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2013 Golden ARC Winners Announced

March 22, 2013 – Oklahoma City, OK. – Winners of the Agricultural Relations Council (ARC) 2013 Golden ARC Awards Contest were announced March 22nd at the organization’s annual professional development meeting in Oklahoma City, OK. The 14 Golden ARC winners and 18 Merit winners rank among the elite in agricultural public relations, as recognized through the Golden ARC Awards Contest, sponsored by ARC.

For the second straight year the *Golden ARC de Excellence Award* was awarded. This award was for the best all-around entry in the campaign division. The winner this year was the American Farm Bureau Federation for the public relations campaign, public affairs entry “Estate Tax Campaign”. The American Farm Bureau Federation was also awarded a Golden ARC Award for the entry.

Agency Charleston | Orwig led the prize winners with five Golden ARC Awards and three Merit awards for clients Novartis Animal Health, Illinois Soybean Association, Smithfield Foods Inc. and the AgChat Foundation. Other organizations winning multiple Golden ARC Awards included Osborn Barr with three Golden ARC Awards and four Merit Awards. Farmer Lumpe + McClelland also won seven awards, of which two were Golden ARC Awards and five were Merit Awards.

Also bringing home multiple awards were Weber Shandwick with three Golden ARC Awards and one Merit Award; Bader Rutter & Associates with three Merit Awards and American Farm Bureau Federation with one Golden ARC Award and Merit Award. Other organizations winning multiple Golden ARC Awards included CropLife America with two Merit Awards and David & Associates with 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.”

“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 Florida Public Relations 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 2013 Golden ARC Awards follows.

Golden ARC Winners:

Category	Program Conducted for...	Winning Company
<i>Campaigns Division – Public Affairs</i>	American Farm Bureau Federation	American Farm Bureau Federation
<i>Campaigns Division – Marketing Communications for Non-Agricultural Audiences</i>	Nebraska Soybean Board	FLM+
<i>Campaigns Division – Agricultural Image</i>	National Pork Board	Weber Shandwick
<i>Campaigns Division – Issues Management</i>	Novartis Animal Health	CharlestonIOrwig
<i>Campaigns Division – Corporate Social Responsibility and Sustainability</i>	National Pork Board	Weber Shandwick
<i>Campaigns Division – Open Category</i>	Monsanto (America's Farmers Program)	Osborn Barr
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	Merck Animal Health	Osborn Barr
<i>Tactics Division – Print Media Relations for Non-Agricultural Audiences</i>	Illinois Soybean Association	CharlestonIOrwig
<i>Tactics Division – Media Relations: Media Events and Conferences</i>	Illinois Soybean Association	CharlestonIOrwig
<i>Tactics Division – Video Programs</i>	Smithfield Foods, Inc.	CharlestonIOrwig
<i>Tactics Division – Research and Evaluation</i>	Minnesota Soybean Research & Promotion Council	FLM+
<i>Tactics Division – Feature Writing</i>	Merck Animal Health	Osborn Barr
<i>Tactics Division – Digital and Social Media: Other Innovative Use of Social Media</i>	AgChat Foundation	CharlestonIOrwig
<i>Tactics Division – Special Events</i>	National Pork Board	Weber Shandwick

Congratulations to our 2013 *Golden ARC de Excellence* winner

American Farm Bureau Federation for

“Estate Tax Campaign”

Public Relations Campaign – Public Affairs

Merit Winners:

Category	Program Conducted For...	Winning Company
<i>Campaigns Division – Public Affairs</i>	Ohio Soybean Council	FLM+
<i>Campaigns Division – Marketing Communications for Agricultural Audiences</i>	Pfizer Animal Health	Bade Rutter
<i>Campaigns Division – Agricultural Image (tie)</i>	Illinois Soybean Association	Charleston Orwig
<i>Campaigns Division – Agricultural Image (tie)</i>	Minnesota Soybean Research & Promotion Council	FLM+
<i>Campaigns Division – Internal</i>	Illinois Soybean Association	Charleston Orwig
<i>Campaigns Division – Open Category</i>	Merck Animal Health	Osborn Barr
<i>Tactics Division – Media Relations: Print Media Relations - Agricultural Audiences</i>	Merck Animal Health	Osborn Barr
<i>Tactics Division – Media Relations: Television/Video News Releases - Agricultural Audiences</i>	Pfizer Animal Health	Bader Rutter
<i>Tactics Division – Video Programs (tie)</i>	Minnesota Pork Board	Weber Shandwick and Minnesota Pork Board
<i>Tactics Division – Video Programs (tie)</i>	Merck Animal Health	Osborn Barr
<i>Tactics Division – Print Publications: Magazines</i>	Minnesota Soybean Research & Promotion Council	FLM+
<i>Tactics Division – Print Publications: Single-Issue Publications</i>	CropLife America	CropLife America
<i>Tactics Division – Collateral/Literature</i>	Institute of Agriculture & Natural Resources, University of Nebraska-Lincoln	David & Associates
<i>Tactics Division – Speeches</i>	American Farm Bureau Federation	American Farm Bureau Federation
<i>Tactics Division – Feature Writing</i>	Pfizer Animal Health	Bader Rutter
<i>Tactics Division – Digital and Social Media: Websites</i>	CropLife America	CropLife America
<i>Tactics Division – Digital and Social Media: Other Innovative Use of Social Media</i>	Minnesota Soybean Research & Promotion Council	FLM+
<i>Tactics Division – Special Events</i>	Ohio Soybean Council	FLM+
<i>Tactics Division – Annual Reports: Non-Financial Annual Reports</i>	Illinois Soybean Association	Charleston Orwig
<i>Tactics Division – Unique Tactics and Execution</i>	Merck Animal Health	Osborn Barr