

# PR News

Building the bridge between PR and the bottom line.

October 19, 2005  
Issue 40 Volume 61  
prnewsonline.com

## ALL-STARS Issue

**SALUTING THE TOP PR PEOPLE AND CAMPAIGNS OF THE YEAR**

Success is a relative term, but this is for sure: If you've moved the needle, changed perceptions for the positive, outdone your competition, improved morale, sold more goods — and are still standing tall — here at *PR News* we have a word for it: All-Star. In this issue, we showcase the winners of this year's Platinum PR and PR People Awards. All-Stars, every one of them.

# PLATINUM PR AWARDS THE WINNERS

## CRISIS MANAGEMENT

**Campaign:** "Reforming WorldCom and Establishing the New MCI"  
**Company:** MCI  
**Agency:** Hill & Knowlton

To overcome the stigma of WorldCom's fraud, public scandal and subsequent bankruptcy created by a previous management team led by Bernard Ebbers, the newly renamed MCI, under new management, teamed with Hill & Knowlton to alter the negative perceptions. MCI's response to the scandal set the bar for crisis management, effectively engaging transparency, customer relations and a rebuilding of the company after adversity. Since its emergence from bankruptcy, media coverage has been largely positive, and MCI has been able to retain its top 300 global business accounts and to be re-listed on the Nasdaq.



## HONORABLE MENTIONS

### Crisis Management

- **Do the Right Thing** - Henry Medical Center & GolinHarris: A rapidly growing population led to crisis for the Henry Medical Center, leaving it unable to handle any increase in patients, especially during the 2003 flu season. Through a combination of media relations, community involvement and political strategizing, the GolinHarris Atlanta campaign put the center at the head of a long line of those being granted expansion funding.

- **Protecting Consumer Confidence in US Beef: An Issues Management Success**- National Cattlemen's Beef Association and Burson-Marsteller: When a U.S. bovine tested "presumptive positive" for mad-cow disease, the NCBA and Burson-Marsteller swung into action to convince American beefeaters their meat supply was safe. Third-party teleconferences and video footage reiterating beef's safety resulted in an initial 10% increase in beef demand.

- **Putting the Safety of Babies First** - Gerber Products Company & Ruder Finn: After a series of tampering instances, Gerber Products Company reached out to parents, reiterating its commitment to babies' safety. With the help of Ruder Finn, the District Attorney's office and top newspapers, it proactively avoided crisis by empowering consumers to identify signs of tampering.

## HONORABLE MENTIONS

### Multicultural Campaign

- **El Cerdo Es Bueno**- The San Jose Group: Surveys showed U.S. Hispanics love the taste of pork, but they are concerned about cholesterol and fat. The National Pork Board, via The San Jose Group, used dietitians, celebrity chefs and the media to push "el cerdo es bueno (pork is good [healthy])." Pork consumption in Hispanic households spiked 15%.

- **"Strong Men & Women: Excellence in Leadership" Campaign** - Dominion: Energy provider Dominion, with a showpiece brochure, poster and Web site coupled with an ad campaign recognizing the African-American community, encouraged children to learn and write about "Strong Men & Women: Excellence in Leadership." Those penning winning essays won savings bonds, money was given to the winners' schools, and Dominion then launched a full multicultural diversity program.

- **2004 CDC National Infant Immunization Campaign** - HMA Associates, Inc.: Targeting Hispanic and African American parents, the Centers for Disease Control and Prevention National Immunization Program partnered with HMA Associates to promote the immunization of children younger than two. The 20-day campaign took to the airwaves, to the papers and to the Internet, thus flooding medical hot lines, reporting 30 million unique page views and garnering more than 94 million total media impressions (\$10 million in earned media).

## MULTI-CULTURAL CAMPAIGN

**Campaign:** "2004 CARE Campaign"  
**Company:** Pacific Gas and Electric Company  
**Agency:** Hill & Knowlton

English is a second language for many people in California and the Southwest, and this barrier sometimes makes dealing with public utilities difficult. After discovering that at least half of the people eligible for discounted services were Spanish-speaking, Hill & Knowlton helped Pacific Gas and Electric Company (PG&E) enroll these financially eligible customers into its CARE Outreach Program. A new toll-free phone line with representatives who speak English, Spanish and three Asian languages was established along with multi-lingual CARE kiosks in PG&E offices. As a result, 91,103 new households were able to take advantage of PG&E's discounted services in 2004.



PLATINUM PR AWARDS 2004

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency