport and Main Roads
Queensland Department of Transport and Main Roads
Brisbane, Australia

Category:

International Communication

award level: **Merit**

• **Best Job in the World**

Steve McRoberts
Tourism Queensland
Brisbane, Australia

Category:

Media Relations

award level: **Excellence**

• **Potatoes: A Nutritional Gold Mine**

Amanda C. Woodbridge
Ideas Shop and Potatoes
New Zealand
Wellington, New Zealand

award level: **Merit**

• **Johnson & Johnson's**

Poly to Go 2009 Public Relations Campaign
Edelman Canada
Toronto

• *becoming a legend...*

Summer Session Marketing Campaign

Entrant's name: *Barby Grant*

Simple research was implemented to identify what the audience wanted and needed. The research not only directed the planning and implementation, but also allowed for a strategic implementation that saved more than US\$15,000. Two things this entry shows are that phenomenal results do not need to be expensive, and that primary research targeted to your discrete audience does not need to be expensive, yet can provide you with a smart direction that will lead to success.

Listen to what the research tells you, and you can create a strategic, smart and budget-conscious plan that will bring phenomenal results.

Legendary because: It is slap-in-the-face simple.

—*Jeffrey Ory, ABC, APR, and Michelle Gurney, ABC*

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ASU COLLEGE of LIBERAL ARTS & SCIENCES ARIZONA STATE UNIVERSITY

• Orange Everyday Fee-Free Banking

David Breen
ING DIRECT Australia
Sydney

Category:

Multi-audience Communication

award level: **Merit**

• Children's Healthcare of Atlanta Takes on the Flu

Communications Team
Children's Healthcare of Atlanta
Atlanta

Category:

Marketing Communication

award level: **Excellence**

• Best Job in the World

Steve McRoberts
Tourism Queensland
Brisbane, Australia

• Feel Good Ripple

Marlene McNaughton
DDB Canada, Servus Credit Union
Edmonton, Alberta

• Get Smart Toronto

Toronto Hydro-Electric System Ltd.
Toronto

• Summer Session Marketing Campaign

Barby Grant, Debra Kovach,
Stephanie Birdsall and Michael Dambrowski

Arizona State University College of Liberal Arts & Sciences
Tempe, Arizona

award level: **Merit**

• Expanding the Soy "Health Halo" to Health Professionals

S. Poole, L. Kelly, D. Steeble,
R. Zackery, S. Ries, K. Robinson,
E. Daly, D. Milam, A. Assouad
Publicis Consultants | PR
with SmithBucklin and
Communiqué Inc. for the
United Soybean Board
Seattle

becoming a legend...

Throughout this section you'll find comments from our Blue Ribbon Panel judges on what made some of this year's award winners legendary. For a list of the judges, please see page 23.



Category:
**Issues Management
and Crisis Communication**

award level: **Excellence**

- **Peanuts in Crisis: An Industry Responds to North America's Largest Food Recall**
Daniel Tisch, Alison George, Janet Grdovich, Robert Mathis and Katie Conover
Argyle Communications and Ogilvy PR
Toronto and Washington, D.C.

award level: **Merit**

- **Get Smart Toronto**
Toronto Hydro-Electric System Ltd.
Toronto
- **Project Eclipse—Hostile Takeover Defense**

Meredith Moore and Lori Neuman
NRG Energy Inc.
Princeton, New Jersey

- **We Messed with Texas: IALD Thwarts Ban on Lighting Design**
Jennifer Jones
International Association of Lighting Designers
Chicago

Category:
**Employee/Member
Communication**

award level: **Excellence**

- **Bayer B-Green Sustainability Program**
Robbie Brown, Megan Caulfield, Stephen Hale, Kirsten Impey,

Sabrina Herbrick and Pip Kelly
OgilvyEarth at Impact Employee Communications (Ogilvy PR Australia) and Bayer Australia and New Zealand

- **Cisco Leadership Quarterly Meeting**
Michele Ragon
Cisco Systems
San Jose, California

- **Driving a Great Result for Ford Australia**
Tamsyn Sandeman
Impact Employee Communications,
Ogilvy PR Australia
Sydney



● *becoming a legend...*
**Peanuts in Crisis:
An Industry Responds
to North America's
Largest Food Recall**

Entrant's name: Daniel Tisch

The one thing that communicators should look to in this entry that showcases the best of the best is the audience description. Telling us not only the audience characteristics but also their "state of mind" as it relates to your need or opportunity is brilliant and insightful. All communicators/entrants should follow this model.

