



**2009 Best in Maryland Award Winners
Tuesday, October 6, 2009
Sheraton Baltimore North**

2009 Best in Show

Sandy Hillman Communications for 2008 World Series of Poker

When the 39th Annual World Series of Poker began in June 2008, the six-week slate of poker tournaments was riding high. Boasting players from around the globe and a prize pool richer than the Daytona 500, Kentucky Derby and the Masters – combined (maybe I need to get into poker!) – the cultural phenomenon faced just one problem: its television ratings, the lifeblood of any sports property, were facing a steady decline. The World Series of Poker Team, including Sandy Hillman Communications, put forth a plan to reverse the slide and restore the World Series of Poker's place in the ratings, all while an historic U.S. Presidential election was unfolding.

Classic & New Theme Award

Crosby Marketing For Your Marriage Campaign

Real answers from the question, "what have you done for your marriage today?" served as the basis for a multimedia public service campaign that highlights the importance that every day holds for a healthy marriage and invites listeners to seek out information that can help strengthen their marriages.

Newsletters- Print

Award of Excellence: IWIF for *With* IWIF Policyholder Newsletter

IWIF's main objective in publishing this newsletter is to support the company's corporate mission to educate customers about the importance of workplace safety, claims management and to better understand workers' compensation issues. Each issue has a lead story and always includes informative short articles on workplace safety, policyholder success stories, claims management and fighting insurance fraud. The *With* IWIF editorial team feels strongly that an important tactic in each issue is to feature IWIF professionals as experts. This way, IWIF knowledge experts who help and partner with customers every day are showcased.

Best in Maryland: Harbor Hospital for *LifeResource*

A bimonthly community newsletter, *LifeResource* is sent to the residents of the communities surrounding the hospital's campus. It is the primary means of communicating monthly health and wellness seminars as well as offering wellness tips, healthy cooking recipes and information on the hospital's fitness center. Each year, *LifeResource* draws in hundreds of seminar attendees, many of whom become Harbor patients as a result of this introduction to the hospital.

Newsletters- Electronic

Best in Maryland: Magellan Health Services for SPIRIT: Celebrating Magellan's Culture, Excitement and Pride

Keeping employees connected is essential at Magellan Health Services, the nation's leading diversified specialty health care management company. In an effort to internally promote the Magellan Spirit Team, a group of employees who promote Magellan's culture through celebration and community outreach activities, Magellan's communications team developed, designed and launched a quarterly newsletter, *Spirit*. The newsletter educates employees about the Spirit Team's mission and activities; reinforces Magellan's culture through informative text and colorful graphics; and includes information to help employees see *Spirit* as a primary resource for Spirit Team news.

Magazines

Best in Maryland: Harbor Hospital for *Waterfront*

The magazine uses custom photography and patient success stories to introduce residents of Baltimore City and Anne Arundel, Baltimore and Howard counties to Harbor Hospital experts and services. In addition to providing information on services, *Waterfront*, with calls to action, is a major revenue driver for the hospital.

Brochures

Award of Excellence: IWIF for IWIF & You Charitable Brochure

This brochure communicates IWIF's philosophy on corporate citizenship as well as illustrates the many ways employees have supported the community. The main message woven throughout the brochure, "Making Maryland a better place to live and work," is grounded in the fact that IWIF is dedicated to the citizens of Maryland and is comprised of caring, giving people who live and work in Maryland.

Best in Maryland: The Baltimore Life Companies for Independent Agent Product Portfolio Kit

One of their most compelling projects from the past year, the Independent Agent Product Portfolio Kit helps share product information with their network of independent agents operating throughout the country. This tool contributed significantly to their profitable sales growth in the past year.

Annual Reports

Award of Excellence: CareFirst BlueCross BlueShield for CareFirst Commitment 2008 Community Report.

Each year, CareFirst reflects on the organizations and communities impacted by its giving in its CareFirst Commitment Community Report. Numbers can quantify the \$40 million CareFirst contributed to the community in 2008, the annual report helps to humanize and bring forward the stories behind the giving. In addition to the direct benefit of the funds contributed, the report provides CareFirst with an opportunity to promote its good works with key stakeholders including policymakers and regulators.

