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## **2010 Golden ARC Winners Announced**

August 4, 2010 – NEW PRAGUE, MN – Winners of the 2010 Golden ARC Awards Contest were announced July 27 at the Agricultural Media Summit in St. Paul, Minn. The 18 Golden ARC winners and nine Merit winners ranked among the elite in agricultural public relations, as recognized through the 30-year old Golden ARC Awards Contest, sponsored by the Agricultural Relations Council. The awards were re-instituted this year after several years' absence.

Rhea + Kaiser Marketing Communications led the prize winners with eight Golden ARC Awards for client Bayer CropScience. Other organizations winning multiple awards included the American Farm Bureau Federation with two Golden ARC Awards and one Merit; Bader Rutter & Associates with two Golden ARC Awards; ZimmComm New Media with two Golden ARC Awards; Charleston Orwig with one Golden ARC Award and one Merit; and CHS Inc. and Fleishman Hillard with two Merit awards each.

In this “rebirth” year of the contest, the number of entries equaled contest reached the entry numbers as achieved at the 1991 contest, according to Contest Manager Amy Keith McDonald. “This contest is destined for success,” said McDonald. “The passion for the agricultural public relations industry among both agencies and clients is unmatched by other industries. Members of ARC are proud of the work we do, and eager to learn how to be even better.”

The competition was judged by members of the North Florida chapter of the Public Relations Society of America. McDonald noted that the PRSA professionals judged to very high standards. “The judges focused on the ‘science’ of public relations and provided sufficient constructive criticism in the feedback sheets to allow entrants to grow professionally from the opportunity,” she said.

Details about the 2011 Golden ARC Awards Contest will be announced later this year, with an adapted timeline to move the awards presentation into the ARC 2011 annual meeting, Feb. 23-25 in Fort Myers, Fla.

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 PR awards programs, based on best practices for public relations campaigns and tactics. More information is available at [www.GoldenARCawards.com](http://www.GoldenARCawards.com) or at the ARC website, [www.agrelationscouncil.org](http://www.agrelationscouncil.org).

A complete winners' listing of the 2010 Golden ARC Awards follows.

## Campaigns Division

Public Affairs: "Don't CAP Our Future" – [American Farm Bureau Federation](#)

Crisis Communications: "Protecting Pork Sales During the "Swine Flu" Pandemic" – [The National Pork Board](#); The National Pork Board and Weber Shandwick

Marketing Communications for Agricultural Audiences: "Harvest Road Show" – [Bayer Crop Science](#); Rhea + Kaiser Marketing Communications

- (Merit) "Colorado Wheat Research Foundation Marketing Communications Plan" – [Colorado Wheat Research Foundation](#); Fleishman Hillard

Agricultural Image: "Masters of Beef Advocacy" – National Cattleman's Beef Association with Golin Harris; funded by [The Beef Checkoff](#)

- (Merit) "Farmers Feed US" – [Center for Food Integrity](#); Commodity group coalitions in five states
- (Merit) "Field to Market Public Relations Campaign" – ["Field to Market: The Keystone Alliance for Sustainable Agriculture"](#); Fleishman Hillard

PR Campaigns – Internal: "Success Comes From Within" – [Bayer Crop Science](#); Rhea + Kaiser Marketing Communications

Open Category: "Want Help with Aphids?" – [Bayer Crop Science](#); Rhea + Kaiser Marketing Communications

## Tactics Division

Media Relations: Media Events and News Conferences: "CREATING A New STAR at ASTA" – [Bayer Crop Science](#); Rhea + Kaiser Marketing Communications

Video Programs: "A Message From Greg McDaniel" – [Chemtura AgroSolutions](#); Charleston Orwig

- (Merit) "CHS Pergola" – [CHS Inc.](#)

Publications: Magazines (ongoing information to target audiences): "Vistas Magazine" – [Dow AgroSciences](#); Bader Rutter & Associates

Publications: Newsletters (ongoing information to target audiences): “eConnect Newsletter” – Mycogen Seeds; Bader Rutter & Associates

- (Merit) “AgriForum Newsletter” – Capital Ag Property Services; Countryside Marketing Inc.

Collateral/Literature: “How to Save \$3 Billion” – Bayer Crop Science; Rhea + Kaiser Marketing Communications

- (Merit) “Sustainability Brochure” – CHS Inc.

Speeches: “Passage to Success” – American Farm Bureau Federation

Feature Writing: “Teamwork Restores Hawaii Cole Crops” – Bayer Crop Science; Rhea + Kaiser Marketing Communications

- (Merit) *Progressive Dairyman* article – Arm & Hammer Animal Nutrition; Charleston Orwig

Digital and Social Media “Podcasts”: “The Ethanol Report” – Renewable Fuels Association; ZimmComm New Media

Digital and Social Media “Blogs”: “Drive Green Tractors.com” – John Deere; ZimmComm New Media with BCS Communications

Other Innovative Use of Social Media: “Edition Boiselle 2010 Calendar Promotion” – Edition Boiselle; Kemp Equine

Special Events: “LinkUp and Lead the Way” – Bayer Crop Science; Rhea + Kaiser Marketing Communications

- (Merit) “USDA Census of Agriculture Data Release” – USDA National Agricultural Statistics Service; Osborn & Barr

Unique Tactics and Executions – Open Category: “Take Your Best Shot” – Bayer Crop Science; Rhea + Kaiser Marketing Communications

- (Merit) “Foodie News” – American Farm Bureau Federation