This was a pleasure to read and review. Thank you for doing, and sharing, good work.

Legendary because: The strategy was built on everything it should be, including solid research, an outstanding audience description, business-focused goals and measurable objectives. It had everything we wanted in an entry!

—Jennifer Wah, ABC, MC,
and Shirley King, ABC



● *becoming a legend...*
CityGT iPhone App

Entrant's name: Paul Tierney

With really smart analysis of the situation and a creative, engaging and well-executed campaign, this entry showcases how to maximize the opportunities presented by technology to engage a target audience.

Legendary because: It uses technology to engage an audience and manages to deliver a serious message in a fun and entertaining way.

—Melissa Dark and Kate Stebbings, ABC



about the judging

Entries are composed of two parts: the work plan and the work sample. They are judged on technical excellence, creativity and innovation, effectiveness in identifying and responding to an organization's or community's needs, the delivery of measurable outcomes, and the overall success of the project.

Judges score the above criteria on a scale of 1 to 7, which gives a weighted calculation for the criteria depending on the division. All entries scoring 5.25 and higher in the first-tier judging are advanced to second-tier judging. At the second tier, entries are judged again, separately, by a different set of judges called the Blue Ribbon Panel. The majority of Blue Ribbon Panel judges have been recognized for excellence in business communication; all of them meet as a group at IABC headquarters in San Francisco to select the winners. Any entry scoring between 5.25 and 5.74 receives a Gold Quill Award of Merit. Entries scoring 5.75 and higher receive a Gold Quill Award of Excellence.

● **Employee Communication for Australia Post's Mail and Networks Division**

Janice D. Mascini
 Australia Post
 Melbourne, Australia

● **"It's All About Her... Who Is SHE?"**

Sujit M. Patil, Budaraju Sudhakar
 Tata Chemicals Ltd.
 Mumbai, India

● **REI GPS Goes Online**

Lorraine Larsson
 Recreational Equipment Inc. (REI)
 Kent, Washington

● **United Way: Look What One Extra Quarter Can Do**

Internal Communications
 Walt Disney World Resort
 Lake Buena Vista, Florida

award level: **Merit**

● **Automatic E-mail Purge Implementation**

Susan L. Straub
 Alliance Data

Dallas, Texas

● **Cisco's "We Are Cisco" Community**

Cisco's Internal Communications Team
 Cisco Systems Inc.
 San Jose, California

● **IAMGOLD's Ounce by Ounce Program**

Karen Jury, Tania Richard,
 Jennifer Wright
 IAMGOLD Corp.
 Toronto

2010 gold quill awards

award divisions

Division 1: Communication

Management includes projects, programs and campaigns defined by a communication strategy. Award winners have demonstrated the full range of planning and management skills—research, analysis, strategy, tactical implementation and evaluation.

Division 2: Communication

Skills includes communication elements (publications, advertising, web sites, newsletters, etc.) that showcase technical skills such as editing, writing and design. Award winners have demonstrated strategic alignment, the creative process and measurable results.

Division 3: Communication

Creative includes elements that showcase creative talent and design through an essentially communicative function. Award winners have demonstrated innovation, creativity, strategic alignment and effective graphics communication.

- **One Company, One Plan: DIRECTV 2010 Health and Wellness Benefits Open Enrollment**

Michael Ambrozewicz
DIRECTV
El Segundo, California

- **Qualcomm Internet Services: Enabling Virtual and Instant Communication**

Kate E. Hardman
Qualcomm
San Diego, California

- **Supporting Business Transformation at Rentokil Initial**

Malcolm Padley, Rentokil Initial
Communications Team and
Helen Coley-Smith
Rentokil Initial PLC
Gatwick, U.K.