Special Purpose Publication

Award of Excellence: Devaney & Associates Holiday Card: "Holiday Horrors"

Devaney & Associates has a longstanding tradition of sharing season's greetings with unique style. This 3-D agency self-promotional piece showcased their creativity and capabilities, while keeping them top of mind with clients, prospects, vendors and strategic partners. The final Holiday Horrors picture book (complete with imprinted 3-D glasses) created memorable impact, connected with their target audiences and spread horrific holiday cheer!

Award of Excellence: Maryland State Highway Administration for Moving Maryland Forward: A century of modern road building

The book for the 100th Anniversary of the creation of the State Roads Commission was developed to document the history of Maryland's road system. 10,000 books were published and distributed to stakeholders, libraries throughout Maryland and to several other organizations for the general public to enjoy. Since its release, numerous inquiries for additional copies have necessitated plans for the production of more books for retail sale.

Best in Maryland: IWIF for Basic Construction Site Safety Pocket Guide

IWIF created this pocket guide, one in a series of such safety guides, in direct response to policyholders' requests for bilingual safety training materials for use on their construction jobsites. Written in basic English with pictures and other visual clues, it was designed to help business owners educate their non-English speaking employees about good and bad safety behaviors. The "Basic Construction Site Safety Pocket Guide" has been so well received that IWIF's Communications Department has been asked for similar guides for policyholders in other industries, such as landscaping and commercial kitchens/restaurants.

Video

Best in Maryland: Crosby Marketing for Kaiser Permanente, "The Future of Healthcare" Video

To support the 2008 Federal Open Enrollment period, Crosby worked with Kaiser Permanente's Mid-Atlantic States Region to develop an integrated marketing communications to reach federal employees through multiple touch points and motivate them to take notice of KP with powerful images and messages that are uniquely relevant to this "federal" audience. A series of breakfasts were implemented to provide Kaiser Permanente with a forum to educate this audience on the unique benefits and services available for their agencies' employees. A video was developed to showcase this vision and the new and innovative technologies available at Kaiser Permanente.

Story Placement

Award of Excellence: Devaney & Associates for Redbook Magazine Placement: Moms Changing the Face of Autism

Devaney & Associates pitched Helen Shafer, founder of The Shafer Center for Early Intervention, to Redbook magazine for inclusion in a fall 2008 issue featuring a story on moms battling autism. *Redbook* was targeted because of its readership and ability to shed national light on the excellent work the Shafer Center does. After learning Helen's story, the reporter included her in an exclusive list of moms making a

difference – both everyday women and celebrities alike. The story, “Heroes: 10 moms who are changing the face of autism,” appeared in *Redbook’s* December 2008 issue.

Award of Excellence: Devaney & Associates for Style Magazine placement: “Salt of the Earth.”

In 2008, Devaney & Associates launched a PR campaign to promote Jason Ambrose’s culinary style, as co-owner and executive chef of Salt Tavern, and increase the restaurant’s profile. *Style* was identified as a primary publication because it reaches both urbanites and suburbanites with discerning tastes, an ideal audience for Salt. After Devaney & Associates pitched Jason and Salt to the magazine, the editors profiled Jason in the publication’s list of top Baltimore chefs.

Best in Maryland: Sandy Hillman Communications for 3ality Digital: NFL’s First Live 3D Game Broadcast.

When David does business with Goliath, it’s usually Goliath who gets all the attention...and all the credit. So when little-known 3ality Digital won a contract with the world’s premier sports league to produce the first-ever live 3D broadcast of an NFL game, Sandy Hillman Communications used a placement in *The Wall Street Journal* to slingshot its client into the limelight. The single, strategically placed article spurred a media campaign that helped 3ality Digital win another historic contract less than two months later.

Feature Stories

Award of Excellence: Devaney & Associates for *Chain Store Age* Story: Design Gives Panera Local Appeal

Devaney & Associates worked with L2M, Inc., a Glen Burnie, MD-based architecture firm, to increase the company’s visibility with national retail chains and developers through public relations tactics. To meet this objective, Devaney & Associates wrote a press release and pitched a story revolving around the opening of a Panera Bread store the firm designed in a historic warehouse in Baltimore. As a result, a two-page, full-color spread with visuals appeared in the mid-December 2008 issue of *Chain Store Age*.

Award of Excellence: Devaney & Associates for E-Structors Washington Times Feature

E-Structors, a firm specializing in the secure destruction and recycling of obsolete electronics, began working with Devaney & Associates to spread its dual message of environmental stewardship and data security both locally and nationally to targeted vertical markets, including the Baltimore-Washington business community. This placement earned more than 272,000 media impressions for E-Structors.

