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2012 Golden ARC Winners Announced

March 23, 2012 – Charleston, SC. – Winners of the Agricultural Relations Council (ARC) 2012 Golden ARC Awards Contest were announced March 23rd at the organization’s annual professional development meeting in Charleston, SC. The 16 Golden ARC winners and 21 Merit winners rank among the elite in agricultural public relations, as recognized through the Golden ARC Awards Contest, sponsored by ARC.

New to this year’s contest was the *Golden ARC de Excellence Award*. This award was for the best all-around entry in the campaign division. The winner this year was Weber Shandwick and Minnesota Pork for the public relations campaign, agricultural image entry “Oink Outings: A Passion for Pork from Farm to Fork”. Weber Shandwick was also awarded a Golden ARC Award for the entry.

Agency Osborn & Barr led the prize winners with five Golden ARC Awards and eight Merit awards for clients Merck Animal Health, Monsanto, Cattle Feeders Hall of Fame, SFP and Livestock Improvement Corporation (LIC). Other organizations winning multiple Golden ARC Awards included AdFarm with three Golden ARC Awards and American Farm Bureau Federation with two Golden ARC Awards and one Merit Award.

Also bringing home multiple awards were Charleston | Orwig with one Golden ARC Award and five Merit Awards; National Cattlemen’s Beef Association with one Golden ARC Award and two Merit Awards; Rhea + Kaiser with one Golden ARC Award and one Merit Award; and Farmer Lumpe + McClelland with one Golden ARC Award and one Merit Award. The Animal Health Institute received one Golden ARC Award, while Karwoski & Courage Public Relations, CropLife America and Dairy Management Inc. all attained one Merit Award.

“This year’s contest included many strong, creative entries with impressive measurable results,” said Amy Keith McDonald, contest manager. “In its history, the Golden ARC Awards Contest has established a precedent of being the most prestigious agricultural PR awards program in the nation. This year, ARC members continued to support the program, and entries increased by more than 20%.”

“The Golden ARC Awards Contest is unique in that it is the only award competition directed to agricultural marketing communications professionals that is not judged by our peers in agriculture,”

she continued. “The competition is judged by public relations professionals who are not directly or indirectly linked to the entries.”

The competition was judged by members of the Turf and Ornamental Communicators Association. “The judges focused on a number of objectives including audience analysis, creativity, execution and campaign results,” she said. “They then provided constructive feedback to allow entrants to grow professionally from the opportunity.”

Originated in 1990, the Golden ARC Awards Contest recognizes the best and brightest in agricultural public relations, and is open to both ARC and non-ARC members. The 38 categories reflect the broad scope of contemporary public relations activities.

The format and requirements for the Golden ARC awards are similar to other leading public relations awards programs, based on best practices for public relations campaigns and tactics. More information is available at www.GoldenARCawards.com or at the ARC website, www.agrelationscouncil.org.

A complete winners’ listing of the 2012 Golden ARC Awards follows.

Golden ARC Winners:

Category Name	Winner's Name	Winning Company
<i>Campaigns Division – Crisis Communications</i>	Susan Wright	Osborn & Barr
<i>Campaigns Division – Marketing Communications for Non-Ag Audiences</i>	Sarah Kolell, Brandon Souza and Cheryl Grocock	AdFarm Sacramento
<i>Campaigns Division – Agricultural Image</i>	Minnesota Pork	Weber Shandwick
<i>Campaigns Division – Open Category</i>		Farmer Lumpe + McClelland
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	Jayma Appleby	Rhea + Kaiser
<i>Tactics Division – Media Relations: Media Events and Conferences</i>	Sarah Kolell	AdFarm
<i>Tactics Division – Video Programs</i>	Keri Geffert English	Osborn & Barr
<i>Tactics Division – Print Publications: Single Issue Publications</i>	Cyndie Sirekis and Mary Burns	American Farm Bureau Federation
<i>Tactics Division – Feature Writing (tie)</i>	Stephanie Meyers	Osborn & Barr
<i>Tactics Division – Feature Writing (tie)</i>	Stephanie Meyers	Osborn & Barr
<i>Tactics Division – Digital and Social Media: Blogs (tie)</i>		Charleston I Orwig
<i>Tactics Division – Digital and Social Media: Blogs (tie)</i>	Cyndie Sirekis, Mace Thornton, Mary Burns and John Earl	American Farm Bureau Federation
<i>Tactics Division – Digital and Social Media: Websites</i>	Ron Phillips	Animal Health Institute
<i>Tactics Division – Digital and Social Media: Other Innovative Use of Social Media</i>	Mike Deering	National Cattlemen's Beef Association
<i>Tactics Division – Special Events</i>	SFP Team	Osborn & Barr
<i>Tactics Division – Unique Tactics and Executions: Open Category</i>	Sarah Kolell and Brandon Souza	AdFarm

Congratulations to our 2012 Golden ARC de Excellence winner,

Minnesota Pork and Weber Shandwick for

“Oink Outings: A Passion for Pork from Farm to Fork.”

Public Relations Campaign – Agricultural Image

Merit Winners:

Category Name	Winner's Name	Winning Company
<i>Campaigns Division – Cause Marketing</i>	Greg Lammert	Rhea + Kaiser
<i>Campaigns Division – Marketing Communications for Agricultural Audiences</i>	Jill Spiekerman and Brooke Baxley	Karwoski & Courage Public Relations
<i>Campaigns Division – Agricultural Image (tie)</i>	Alpharma Animal Health	Charleston I Orwig
<i>Campaigns Division – Agricultural Image (tie)</i>	Monsanto's America's Farmers Mom of the Year 2011	Monsanto
<i>Campaigns Division – Issues Management</i>	Lindsay Keller	Osborn & Barr
<i>Campaigns Division – Open Category</i>		Farmer Lumpe + McClelland
<i>Tactics Division – Media Relations: Agricultural Audiences</i>	Stephanie Meyers	Osborn & Barr
<i>Tactics Division – Media Relations: Radio Media Relations – Agricultural Audiences</i>	Illinois Soybean Association	Charleston I Orwig
<i>Tactics Division – Media Relations: Media Events and News Conferences</i>	Keri Geffert English	Osborn & Barr
<i>Tactics Division – Video Programs (tie)</i>	Stephanie Meyers	Osborn & Barr
<i>Tactics Division – Video Programs (tie)</i>	Neil Caskey	Osborn & Barr
<i>Tactics Division – Collateral/Literature</i>	Daren Williams and Daniel Sullivan	The Beef Checkoff through National Cattlemen's Beef Association
<i>Tactics Division – Speeches (tie)</i>	Mace Thornton	American Farm Bureau Federation
<i>Tactics Division – Speeches (tie)</i>	Mike Deering	National Cattlemen's Beef Association
<i>Tactics Division – Feature Writing (tie)</i>	Jennifer Wing	Dairy Management Inc.
<i>Tactics Division – Feature Writing (tie)</i>	Arm & Hammer Animal Nutrition – “Amino Acid Balancing Feature Series in Feedstuffs”	Charleston I Orwig
<i>Tactics Division – Digital and Social Media: Websites</i>	Beth Davis	Osborn & Barr
<i>Tactics Division – Special Events (tie)</i>	Dairyland Seed	Charleston I Orwig
<i>Tactics Division – Special Events (tie)</i>	Keri Geffert English	Osborn & Barr
<i>Tactics Division – Annual Reports: Non-Financial Annual Reports</i>		CropLife America
<i>Tactics Division – Unique Tactics and Executions: Open Category</i>	Chemtura AgroSolutions	Charleston I Orwig