

# HONORING IMPACT

PRSA of Southern Arizona Holds First-Ever IMPACT Awards  
in Celebration of the Unique Value of Public Relations

Public relations is a communications discipline that is integral to the success of organizations of all sizes. Often less understood than its popular cousin, advertising, this art of engaging various “publics” can uniquely help organizations raise awareness of issues, drive new conversations and build meaningful relationships.

As the Public Relations Society of America (PRSA), Southern Arizona Chapter celebrates its 30<sup>th</sup> anniversary this year, it re-branded and re-imagined its annual excellence awards — the IMPACT Awards — to help drive home the value and weight of smart, strategic public relations.

*“Our chapter and its members are leading the discussion about strategic communications within the many organizations they serve.”*

Lynn Perez-Hewitt, APR  
president, PRSA of  
Southern Arizona

The PRSA excellence awards, formerly known as the PRIMUS Awards, have long recognized the outstanding efforts of public relations and communications professionals in Southern Arizona. The changes this year, which include re-naming the awards, updating entry criteria and categories and reformatting the awards ceremony, were aimed at revitalizing a community-wide discussion about the essential role that public relations plays in the marketing mix.

“As the field of public relations continues to evolve, and in many ways takes center stage with the embrace of social media, our chapter and its members are leading the discussion about strategic communications within the many organizations they serve,” said Lynn Perez-Hewitt, APR, president, PRSA of Southern Arizona. “We’ve updated our annual excellence awards to reflect these changes and to support an ongoing appreciation for the role that public relations plays in our community.”

## Celebrating at the Temple of Music and Art

The IMPACT Awards for Excellence in Public Relations were held on October 26, 2010, in the Art Gallery at the Temple of Music and Art. This year’s event was



supported by a broad group of sponsors, which included Acacia Information Technologies, BarnJazz Productions, Blue House Catering, Comcast, *Inside Tucson Business*, ProForma All Star Marketing Solutions, Russell Public Communications, Spectrum Printing and Strongpoint MI.

“Our 2010 awards were an overwhelming success,” said Perez-Hewitt. “In addition to honoring our colleagues for their exceptional work, our new format encouraged a sharing of ideas and built excitement around the potential of public relations to achieve organizational goals in a meaningful and measurable way.”

The festive cocktail reception was attended by community leaders from both inside and outside the industry. Visiting speaker, Nancy Syzdek, APR, the chair of PRSA’s Western District, spoke about the evolving role of PR, encouraging the embrace of social media as a means to more authentically engage audiences. The presentation of awards was hosted by *Inside Tucson Business*’ editor, David Hatfield.

# ...And the Winner is

IMPACT Award submissions were solicited in a variety of categories for full campaigns and individual tactics that were implemented between January 2009 and June 2010. The submissions were judged independently by members of the Hampton Roads, Virginia PRSA chapter.

This year's winners were:

## For Tactics

### Newsletters and Magazines

#### **Arizona Cancer Center**

##### **Act Against Cancer Newsletter**

Arizona Cancer Center (AZCC) publications are a key way for the organization to meet its mandate to provide outreach and education, but AZCC publications were in need of an overhaul. There were separate, but often overlapping, publications for staff, the public and year-end financials, while donors had no regular coverage. By streamlining its publications plan, AZCC was able to create a high-quality, high-impact public newsletter that increased branding visibility and boosted communications while saving costs and increasing mail-in donations.

### Brochures

#### **The Caliber Group, Inc**

##### **Therapeutic Ranch for Animals and Kids Brochure Development for Tucson Non-profit**

As part of the Tucson Advertising Federation's Battle of the Ads, The Caliber Group, Inc. worked with non-profit Therapeutic Ranch for Animals and Kids (TRAK) to meet, plan, analyze and develop a custom, full-color brochure to promote the non-profit group's business – all within a 24 hour period. The resulting brochure won the Tucson Advertising Federation's Battle of the Ads and the work for TRAK was featured in the book "Designing for the Greater Good. The best in cause-related marketing and nonprofit design."

### Feature Stories

#### **University of Arizona, Alexis Blue Paralyzed Professor Feature Story**

The University of Arizona's *Lo Que Pasa* employee newsletter seeks to highlight stories and information of interest to UA faculty and staff. Those stories often include features on UA employees who might not always receive the recognition they deserve. In an attempt to give a personal face to the hardworking individuals who keep the campus running, art professor Sheila Pitt was chosen as the subject for the feature article "Paralyzed Professor Returns to Classroom," which recounts the emotional and inspirational journey of a member of the UA family who returned to teaching after a tragic accident left her confined to a wheelchair. The widely read story effectively introduced members of the university community to one of their own, who overcame tremendous odds to pursue her passion for education.

