

Summer 2009

Eleven New Awards for PR

Hanser & Associates—named “Best Public Relations Firm” in Central Iowa seven consecutive years—has won more than 70 awards recognizing our PR services to clients, including 11 new awards during April-June 2009:

Bronze Anvil Award of Commendation, presented in June by Public Relations Society of America (PRSA). Bronze Anvils are considered the “Oscar” of PR, recognizing the very best in PR tactics in North America. Hanser & Associates won for news video B-roll created in 2008 for Chicago-based megabus.com; the video depicted the city-to-city bus service and was placed on TV stations throughout the United States.

International Telly Award, presented in April, honoring the very best video productions in the world. The annual

awards received 13,000 entries from five continents. We won in the travel/tourism PR category for a news video created for megabus.com.

Three **PRIME** awards in April from PRSA Central Iowa Chapter which included work for clients Clow Valve Company and megabus.com.

Two **NOVA** awards in May from the AMA Iowa Chapter recognizing quality marketing programs that deliver powerful results for clients Marketplace Events (Des Moines Home & Garden Show) and megabus.com.

And four **Communicator** awards in May from the International Academy of the Visual Arts for clients Greater Regional Hospice, Knapp Properties, Peak 8 Development and megabus.com.



Hanser & Associates won 11 awards for work done in 2008. Visit <http://www.hanser.com/category/news/hanser-news/> for more information.

Spring Fling 2009 Highlights

Manuel Wins Online Contest, PR Services



Rachel Manuel of United Way won our online contest.

Hanser & Associates hosted our Spring Fling 2009 event April 7 at our West Des Moines office to celebrate the launch of our new Hanser.com Web site.

Rachel Manuel, Volunteer Engagement Coordinator of United Way of

Central Iowa, was the winner of our ‘Signs of Spring’ online contest.

She named the Iowa Commission on

Volunteer Service as the organization to receive up to \$5,000 worth of pro bono PR services. Hanser & Associates will review of the Commission’s public relations program and make recommendations to improve the organization’s vitality. Manuel also received two communications books as part of the prize.

The Commission supports statewide community service agencies that depend on volunteers. Programs include AmeriCorps, Iowa Mentoring Partnership, Iowa’s Promise and RSVP.

“I am appreciative of your organization’s commitment to helping the not-for-profit community in Iowa,” said Manuel.

Social Value



Ryan Hanser

Senior VP Ryan Hanser spoke to members of the American Marketing Association-Iowa Chapter in April about the value of social media and how to measure it. Visit

<http://tinyurl.com/untangling-the-web> to view his presentation.

Also visit www.hanser.com/category/services/connecting/social-media to learn more about social media programs we’ve created for clients since 2005.

Visit the new
Hanser.com

View our:

- **client newsroom**
- **results in the case studies section**
- **PRspective blog**

casestudy

Healthy Polk 2020

Building public consensus regarding health priorities

Hanser & Associates is trusted to deliver powerful results. Our work for clients illustrates the impact of public relations in helping organizations achieve business goals.

Visit www.hanser.com/results/case-studies/ to read more case studies.

Situation: Polk County Health Department is charged with delivering public health services in Iowa's most populous county and implementing health improvement programs as defined in an ambitious ten-year plan. Elected officials and Department management were charged in 2008 to create a new road map—Healthy Polk 2020—to identify future health

priorities while still implementing the Healthy Polk 2010 plan.

PR Action: Hanser & Associates was selected through a competitive process in 2008 to support county-wide public input and consensus-building. We gathered detailed input directly from 1,600 community members via phone and online surveys.

Results: Through surveys and a subsequent community caucus, Department leaders identified—and gained community support for—ten priorities that will be focused on through the next ten years to work towards a community in which all people are healthy; the priorities were announced at a public rally



County residents gathered to give their input at the Healthy Polk 2020 Community Caucus.

in downtown Des Moines, Iowa on May 6, 2009. The leadership group is subsequently recruiting volunteers and donors to work toward implementing each priority.