- **Transforming Town Halls to Create a More Involved and Productive Workforce**

Ginger Kuenzel
Thermo Fisher Scientific,
Dulye & Co.
Waltham, Massachusetts

Category:
Human Resources & Benefits Communication

award level: **Excellence**

- **Inova Annual Enrollment Campaign**

PartnerComm Team
PartnerComm Inc./Inova Health
System
Arlington, Texas

award level: **Merit**

- **Creating a Culture of Health at Heinz**

Jeff Miller, Michele Silverman and
Ben Helfrich
Towers Watson, H. J. Heinz Co.
Pittsburgh, Pennsylvania

- **Four Seasons Hotels Recruitment Strategy**

Mark Attard
Livewire Communications
Toronto

Category:
Strategic Communication Processes

award level: **Excellence**

- **Communicating on the Euro**

Gellis Communications
European Commission, DG ECFIN
Brussels

award level: **Merit**

- **Raise Your VOICE: Using Communications to Drive Business in Novozymes**

Jeppe Glahn, Ann Catherine
Talbro, Marie-Louise Kragh
Novozymes A/S
Bagsværd, Denmark

- **SAIC Channel Effectiveness Test Campaign**

Allison Glass
Vanguard
Wayne, Pennsylvania

Category:
Brand Communication

award level: **Merit**

- **A New Brand for a New Era**

Susan Nakhle
Ontario Shores Centre for
Mental Health Sciences
Whitby, Ontario

Category:
**Special Events—
Internal or External**

award level: **Excellence**

- **Itak Džafest**

Ula Spindler
PRISTOP d.o.o., Mobitel d.d.
Ljubljana, Slovenia

- **Juniper's Next Decade—
Employee Launch Event and
Engagement Campaign**

J. Liu Brookshire, S. Clark Ohara,
C. Roberts, M. Spearman,

Blue Beyond Consulting
Juniper Networks
Sunnyvale, California

- **Minnesota's Greatest Generation**

Suzanne Fedoruk Herrick
Fedoruk & Associates Inc., The
Minnesota Historical Society
Minneapolis, Minnesota

- **New Delivery of the AGM—
Virtually**

Dyna Vink
Canadian Research Knowledge
Network
Ottawa, Ontario

award level: **Merit**

- **Big Boston Warm-up**

Michele Casper, Suzanne
Fedoruk Herrick
Lands' End Inc., Fedoruk &
Associates Inc.
Dodgeville, Wisconsin

- **Canada Day at Canada Place:
Welcoming the World to
Canada's Games**

Canada Place Corp.
Vancouver, British Columbia

- **Destination: Health**

Amber K. Spencer
Dixie Regional Medical Center
St. George, Utah

- **Marty Peters Retirement**

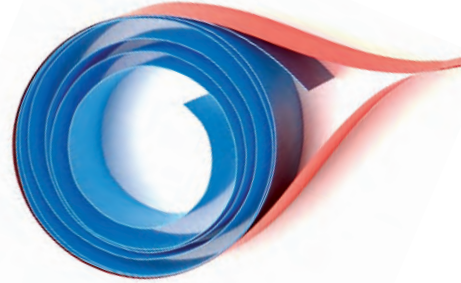
Kim Hoch and Kathy Hogan
UPS
Atlanta

- **Panasonic: Sharing the Passion
Event**

Amy Gillespie, Ryan Lockhart,
Liz Carson
Environics Communications
Toronto

- **Party with a Cause**

Eva Aljančič
Si.Mobil d.d.
Ljubljana, Slovenia



• becoming a legend...

Driving a Great Result for Ford Australia

Entrant's name: Tamsyn Sandeman

This entry showed that you shouldn't be afraid to tackle problems head-on with your strategy. Thoroughly research your business need, audience and objectives, and then you'll make clear-headed decisions on your strategy. A well-defined strategy features tactics that work for your audience and business objectives; be clear in what you decide to do, when and how. That's it.

Legendary because: Given how the current economy has put the brakes on the auto sector, this program runs on all cylinders. A real business need was met. They knew their audience cold. Objectives were specific and measured. Budget, while not bargain basement, was money well spent. Potential problems were well defined and avoided.