### Media Relations

#### **Russell Public Communications**

##### **Alzheimer's Research and Prevention Foundation Study on Meditation and Cognitive Decline**

A study of the Alzheimer's Research and Prevention Foundation, showing how meditation can improve memory loss, was accepted for publication in the prestigious *Journal of Alzheimer's Disease*. Russell Public used this opportunity to generate media attention for a mind/body approach to Alzheimer's prevention, and raise awareness of the leadership role of the foundation in prevention research. Outreach resulted in television, newspaper, trade and online features as well as extensive sharing of WebMD and DrWeil.com stories via Twitter.



Russell Public Communications celebrates its Impact wins

### Groundbreakings and Grand Openings

#### **Strongpoint MI**

##### **Tucson Mall, Cheesecake Factory Opening**

The Cheesecake Factory was opening at Tucson Mall during an economic lull. Strongpoint was tasked with generating excitement for the new restaurant through promotion, target list-building and effective media outreach. Virtually every media outlet in the Tucson area — online, TV, print and radio — covered the opening. Because of the media awareness and interest generated, customers were lining up almost five hours before the restaurant officially opened. The result was one of the most successful openings in Cheesecake Factory history.

### Websites

#### **Arizona Cancer Center Website Redesign**

As a National Cancer Institute-designated Comprehensive Cancer Center, Arizona Cancer Center (AZCC) reaches out to the public to provide education through its website. The AZCC website was largely internally focused, poorly designed and extremely outdated. Under the direction of AZCC



The Arizona Cancer Center team accepts an Impact Award

leadership, the Office of Public Affairs directed and oversaw the creation of an entirely new, public focused website to increase website visits and utility for the various constituencies served by AZCC. The new site met a strict six month relaunch deadline and immediately drew significantly more visits and pageviews than the former site.

#### **The Caliber Group, Inc.**

##### **Radiology Ltd., ScreeningsForLife.com**

In the wake of new guidelines regarding mammogram screening issued in late 2009, Radiology Ltd., Tucson's top women's breast screening center, immediately saw confusion among patients and decreases in mammograms. The Caliber Group, Inc. recommended and developed an integrated campaign, anchored by a website, which would be a positive resource to increase awareness of the importance of mammograms. The launch of the site was covered by the media and, since the launch, website traffic has increased each month. As of July, Radiology Ltd., could identify 50 women who specified that they scheduled their mammogram as a result of visiting, seeing, reading or hearing about ScreeningsForLife.com.

#### **Russell Public Communications and Anchorwave Internet Solutions**

##### **Center for Neurosciences Website**

The Center for Neurosciences (CNS) is the largest and longest standing neurology practice in Southern Arizona. AnchorWave Internet Solutions and Russell Public Communications created a new website for CNS to help them differentiate from their competitors based on the practice's core values of in-house, multi-disciplinary collaboration and an unwavering focus on patient needs. The site has been a huge success among target audiences, with traffic to and time on the new, in-depth site up significantly.

Certificates of Merit were received for the following tactics entries:

- *Arizona Cancer Center*, The Arizona Cancer Center Lecture Series Postcards
- *The Caliber Group, Inc.*, Carondelet Health Network, Neurological Institute Grand Opening
- *Hewitt Consulting Enterprises, LLC*, Lynn Perez-Hewitt, APR, Discover Copper Corridor Podcast
- *The University of Arizona*, Pila Martinez, Lo Que Pasa newsletter
- *Russell Public Communications*, Special Needs Alliance, Capitol Connection newsletter
- *The Caliber Group, Inc.*, Tucson Values Teachers, Tweetup for Teachers

## For Campaigns

### Community Relations

#### **City of Sierra Vista, Katie Barron Annexation of County Enclaves Campaign**

Sierra Vista City Council adopted a new annexation policy to proactively pursue county enclaves. To convey the process and benefits effectively, and to foster an open dialog with residents, the city implemented a communications campaign, which included direct mail, open houses, neighborhood meetings and door-to-door solicitation. In July 2010, Sierra Vista annexed three neighborhoods, and is working on annexation agreements for several others. The positive news was reported in the local media and homeowners are excited about the services and savings they are now eligible for with the City.

### Image or Brand Identity

#### **The Caliber Group, Inc.**

#### **Eurofresh Farms, Arizona Grown Campaign**

To improve Arizona customer trust and confidence regarding the safety, freshness and taste of locally grown Eurofresh tomatoes after a nationwide salmonella outbreak, The Caliber Group, Inc. implemented retail customer outreach, food service and culinary influencer outreach and media relations activities. This resulted in favorable media coverage, client satisfaction and a measurable increase in Eurofresh tomato sales.



David Hatfield presents award to Linda Welter Cohen of The Caliber Group

### Integrated Communications

#### **Russell Public Communications Cancer Treatment Centers of America, Sponsorship of Tennis Championship Campaign**

To leverage Cancer Treatment Centers of America's high-profile sponsorship of the annual Tennis Championships at Surprise, Russell Public recommended and implemented an integrated communications program to raise awareness of CTCA's unique model of care and to build community support for the hospital. The centerpiece of these activities was a Nintendo Wii tennis tournament, held

on-site at the hospital, between celebrity tennis pros and CTCA patients and employees. Efforts resulted in extensive media coverage, enhanced relationships with community leaders and significant funds raised to benefit local non-profit, Arizona Assistance in Healthcare.