Best in Maryland: Northrop Grumman Electronic Systems for “Home at Last: The Perfect Rescue” – *Circuit* Cover Story September 2008

On July 2, 2008, three Northrop Grumman Electronic Systems employees were rescued after being held captive for five years by Colombian rebels. While the company communicated the news to employees through e-mails, it also wanted to provide additional information. After extensive research and interviews, a two-part feature length article was written about the rescue. “Home at Last: The Perfect Rescue” was published in the September issue of *Circuit*, a magazine for employees and retirees. This issue was the most popular one of the year. Even though 3000 extra copies were printed, they disappeared from newsstands almost immediately.

Web Sites

Award of Excellence: Crosby Marketing for For Your Marriage.org

The United States Conference of Catholic Bishops wanted to communicate to the general public, and especially married couples and those considering marriage, the benefits of a healthy marriage. In focus groups, a simple question got everyone to open up. So with cameras rolling, they asked people across America what have they done for their marriage today? These real answers served as the basis for a multimedia public service campaign that highlights the importance that every day holds for a healthy marriage and invites viewers and listeners to seek out information that can help strengthen their marriages on ForYourMarriage.org.

DVD

Best in Maryland: Maryland State Highway Administration for Moving Maryland Forward: A century of modern highways

The documentary, "Moving Maryland Forward. A century of modern highways" explains the progression of Maryland roads over its first 100 years. It includes details about the amazing creation of these roads as well as the meticulous upkeep they undergo on a consistent basis. The development of this DVD was not just for those who are involved in the technical and business side of these roads, but also for the general public that travel these same roads every day for work, business or pleasure.

Research/Evaluation

Best in Maryland: Sandy Hillman Communications for The Limitations Count: Sunday Sales in Garrett County, Maryland

The Garrett County Evening Dining Coalition and Sandy Hillman Communications had to overcome history and demographics to convince voters in Maryland's most conservative county to repeal blue laws banning Sunday alcohol sales, despite a similar effort that failed a decade ago. A key component in the win was an analysis of research on the intent of voters in three target districts that revealed that despite most voters indicating they understood what repeal of blue laws allowed; a critical number did not understand how restrictive the limitations were and changed their minds once they were aware of those limitations.

Radio PSAs

Award of Excellence: Crosby Marketing for For Your Marriage Campaign

Real answers from the question, "what have you done for your marriage today?" served as the basis for a radio public service campaign that highlights the importance that every day holds for a healthy marriage and invites listeners to seek out information that can help strengthen their marriages.

Award of Excellence: IWIF for Workplace Safety Minute Radio PSA

IWIF's workplace safety minute radio PSAs communicate and reinforce the simple but powerful message to policyholders, agents and the working public that safety saves time, money and lives, which reinforces IWIF's slogan, "Safety Saves with IWIF." Each 60-second PSA focuses on workplace safety tips for a specific segment of the working population, such as young workers, or addresses the top two reasons for on-the-job injuries, which are falls from heights and driving accidents. The PSAs also reinforce IWIF's brand message as Maryland's leader in workers' compensation insurance and workplace safety as well as promotes IWIF's free, expert loss control services, safety information and local expertise.

Best in Maryland: News Generation, Inc. for The American College of Emergency Physicians

News Generation worked with the American College of Emergency Physicians' communications team to deliver earned media hits addressing information for saving lives and improving emergency care access, and the ER experience; emergency physician and patient advocacy; and support for health reform legislation. The results exceeded the goal of a 20% increase in media impressions over the previous year for an increase of 96.5%. Following widespread radio coverage, the "Stayin' Alive" CPR outreach garnered additional hits on *NBC Nightly News* and *The Office*.

Media Relations**Best in Maryland: Crosby Marketing for Launching a \$500 Million Lifestyle Destination**

With the first retailers at Annapolis Towne Centre set to open in October 2008, it was important to educate community residents, community leaders and business peers through coverage in local media and national industry publications. A media relations campaign, conducted by Crosby Marketing Communications and Greenberg Gibbons, resulted in over 45 print, broadcast and online news stories in local and national media outlets, as well as an estimated value of \$183,766.44 worth of publicity in a 10-month period.