—Connie Ernst, APR, and Annette Martell, ABC, MC



sponsorship

IABC could not orchestrate this world-class awards program without the generous support of friends like our Platinum Gold Quill Awards sponsor, Towers Watson. Thanks to Towers Watson for all they do for this program, for IABC and for the communication profession.

Towers Watson is a leading global professional services company that helps organizations improve performance through effective people, risk and financial management. With 14,000 associates around the world, they offer solutions in the areas of employee benefits, talent management, rewards, and risk and capital management.



Category:

Social Responsibility

award level: **Excellence**

- **CityGT iPhone App**
Paul Tierney
VicRoads
Kew, Australia
- **WRC Challenges Men to Walk a Mile in Her Shoes**
Jenn Duggan, Lorna Freeman, Nick Rodrigue
Environics Communications Inc., The White Ribbon Campaign
Toronto

award level: **Merit**

- **Assess the Risk Injury Prevention Campaign**
Sara Williscroft
ChangeMakers Marketing Communications, Workers Compensation Board of Manitoba
Winnipeg, Manitoba
- **byobags.com.au—South Australia's Plastic Bag Ban**
Marcia Hewitt
Zero Waste SA
Adelaide, Australia

- **Ekokviz**
Vesna Škrbec, Saša Muzga, Nelida Turk, Metka Zabret
Futura PR d.o.o., Telekom Slovenije, d.d.
Ljubljana, Slovenia

- **GREEN AT WORK**
Heath Applebaum
The Cadillac Fairview Corporation Ltd.
Toronto

- **Out of the Wrong Hands/ Medication Safety**
Community Relations, Internal Communications and Public Relations Teams
Cardinal Health
Dublin, Ohio

- **Relief in Sight**
Communications Team
AusAID
Canberra, Australia

● becoming a legend...

Itak Džafest

Entrant's name: *Ula Spindler*

This entry successfully engaged Millennials (Gen Y) and showed how to build community in the 18–30 age group. It also demonstrated the use of social media to strategically support this event.

Legendary because: This was a big idea, perfectly pitched and executed for its Gen Y target audience. It strategically

used social media to create a groundswell of interest and involvement in the event, and to create a loyal fan base to benefit the company's future marketing activities after the event.

—Beth Ryan, ABC, and Lelde McCoy



- **Support4Sport Awareness Campaign**
M. Allen, N. Angel, K. Bedford, L. Blank, C. Everett, K. Grant, L. MacLachlan, R. McIsaac, M. Mullally, J. Simpson, D. Stortini
Revolve, Nova Scotia Gaming Corp.
Bedford, Nova Scotia

- Qualcomm
San Diego, California
- **The Way Forward**
Cindy Quinn
J.P. Morgan Retirement Plan Services
Englewood, Colorado

- **Toronto Hydro Earth Hour 2009: How Low Can We Go T.O.?**
Toronto Hydro-Electric System Ltd.
Toronto

Category:
Electronic and Digital Communication—Management

award level: **Excellence**

- **Creating One New Intranet for Bupa**
Kelly Pryn and Natalie Wheeler
Bupa Australia
Hawthorn, Australia

award level: **Merit**

- **Qualcomm Internet Services: Enabling Virtual and Instant Communication**
Kate E. Hardman

Category:
Social Media

award level: **Excellence**

- **Blog Facts and Data: Shifting the Source-Press Relationship Paradigm**
Gilberto Puig Maldonado
Petrobras
Rio de Janeiro



2010 gold quill awards blue ribbon panel

Special thanks to Ezri Carlebach, 2010 Gold Quill Awards chair, and our 2010 Blue Ribbon Panel, who conducted all final judging in San Francisco.

- Tim Buckley
- Melissa Dark (2010 Gold Quill Awards vice chair)
- Nick Durutta, ABC
- Connie Ernst, APR
- Mark Estes, ABC
- John Finney
- Joel Fisher
- John Fleming, ABC
- Michelle Gurney, ABC
- Amanda Hamilton-Attwell, ABC
- Todd Hattori, ABC
- Shel Holtz, ABC
- Allan Jenkins
- Michelle Keller
- Shirley King, ABC
- James Lynch, ABC
- Annette Martell, ABC, MC
- Paul Matalucci, ABC
- Wilma Mathews, ABC
- Robin McCasland
- Lelde McCoy
- Dave Meyer
- Igor Mintusov
- Margaret O'Hanlon
- Jeffrey Ory, ABC, APR
- Sujit Patil
- John Robertson
- Beth Ryan, ABC
- Paul Sanchez, ABC, APR
- Mark Schumann, ABC
- Kate Stebbings, ABC
- Sergey Trofimenko
- Jennifer Wah, ABC, MC
- Brad Whitworth, ABC
- Ryan Williams
- Carlos Wirth, ABC

