

PRW COMMUNICATIONS

**STRATEGIC
COMMUNICATIONS**



**GOVERNMENT
RELATIONS**



**NEW MEDIA
DEVELOPMENT**



**CRISIS
MANAGEMENT**

**SOCIAL
MEDIA**



**UTILITY
EXPERTISE**



**MEDIA
RELATIONS**



**MESSAGE
DEVELOPMENT**

Statement of Qualifications 2018

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WELCOME TO PRW

PRW Communications (PRW) is a full-service public relations firm based in Madison Wisconsin, with expertise in media relations, crisis communications, social media, commercial art development, graphic/web design, strategic communications, playbook design, executive training and project management.

We are one of the country's premiere strategic communications firms with a particular talent in promoting critical infrastructure projects like wind farms, transmission lines, electric generation, roads and highways, high-capacity water wells and chemical-plant conversions. Our long track record of success has helped our clients build more than \$3 billion in new infrastructure improvements in the United States and Canada since 2005.

What separates us from the rest? We approach controversial projects much like a political campaign with scientific polling, demographic research, message testing, stakeholder recruitment, coalition-building and communication tools development. PRW understands the political process and the important role it plays in proposed projects. The keys to success are understanding the "end game," applying accurate political intelligence and articulating how your project benefits others (the public, elected officials and the impacted communities).

PRW has meaningful relationships in virtually every Wisconsin market – small, medium and large. Every staff member of PRW has worked in the news media in one capacity or another. Our newsroom contacts stretch beyond Wisconsin throughout the United States and Canada. These relationships factor prominently in newsroom intelligence, message development and story placement.

"PRW has the talent to develop winning communications strategies that get critical projects approved and built. They have been very effective."

*Larry Weyers
Chairman, President and CEO,
Integrus Corp.*





How PRW helps you win:

PRW has a winning strategy—getting your projects “elected” to office

Know your audience – expert opposition research



Develop your strategy – ‘playbook’ development



Assess regulatory environment—government affairs



Execute public outreach—PR ‘toolbox’ development



Engage news & editorial community—utilize local, internal experts



Protect your corporate image—get the win
& secure positive good will for the future

ABOUT OUR AWARDS



PRW has produced award-winning solutions for our clients

HERMES AWARDS

2008 – Gold Creative Award: Arrowhead-Weston Video – From Concept to Completion

2011 – Gold Creative Award: I-39/90 NOW Coalition Campaign

2012 – Gold Creative Award: Richland Center Renewable Energy Campaign

2013 – Gold Creative Award: Altalink Crisis Communications Plan

2014 – Gold Creative Award: Wisconsin Beer Distributors Assn. “How Your Beer Got Here: Lambeau Field”

PRSA AWARDS

2008 – Award of Merit – Arrowhead-Weston Project

2008 – Award of Merit – THRIVE campaign

2009 – Award of Merit – ATC Dane County

2008 – Award of Merit – Willie Street Co-op Grand Opening

2010 – Award of Excellence – I-39/90 NOW Coalition

2011 – Award of Excellence – Richland Center Renewable Energy

2011 – Award of Excellence – “Clean Water. Well Done.” – SpecPro / Badger Army Ammunition Plant

STRATEGIC COMMUNICATIONS

Communicating strategically is a key element to any successful plan. But, communicating purposefully with direct regard to delivering your well-thought out message is a skill that the team at PRW has refined and honed over many years of experience. Let us help you do the talking.

- ▶ Crisis Communications
- ▶ Advocacy Campaigns
- ▶ Constituent Relations
- ▶ Media Training
- ▶ Issue Management
- ▶ Presentation / Speech Development

Event Management

Planning the perfect event can be fraught with difficulty. With so many small details to track, executing a successful event can take a lot of effort, coordination and practice, not to mention valuable time.

The team at PRW will take the burden out of your event planning, and execute a professionally polished presentation with a friendly and welcoming atmosphere.

Association Work

PRW has many long established relationships with lobby groups and associations. As a result, we uniquely understand the needs of these groups, ranging from media monitoring to web site design to meeting their every day public relations needs. Let PRW's team help you help your group.

Crisis Communication

When the going gets tough, it's good to have a friend to count on. The team at PRW has extensive crisis communications experience stemming from a wide array of media experience that can assist your organization effectively at critical junctures. So when you've got the press knocking at your door, call PRW to help.

STRATEGIC
COMMUNICATIONS

GOVERNMENT
RELATIONS

MEDIA
RELATIONS

NEW MEDIA
DEVELOPMENT

SOCIAL
MEDIA



GOVERNMENT RELATIONS

PRW understands that building and managing relationships with key political and legislative contacts can be integral to the success of your project or plan.

As a full-service communications firm, we also provide our clients with a customized plan that addresses image and relationship building, grassroots outreach and crisis communication management. We have the tools, technique and know-how to make your proposal, project or plan a priority in executive and legislative circles.

While many firms can promise access to key decision-makers, PRW delivers. We've got long-standing relationships within the inner circles of local, state and federal political movers and shakers on both sides of the aisle. Moreover, we've got the political acumen refined after many years of working and reporting on the highest levels of government to understand how the process really works and then make it work for our clients.

Third Party Advocacy

PRW knows that project success can stem from having strong relationships with your target audiences and stakeholders. With decades of combined reporting and political experience, we use our refined techniques of building relationships to turn friends into advocates and supporters into spokespeople.

