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NEWS RELEASE

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Blue Ridge PRSA Members Win Summit Awards

ROANOKE, VA — The Blue Ridge Chapter of the Public Relations Society of America (BRC-PRSA) held its annual Summit Awards Gala on Thursday, November 19 at the Vinton War Memorial. The Summit Awards are an annual recognition of the best in public relations and communication efforts by professional public relations practitioners in Southwest Virginia. The Summit Awards include 11 categories which allow individuals or agencies to submit their work in a variety of areas, with most divided into modest or average budgets. Submissions have the opportunity to receive either a Gold or Silver Summit Award. This year's entries were judged by the California Inland Empire PRSA Chapter and were evaluated in four areas: research, planning, execution, and evaluation. An additional category, the Compass Award, recognizes an administrator or client who recognizes the value of, and has a strategic vision for, public relations in an organization. Nominees are not required to be public relations practitioners, but must be nominated by a BRC-PRSA member. The winner is chosen by a select panel of BRC-PRSA member judges.

The entire competition is open to all professional public relations practitioners in Southwest Virginia and membership in PRSA is not required. Following is a detailed listing of Gold and Silver award winners in each category. Congratulations to all of the 2009 Summit Award winners. For more information, contact Chapter Awards and Recognition Committee Co-Chair, Traci Crockett, 540-375-2242, or tcrocket@roanoke.edu.

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THE COMPASS AWARD



Darren Jackson

CEO, Advance Auto Parts

Darren Jackson has shown dramatic passion and understanding for the public relations role in both day to day and overall functions of the business. He has lead Advance Auto Parts on a turnaround and transformation journey to revitalize the company, focusing on meeting customer needs and reawakening the company's core values. Jackson is relentless in sharing messages with the team, the investor community, and the general public. He communicates early and often, and positions himself as a true communication champion and leader. As a master of key messaging to audiences, he has engaged in regular emails to team members, a CEO Corner column in the company newsletter, video messaging to introduce new procedures, and has involved himself in both media outreach and charitable outreach efforts at Advance Auto Parts. He understands and embodies the true vision of public relations and communication, both internally and externally.

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THE SUMMIT AWARDS



Group photo of all winners.

Annual Reports

Publications that report on an organization's annual performance. Modest and average budget categories.

Gold – Modest Budget

Chuck Lionberger, Roanoke County Public Schools

Teaching for the 21st Century Annual Report

Silver – Average Budget

Advance Auto Parts

Annual Report

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Community Partnerships

Any program designed to partner an organization with community groups.

Gold – Modest Budget

tba (The Becher Agency)

United Way: I Feel Good

Silver – Modest Budget

Chuck Lionberger, Roanoke County Public Schools & Jill Sluss, Q99FM

Pack the Bus

Green Public Relations

Public relations programs specifically designed to communicate conservations on behalf of the entrant.

Gold – Modest Budget

Heidi Ketler, APR, NEWSource Communications

Fralin & Waldron's EarthCraft House Gold Live Education Event

Silver

tba

The Hotel Roanoke & Conference Center

Interactive/Audiovisual

Any internal or external productions, including video news releases, audio programs, video programs, PSAs for television or radio, web casts or interactive CD-ROMs or DVDs.

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Silver – Modest Budget

Heather Riley Chadwick & John Browder, Virginia Tech's College of Architecture and Urban Studies

Interactive Magazine

Internal Communication

Any communication vehicle or program targeted specifically to reach an internal audience such as employees or members.

Silver—Modest Budget

Western Virginia Water Authority

Safety Reward Plan

Issues and Crisis Management

Any public relations program designed to handle true crisis situations, unplanned events or major issues.

Gold—Average Budget

Access Advertising and Public Relations

Rallying for Rest Stops

Silver—Average Budget

tba

Luna Innovations

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Gold—Modest Budget

Access Advertising and Public Relations

Glenvar Asphalt Issue

Silver—Modest Budget

Pennsylvania Wildfire Prevention and Education Team

Pennsylvania Bureau of Forestry

Lin Chaff Award for Creativity

Recognizes outstanding creativity in any project, program or public relations tool.

Gold – Average Budget

tba

Greenweaver Cap and Gown

Magazines

Publications designed to provide in-depth information about an organization or topic on a regular basis.

The number of pages and length of articles typically differentiate magazines from newsletters, which are considered in the Print Publications category.

Silver – Average Budget

Advance Auto Parts

FrontRunner

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Gold

tba

Roanoke Region Image Campaign

Print Publications

Any internal or external print pieces, including direct mail, brochures and newsletters

Silver – Modest Budget

Neathawk, Dubuque, & Packett

NewVA Connects November Poster Series

Gold – Average Budget (tie)

The City of Roanoke

PLAY

Gold—Average Budget (tie)

tba

Lanford Brothers Open House Invitation

Silver – Average Budget

The City of Roanoke

Municipal Calendar

Social Media in Public Relations Campaigns

A campaign designed to communicate with an identified audience. Must include the use of YouTube, Facebook, MySpace, Twitter, etc.

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Silver—Modest Budget

tba

tba's Own Efforts in Social Media

Public Relations Campaign

A campaign with a variety of elements designed to promote a service or product. Should be supported by research, a marketing plan, goals, outcomes data, etc. This can include outdoor advertising.

Gold – Modest Budget

Silver – Modest Budget

Gold – Average Budget

Silver - Average Budget

Special Events

Programs or events, including commemorations, observances, openings, celebrations, yearlong anniversaries or other special events.

Gold – Average Budget

Access Advertising and Public Relations

Lewis-Gale Medical Center's 100th Anniversary

Silver

Roanoke College

Rooney's Big Debut

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Silver—Modest Budget

tba

Fashions for Evergreens at the Hotel Roanoke and Conference Center

Student Portfolio

Honoring a hard-working student whose portfolio exemplifies the best work submitted over the course of the year.

Silver

Megan Semmelman

Roanoke College

Website Development

Any web site designed to communicate with an identified public.

Silver - Average Budget

Roanoke College

Roanoke College Sports Website

PRSA is the world's largest association of public relations professionals. The society's members represent business and industry, counseling firms, government, associations, hospitals, schools, professional service firms and nonprofit organizations.

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