• Engaging Flickr Photographers for Web and Print Publications

Isa M. Polt-Jones
East Bay Regional Park District
Oakland, California
award level: **Merit**

• 2009 Susan G. Komen Global Race for the Cure

Brian C. Penrod
Susan G. Komen for the Cure
Dallas, Texas

• Army Strong Stories

Weber Shandwick and U.S. Army
Minneapolis, Minnesota

• Best Job in the World

Steve McRoberts
Tourism Queensland
Brisbane, Australia

• Building an Online Community for E-retailer mimovrste=)

Using Social Media
Miha Rejc

mimovrste d.o.o.

Jesenice, Slovenia

• Taste the Fire Challenge

El Pollo Loco and The Rogers
Group
Los Angeles

• What Would You Do for a Klondike Bar Now?

GolinHarris / Unilever Klondike
Chicago / Englewood Cliffs, New
Jersey

Division 2 • Communication Skills

Category:

Electronic and Digital Communication—Skills

award level: **Merit**

• A New Era of Medicine: 2008 Scripps Health Annual Report

Mike Godfrey, Christina Barrila
Scripps Health
San Diego, California

• FedEx Manage Your Money E-Series

Keena King and Katie McGlade
FedEx and Vanguard
Memphis, Tennessee, and Valley
Forge, Pennsylvania

Category:

Audiovisual

award level: **Excellence**

• BARA Videos for Parkland Pursuit

Dianne B. Clifton
Balfour Beatty Construction
Dallas, Texas

● **Dreams of Youth in Need**

Diane Asyre, Asyre Communications LLC
Youth in Need
St. Louis, Missouri

● **Green Steve Video Series**

Michele Ragon
Cisco Systems
San Jose, California

● **NETcast: A Quarterly Raytheon Video Webcast**

NCS Communications
Raytheon Network Centric Systems

McKinney, Texas
award level: **Merit**

● **Thermador Real Food Vignette Series**

Martine Levy, Sarah Waldock, Emily Ward
DDB Public Relations, BSH Home Appliances Ltd.
Toronto

● **Vhzam—The Voice of NRMA**

Internal Communications Team
NRMA Motoring & Services
North Strathfield, Australia

Category:
Publications

award level: **Excellence**

● **Kickstart Your Health: 2010 Salaried Open Enrollment**

Jill Havelly, Vanessa Pineda and Keri Delaloye (Towers Watson); Jill O'Leske (Impact Design); Erin Weber-Holloway (Harley-Davidson)
Harley-Davidson Motor Co. and Towers Watson Inc.
Chicago

● *becoming a legend...*

Blog Facts and Data: Shifting the Source-Press Relationship Paradigm

Entrant's name: Gilberto Puig Maldonado

After the Brazilian Senate challenged Petrobras with a Parliamentary Inquiry Commission, the company created an internal "Facts and Data" blog to keep employees informed. Within days, Petrobras CEO José Sérgio Gabrielli authorized the blog to be made public, where it became the center of all communications related to the inquiry.

We deeply admired the audacity of Petrobras. They quickly trusted the value and benefit of full transparency. During the six months of the inquiry, Petrobras used the blog to broadcast the inquest live and to post all inquest documents and minutes. Petrobras also hired a tweeter to attend all commission sessions and to post information directly from the government chambers.

They also published reporters' interview questions as well as Petrobras' responses. In some cases, the juxtaposition revealed where the story had been distorted and/or partially reported. The technique generated some guff from reporters who were used to controlling the dialogue, but eventually the choice earned Petrobras the respect of both journalists and the public.

Legendary because: Faced with a reputation crisis, Petrobras turned adversity to their advantage and demonstrated through both action and words that transparency pays. Petrobras prevailed.

