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Lansing PR Firm Wins Three Regional Awards for Communications Excellence

LANSING, Mich. —Martin Waymire Advocacy Communications (MWAC) received three awards — including two first place honors — for excellence in public relations campaigns in the Public Relations Society of America (PRSA) East Central District’s 2008 Diamond Awards competition.

The East Central District of PRSA represents members from 15 chapters in Michigan, Ohio, Indiana, Kentucky, Pennsylvania and West Virginia. Diamond Award entries were judged by members of the Central California Chapter of PRSA.

Martin Waymire won:

- **First place, Community Relations, for “Health Access America: Saginaw County.”** As a result of the campaign, more than 2,700 Saginaw County residents who had no health care insurance enrolled in various plans, including Michigan’s “MICHild” program. The goal of the campaign was to enroll 1,000 uninsured residents. The client was the national Health Care Leadership Council.
- **First Place, Public Affairs, for “No Ticket Tax.”** Martin Waymire and Marketing Resource Group of Lansing executed this campaign. The efforts helped kill the “Ticket Tax” proposed during last year’s state budget debates, for the client Palace Sports & Entertainment, the Detroit Red Wings, the Detroit Tigers, many minor league baseball teams, and Michigan sports fans.
- **Award of Achievement, Public Affairs, for “Bringing Facts and Perspective to Michigan's Fiscal Crisis.”** The campaign provided the earned media and grassroots advocacy foundation that supported last year’s revenue solution to the state budget crisis. The campaign was waged on behalf of the Michigan Fiscal Responsibility Project, an organization made up of the Presidents Council State Universities of Michigan, the Michigan Municipal League, and the Michigan Nonprofit Association.

The three campaigns were also winners at the Central Michigan Chapter of PRSA’s annual PACE awards this year. The Health Access America: Saginaw County campaign took home the top honor of the ceremony, Best of Show; Bringing Facts and Perspective to Michigan's Fiscal Crisis campaign won first place for public affairs; No Ticket Tax campaign won second place for public affairs.

“At Martin Waymire, we win when we help great clients win,” said Roger Martin, partner and co-founder of Martin Waymire.

In addition to being recognized for public relations campaign and tactical excellence, Martin Waymire is dedicated to advancing the knowledge and practice of public relations students through internships. Michigan State University student and Martin Waymire intern Monica Fineis won the 2008 National Outstanding

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Internship Award given by the Public Relations Student Society of America (PRSSA). PRSSA, the daughter society to PRSA, is a national pre-professional society for public relations students.

Martin Waymire Advocacy Communications is one of Michigan's premier public relations and issue management firms, with a focus on public affairs, media relations and good public policy. For information about Martin Waymire Advocacy Communications, visit: www.mwadvocacy.com.

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