Community Relations**Award of Excellence: Coster Communications for j-ref's Down to Business Program**

"Down to Business" is a monthly half-hour cable television program that covers the diversity of concerns, people and issues of the Howard County business community. Sponsored by j-ref, a private, not-for-profit funding source for Howard County start-up and emerging companies, the program is hosted by j-ref's executive director and the 2009 Maryland SBA Small Business Journalist of the Year Michael Mobley. Coster Communications, Ltd., has produced, directed and promoted the public access program since its debut in October 2006. The public relations firm works with j-ref to secure guests, edit scripts, schedule crew and increase the show's exposure.

Best in Maryland: Comcast for Comcast Parent Involvement Matters Awards

Comcast in partnership with the Maryland State Department of Education launched a first-of-its-kind, statewide program to recognize Maryland parents for their exemplary contributions to public education. The program acknowledged parents whose contributions led to improvements for Maryland's public school children, teachers, schools, programs and policies. The program also received tremendous attention and participation among parents, the community, the press and others involved in public education while inspiring others to get involved as well.

Institutional Programs

Award of Excellence: PNC Financial Services Group for PNC Grow Up Great – Greater Maryland
PNC Grow Up Great is a 10-year, \$100 million effort to help children, birth to age five – especially those living in low-to-moderate income communities – arrive at school ready to learn. With four key focus areas: advocacy, awareness, grants and volunteerism, each market shapes and executes the initiative based on local needs. There is no standard “playbook.” Launched in 2003 and initiated in Maryland in 2008 during PNC’s integration of the newly acquired Mercantile Bankshares, “Great” helped to successfully introduce the PNC brand – internally and externally – exceeding expectations in each of the four key areas.

Crisis Communications

Award of Excellence: A. Bright Idea for Mitigating Physician Pay-for-Call

As the medical industry changes, physicians face a transition period where they are no longer part of hospital staff; instead they receive compensation on a per diem basis for evening and weekend services. When a particular physician began negotiating its support with affiliated hospitals, a hospital refused the request. The physician then set forth initiatives to reduce support in a phased approach. In order to mitigate the risk of crisis, A. Bright Idea launched an integrated communication action plan to assist the physician in withdrawing its partnership with the hospital without accruing damage to organizational reputation and referral sources.

Special Events

Award of Excellence: Crosby Marketing for Cup of the Month Challenge / Art Bra

One in eight women will suffer from breast cancer during her lifetime, but the disease is highly treatable with early detection. To educate women about the importance of regular breast exams, the Anne Arundel County Department of Health conducts an annual contest, the Cup of the Month Challenge. Entrants create “Art Bras,” decorated bras that inspire and support breast cancer awareness, screening and treatment. In 2008, Crosby Marketing supported the contest with a campaign that helped increase entries and build public awareness.

Award of Excellence: Maryland State Highway Administration for Maryland Highway Centennial Celebration.

In 1908, Maryland formed the State Roads Commission to build and maintain roads in the State; along the way, the work of the commission has been divided among the Maryland State Highway Administration and the Maryland Transportation Authority. In 2008, alongside other public and private organizations, the State Highway Administration spearheaded this celebration, highlighting the contributions of the people and organizations that keep Maryland moving. The centennial effort afforded the opportunity to celebrate this legacy of service and partnership, the commitment to safety, and to raise awareness about the history and future of a system that is vital to daily life.

Best in Maryland: Sandy Hillman Communications for 39th Annual World Series of Poker

When the 39th Annual World Series of Poker began in June 2008, the six-week slate of poker tournaments was riding high. Boasting players from around the globe and a prize pool richer than the Daytona 500, Kentucky Derby and the Masters – combined (maybe I need to get into poker!) – the cultural phenomenon faced just one problem: its television ratings, the lifeblood of any sports property, were facing a steady decline. The World Series of Poker Team, including Sandy Hillman Communications, put forth a plan to reverse the slide and restore the World Series of Poker's place in the ratings, all while an historic U.S. Presidential election was unfolding.

Public Service**Award of Excellence: Crosby Marketing for For Your Marriage Campaign**

Real answers from the question, "what have you done for your marriage today?" served as the basis for a multimedia public service campaign that highlights the importance that every day holds for a healthy marriage and invites listeners to seek out information that can help strengthen their marriages.