—Paul Matalucci, ABC, and Wilma Mathews, ABC





award level: **Merit**

● **Barrick News**

Janet Wile, ABC
Barrick Gold Corp.
Toronto

● **Comunicas?**

Jenny Hoefliger
Grupo BPOM
Barcelona, Spain

● **Intersections Newsletter**

Nancy Painter, ABC, and Eduarda
Hodgins, ABC, Insurance
Corporation of British Columbia
Jennifer Wah, ABC, MC, Forwards
Communication Inc.
North Vancouver, British Columbia

● **Swinburne Magazine**

Dorothy Albrecht and Julianne
Camerotto, Swinburne
University of Technology
Coretext Pty Ltd.
Melbourne, Australia

● **Techlife Magazine**

S. Krastel, K. Vernon, D. Lue,
D. Begin, A. Yury, D. Bachman
Smith, T. Koscielnuk, S. Riener
NAIT
Edmonton, Alberta

● **TELUS 2008 Annual Report**

Miriam Trottier and
Dianne Trach, ABC
TELUS Corp. and Geneva
Ventures Inc.
Edmonton, Alberta

Category:

Writing

award level: **Merit**

● **Network Pioneers Intranet Story Series**

J. Liu Brookshire, S. Clark Ohara,
C. Roberts, M. Spearman,
Blue Beyond Consulting
Juniper Networks

Sunnyvale, California

● **Pirating Publicity Through a High-Visibility Award**

Maria Diecidue
Initiate, an IBM Company, with
Tech Image
Chicago

● **The Hartford Drivability Survey News Release**

MM2 Public Relations with
The Hartford
Dallas, Texas

● **Values Series**

Nancy Painter, ABC
Insurance Corporation of
British Columbia
North Vancouver, British
Columbia

2010 gold quill awards coordinators

Special thanks to our category, regional and language coordinators, who organized the first-tier judging of the Gold Quill Awards entries and managed more than 350 judges around the globe. The awards program would not be possible without their leadership and dedication.

Linda Andross, ABC
Rob Brittain, ABC
Keith Brooks, ABC
Pamela Bulman
Shawna Cass, ABC
Pat Chamberlain
Melissa Dark
Mark Estes, ABC
Derrick Fennell
Julie Piper Finley, ABC
Olivia Gadd
LaKisha Geans
Katherine George, ABC
Juan-Andres Rincon Gonzalez
Todd Hattori, ABC
Jennifer Herber
Shel Holtz, ABC
Sue Johnston, ABC
Shirley King, ABC
Don Klausmeyer, ABC
Linda Lee, ABC, MC
Mari Lee
Lynne Lightsey
Paul Matalucci, ABC
Wilma Mathews, ABC
Tanja McMorris, ABC
Paul Omodt, ABC
Jeffrey Ory, ABC, APR
Yvonne Callaway Smith
Bill Spaniel, ABC
Sergey Trofimenko
Claire Watson, ABC, APR
Rob Way, ABC
Cathleen Wolf, ABC

Division 3 • Communication Creative

Category:

Publication Design

award level: **Excellence**

● **cinch**

Elizabeth M. Williams
Buck Consultants, Tween Brands
Los Angeles

● **NSLC Annual Report 2008/2009:**

The Faces of the Nova Scotia Liquor Corporation

Rick D. Perkins
Nova Scotia Liquor Corp.
Halifax, Nova Scotia

award level: **Merit**

● **2008 Annual Report**

T-Jay Upper
The Corporation of the
City of Brampton
Brampton, Ontario

● **AisleONE...The Benefits Portal—2009 Design**

Tracy Lindwedel
Buck Consultants/Safeway Inc.
St. Louis, Missouri, and

San Francisco

● **Intersections Newsletter**

Brandon Brind, Jennifer Wah,
ABC, MC, Nancy Painter, ABC,
Eduarda Hodgins, ABC
ImageStudio Creative
Communications Inc., with
Forwards Communication Inc.,
for the Insurance Corporation
of British Columbia
Vancouver, British Columbia

● **Small Capital Omnibus**

Sophia Dower
Words'worth
Johannesburg

Category:

Other Graphic Design

award level: **Excellence**

● **Communication Is the New Community for American Express Human Resources**

James D. Lynch, ABC
American Express

New York City

award level: **Merit**

● **Let's Grow**

d'na (dakis & associates)
xpedx
Toronto

● **Weiss Memorial Hospital Nurse Recruitment Direct Mail**

Words&Pictures Inc.
Chicago

Category:

Interactive Media Design

award level: **Merit**

● **Mission Tuition**

Stacey Oxner, Fiona Gibb,
Chrissy Matheson, Heather
Hindle, Kim Buckle, Jeff
Overmars, Rick Alexander,
Susan Shephard
Communications Nova Scotia—
Nova Scotia Come to Life
Halifax, Nova Scotia

special awards

All Gold Quill Award winners are considered for the IABC Research Foundation's Jake Wittmer Research Award and for the Business Issue Award.

The Jake Wittmer Research Award recognizes outstanding research commissioned or developed by an organizational communicator to effectively develop a successful communication program or project. This year's Jake Wittmer Research Award went to:

- **Summer Session Marketing Campaign**

Barby Grant
Arizona State University College of Liberal Arts & Sciences
Tempe, Arizona

Doing your homework is a normal part of completing any college course. This year's Wittmer Award honoree, Barby Grant, and her team



did their homework in advance of a marketing project for Arizona State University. The simple, targeted

research translated to great results for the school and students in ASU's College of Liberal Arts & Sciences.

Due to state budget cuts and other economic issues, the college was challenged to find new ways to increase student enrollment and boost revenue streams. Grant learned that revenue from the winter and summer sessions goes directly to the academic colleges, based on enrollment, and that increasing student enrollment during the summer months might be the revenue solution the college needed. She began her project with a survey of the college's 1,922 winter session students to learn how they like to receive information, and to

determine the key factors behind their desire to take courses during the condensed summer or winter sessions. The response rate was nearly 30 percent, and among the results were two key points: Students paid the most attention to e-mails versus other communication formats, and many took condensed-session courses to complete basic requirements in a shorter time period.

Grant and her team had been given US\$20,000 to conduct the marketing campaign, but armed with their research, they knew that they didn't need to spend the budget on advertisements or other common marketing methods. They created a series of e-mail messages targeted to current undergraduates, incoming freshmen, community college students and alumni. They used a cost-effective system to send and track the targeted e-mails. The team spent about US\$4,000—a fraction of the original budget—to complete the campaign, and results exceeded the goals. One goal was to enroll at least 14,554 students in the college's summer classes; in fact, 15,242 enrolled. The college captured a 47 percent share of ASU's total summer enrollment, which exceeded the team's goal by 3 percent.

The Business Issue Award recognizes an entry that exemplifies the most outstanding work and strategic involvement on a critical, current business issue that poses a significant threat to the economic well-being and/or continued viability of the entrant's organization. The entry must present a clear, effective and innovative resolution with measurable results, and serve as a model for other communication projects focusing on this specific business issue. The 2010 Business Issue Award went to:

- **Driving a Great Result for Ford Australia**

Tamsyn Sandeman
Impact Employee Communications,
Ogilvy PR Australia
Sydney

It's no secret that the past couple of years have been challenging for the auto industry. From

the economic meltdown to changes in consumer tastes to environmental considerations, car makers have had some tight turns to navigate and major issues to confront. So when Ford announced in 2009 that due to these conditions, it was reversing a decision to manufacture its new family car, the Focus, in Australia, the on-site communicators were faced with significant challenges: how to clearly explain the business rationale and impact without raising unnecessary fears among employees, unions and the buying public. As often happens in our profession, these communicators had to walk a perception tightrope: how to tell the complete story in a clear and compelling way that would yield understanding and avoid skepticism or harsh judgment.

To make certain the message was pitch perfect, the communicators invested significant time in securing current insight into the audience—including leading a comprehensive workshop with leadership at the outset to identify potential issues, sensitivities and aspirations. This insight—so critical to effective communication—provided a foundation of knowledge for the organization to personalize the message without frightening the audience. Such a balancing act enabled Ford to carefully "thread the needle" as they described the situation with authenticity and, more important, respect for the range of internal audiences. They made a business issue human by focusing on how people would react. And, no surprise, their careful approach yielded a successful result. Following the announcement, there were no industrial actions, no drops in productivity and no disruption in ongoing negotiations between employees and their representation.