### Internal Communications

#### **Raytheon Missile Systems - Ralph Folkerts, Ken Murray, Stephen Reidy, APR and Marci TeBockhorst**

#### **Taking Engineering to the Next Level Campaign**

Taking Engineering to the Next Level was the 2010 communication campaign for Raytheon Missile Systems Engineering, comprising 6,500 employees in seven directorates. The campaign was designed to increase employee engagement and support for Engineering's audacious goals to cut development cost 15%, cycle time 20%, rework 25% and price 30%. Metrics show the campaign's frequent, consistent and integrated multi-media communications achieved its goals.

A Certificate of Merit was received for the following campaign entries:

- *Watermark Retirement Communities, C. Jill Hofer, Mother's & Father's Day Wisdom Campaign*



Sam Brace, Alan Schultz, Kimberly Schmitz

## Best in Show

The judging PRSA chapter was also asked to select a Best in Show among all the submissions that best exemplify excellence in research, planning, implementation and results. Congratulations to **The Caliber Group, Inc.** and **Russell Public Communications** for their Best in Show wins in tactics and campaigns, respectively:

### Tactics

**The Caliber Group, Inc.**  
**Therapeutic Ranch for Animals and Kids,**  
**Brochure Development for Tucson Non-profit**

### Campaigns

**Russell Public Communications**  
**Cancer Treatment Centers of America,**  
**Sponsorship of Tennis Championship Campaign**

## A Lifetime of Achievement

"Public relations is about creating relationships that build trust. I am honored to have earned this level of trust from my peers," said Elaine Nathanson, APR, Lifetime Achievement Award winner. "It is even more overwhelming to be placed at the same professional level of previous honorees."

The IMPACT Award for Lifetime Achievement was presented to Elaine Nathanson, APR. This award has only been given four times previously in the Southern Arizona chapter's history of giving awards for outstanding contributions through work in the profession.

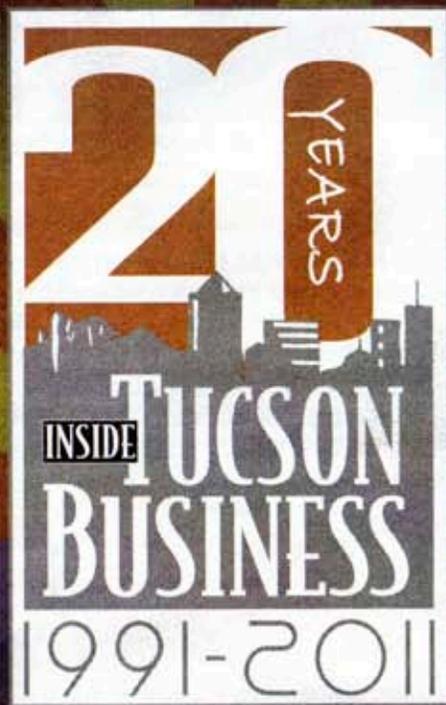
The chapter has been operating for 30 years, which mirrors Elaine's tenure as a public relations, media relations and community relations professional. As a native Tucsonan and former journalist, she has brought a deep understanding of our community to each and every organization, client and project she has embraced. She has represented the Southern Arizona chapter at the regional and national level and continues to share her wealth of institutional knowledge with the current board of directors.

Presently with Bolchalk Frey Marketing, Advertising & Public Relations, Elaine Nathanson is a con-



Chapter president, Lynn Perez-Hewitt, APR, and Lifetime Achievement winner Elaine Nathanson, APR

summate professional who balances her breadth of knowledge and experience with a warm heart and ready smile. She is richly deserving of this 2010 Lifetime Achievement Award.



# 20 YEARS

*of Inside Tucson Business*

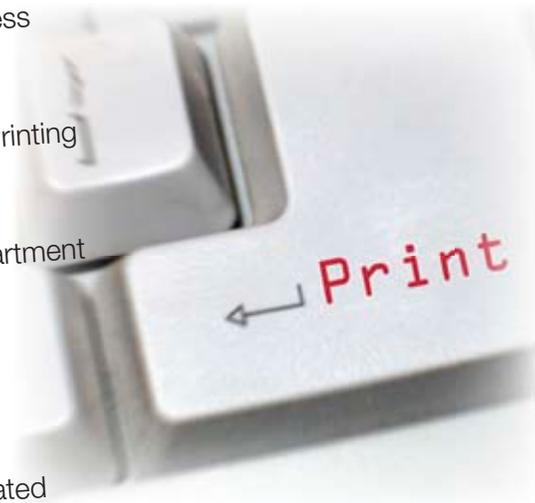
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