Award of Excellence: Crosby Marketing for Poverty Line

More than 37 million Americans are living in poverty. Life below the poverty line is a constant struggle. Crosby Marketing needed to bring the dire situation to life so people could grasp the severity of poverty in the United States. To get the public's attention, they represented the poverty line as a tangible line – with people hanging on to survive. Then they told the story of poverty in America with the real numbers and hard choices people make to keep their grip. The urgency is impossible to miss – and the emotional appeal to get involved is hard to ignore.

Best in Maryland: Sandy Hillman Communications for the 4th Annual Baltimore Sister to Sister Women's Heart Health Fair

The event offered free heart screenings, evaluations, counseling, seminars, fitness and cooking demonstrations and health-oriented exhibitors.

Public Affairs**Award of Excellence: Devaney & Associates for Dataprise Fights the Technology Tax**

Devaney & Associates worked with Dataprise, Inc., a Rockville, MD-based information technology service provider, to position the company and its president as leaders in the fight against a legislative expansion of the state sales tax to include computer services. Through strategic partnerships and media relations, Devaney & Associates was able to keep Dataprise top-of-mind when it came to this issue, amassing a whopping 2.8 million media impressions and drawing the attention of a presidential candidate. The tax was eventually repealed, two full months before it was due to take effect.

Award of Excellence: Sandy Hillman Communications for Allowing Limited Sunday Sales in Garrett County, Maryland

The Garrett County Evening Dining Coalition and Sandy Hillman Communications had to overcome history and demographics to convince voters in Maryland's most conservative county to repeal blue laws banning Sunday alcohol sales, despite a similar effort that failed a decade ago. Targeting very specific districts, keeping the extent of the neighbor-to-neighbor grassroots campaign under the radar until the final week of the campaign, and including a last minute educational blitz ensured victory in all of the areas targeted by the sponsoring coalition of restaurants and hospitality businesses.

Best in Maryland: Devaney & Associates for Get the Facts Campaign: A Proposed CCRC in Roland Park

Devaney & Associates worked with Keswick Multi-Care Center, a Baltimore, MD-based long-term care provider, on a campaign designed to positively position the facility in a public dispute over their plan to build a continuing care retirement community in the Baltimore neighborhood of Roland Park.

Internal Communications**Best in Maryland: Crosby Marketing for DuPont Legal's Recoveries Video Update**

This revised video provides DuPont's manufacturing plant leaders and managers a better understanding and concrete examples of the types of recoveries DuPont's Legal Department is hoping that these leaders will identify within their operations to recoup money rightfully owed to DuPont.

Marketing Communications**Award of Excellence: Crosby Marketing for Kaiser Permanente 2008 Federal Open Enrollment**

To support the 2008 Federal Open Enrollment period, Crosby worked with Kaiser Permanente to develop two multi-media advertising plans – the first a National base program that geo-targeted Federal employees in regions with a Kaiser Permanente presence, and the second a “heavy up” program in the Mid-Atlantic States, as this region continues to show the greatest potential growth of Federal membership.

Award of Excellence: IMPACT Marketing & Public Relations, LLC. For “Own Your Bricks.”

IMPACT Marketing & Public Relations, LLC. developed an “Own Your Bricks” campaign to boost awareness of a high-end office condo building for Baxley Development, Inc. A hallmark of the program was the mailing of mini bricks to 1000 hyper-targeted prospects to drive them to their own personalized Web pages at www.ownyourbricks.com. This approach was supplemented by a wider-reaching campaign of television commercials, print ads, story placement and event marketing. Each tactic helped answer the question, “Why is it foolish to lease your office space instead of purchasing it?” Over 40% of the targets responded to the mailing.

Best in Maryland: Crosby Marketing for Launching a \$500 Million Lifestyle Destination

For decades, the former Parole Plaza Shopping Center at the gateway to Annapolis sat as a reminder of failed plans. In April 2004, Greenburg Gibbons purchased the 35-acre property for \$27 million. Since then, a comprehensive re-development project has transformed the site into a \$500 million mixed-use

masterpiece with retail, residential, office and hotel space. To launch the new Towne Centre, Crosby Marketing sought to engage and excite elected officials, community leaders and local consumers. Through a well-researched and executed marketing campaign, Annapolis Towne Centre opened in October 2008 with tremendous fanfare, and instantly became the "New Centre of it All."