The winner of this year's Business Issue Award embodies what we all strive for in our work each day: a clear, compelling message that respects its audience by basing the approach on real insight into the audience. As Sinead McAlary, Ford's public affairs manager, said, "A strong, well-planned, well-executed program ensured this has been seen as one of the best internal results in Ford world."

• **Venomocity: Brought to You by Addiction**

Mary Ehlert-Kleinoeder, ABC
Arizona Department of Health
Services—BTCD
Phoenix, Arizona

Category:

**Advertising
(Conventional Media)**

award level: **Merit**

• **“Heroes” commercial**

The Michener Institute
for Applied Health Sciences,
with filmmakers G. East and
K. Paputts
Toronto

• **MISSION: Zero TV commercials**

Jim Aho, ABC
Brown Communications Group,
Saskatchewan Workers’
Compensation Board
Regina, Saskatchewan

• **Stand Up for Your Life
Social Marketing Campaign:
Television Vignettes**

Health Marketing
Alberta Health Services
Calgary, Alberta

• **St. Anthony Hospital Campaign**

Franciscan Marketing and
Communications Team
Franciscan Health System,
GA Creative, JayRay
Tacoma, Washington

• **Venomocity: Brought to You
by Addiction**

Mary Ehlert-Kleinoeder, ABC
Arizona Department of Health
Services—BTCD
Phoenix, Arizona

**Student Division
Communication Campaigns**

• **Bachelor in Professional
Communication—Peer
Mentorship**

Jeremy P. Whittingstall
Royal Roads University
Airdrie, Alberta

• **Green Preparedness**

Alexa Pendsch

Grant MacEwan University
St. Albert, Alberta

• **Students Love Campus
Community Television:
NUTV “YES” Campaign**

Deanna Cameron Dubuque
Royal Roads University, New
University Television (NUTV)
Calgary, Alberta

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student award

The Sharon Berzok Student Award is the most prestigious student award given by the IABC Research Foundation. All student entries are considered for this award, which is judged on overall excellence and creativity. The winner receives US\$500 for education or professional development. Sharon Berzok was a communication consultant who served IABC on several committees and as a chapter president and board member. Berzok’s family, colleagues and friends established this award in her name to recognize talent in young professionals.

This year’s Sharon Berzok Student Award went to:

• **Bachelor in Professional Communication—Peer
Mentorship**

Jeremy P. Whittingstall
Royal Roads University
Airdrie, Alberta

Excitement and anticipation are common feelings among students leaving home to begin college. Just as common are feelings of isolation and fear in new surroundings. Without peer support, some students drop out before ever beginning their college courses. Berzok Award honoree Jeremy P. Whittingstall developed a peer mentorship program to support students in the professional communication degree program at Royal Roads University in Alberta.

Whittingstall addressed such new-student issues as a lack of a sense of campus community, lack of initial interaction with faculty and

infrequent connection with other students who have experienced the same feelings. His proposal included presentation materials and speeches reinforced with dropout statistics and other evidence to make the case for the program. He recommended mentorship program guidelines and outlined plans for a community event patterned after the reality television program *The Amazing Race*.

For the event, seasoned students were partnered with new ones, thus creating the first mentor-mentee relationships. Local businesses participated, donating prizes and even becoming part of the “race” itself. The event allowed students to get acquainted while having fun, and at the same time, new students became familiar with community businesses that depend on their patronage. Ongoing communication after the program launch was designed to include use of such social media tools as Facebook, Twitter and Moodle.

The concept was first presented to university faculty and staff to gain their buy-in, and then to potential program participants.

Overall, roughly CDN\$550 was spent from Royal Roads University Student Association funds to launch the program.

Forty students—more than half of those in the communication program—participated in the event. Community businesses were pleased with the turnout and interaction with students. One of the best results was the return of a student who had previously dropped out of the program, and who cited the program as a reason for staying. Whittingstall himself has committed to remain as a peer, to ensure continued program success.