Through town hall meetings with key staff members or governmental leaders and our clients, we can provide the necessary face-to-face time to clarify and resolve issues. We can place opinion pieces, editorials and articles with association presidents and their members to help convince political interests to vote for or against legislation. We book speaking engagements with important business and civic organizations like chambers of commerce and other business groups. We also manage special events such as open houses and information nights to educate the public and solicit feedback on key issues.

In the end, you'll have created a welcoming climate so that others carry the ball for you.



MEDIA RELATIONS

Our relationships = Your success

PRW's decades of experience working in and with the media will help you get the coverage your issue needs. We have local, state and national contacts and can help with press conferences, editorial board visits, radio campaigns, video projects, advertising and of course, drafting and distributing press releases.

Press Conferences

PRW will assist you in selecting the right venue, alerting the media, drafting statements, designing a presentation, preparing for media questions, and designing and producing handouts. Our press conferences have come in all shapes and sizes – from a conference room in the State Capitol to an outdoor ground-breaking ceremony with a 135-foot-long wind turbine blade as a backdrop.

Radio Campaigns

Want your issue heard in Madison? Statewide? The entire country? We'll help you out.

Our experience in radio scripting, producing, editing, buying and placing will get your message out there, no matter where or whom your audience is. And if you want an online component to your messaging, we'll set you up with a podcast.

Print Advertising

Do you know what double-truck, bleeds or picas mean? Don't worry, we do. We'll decipher those newspaper, magazine and billboard rate cards and create your print ad of any size and color. In addition, we can create ads for you on postcards, posters, fliers, folders, bumper stickers ... you name it, we'll create it.



NEW MEDIA DEVELOPMENT

In the fast-paced, ever changing world of new media and the web, it is easy to be left behind as trends come and go. Let PRW – along with its technology-driven team – help navigate the always changing fast-paced world of new media and guide you and your organization into cyberspace effectively, timely and ahead of the curve.

- ▶ Web Design & Development
- ▶ Flash/HTML 5 Development and Animation
- ▶ Search Engine Optimization
- ▶ Cold Fusion, ASP and PHP Programming
- ▶ Interactive Web Site Management
- ▶ Online PR Campaigns

Creative Services

Let PRW help you in the creative realm. Our capabilities include:

- ▶ Brand / logo development
- ▶ Graphic design and illustration
- ▶ CD-ROM, DVD and video production
- ▶ Multimedia and trade show displays
- ▶ Art direction
- ▶ Copywriting
- ▶ Signs and banner design
- ▶ E-newsletters



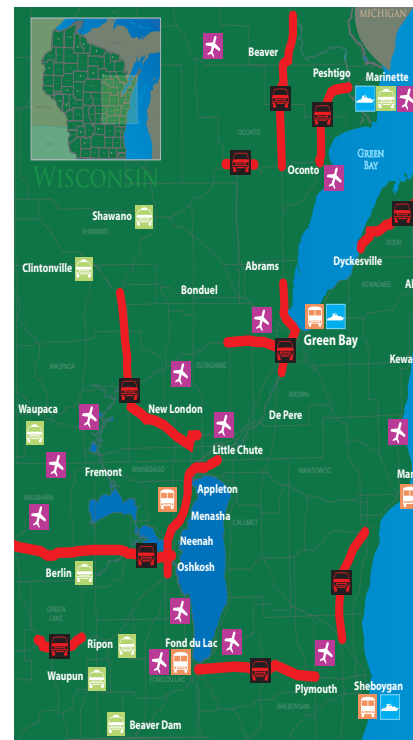
Media Training



Graphic design and illustration



Custom-made interactive web sites



Informational presentation materials

SOCIAL MEDIA

Know that PRW won't dive into a social media campaign without checking if there's water in the pool first. In other words, while social media is an increasingly important tool for public relations campaigns, it doesn't mean you have to be on every service like some companies out there.

We'll review your business/project goals and recommend a plan accordingly. Whether you need to strengthen your brand, build your coalition/stakeholders, spread your message, gain insight or respond to your audience, PRW will execute and monitor your social media strategy while keeping you abreast of emerging trends, tools and issues.



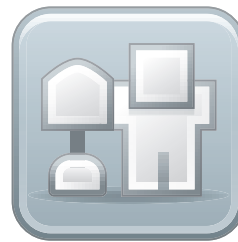
Technorati



YouTube



StumbledUpon



Digg



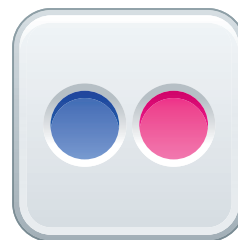
Google



Facebook



Twitter



Flickr



RSS



Linked In



Podcast

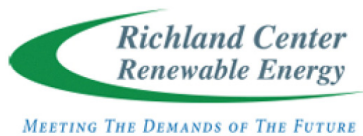


Foursquare

CLIENTS

Diverse and Dynamic

Would you like to join the list?



EXPERIENCE



High profile, time sensitive, mission critical projects delivered.

Government Affairs



Winning concepts, winning campaigns

- ▶ Lobbyists
- ▶ Trade associations
- ▶ Corporations
- ▶ Law firms
- ▶ Federal and state regulators
- ▶ Municipalities

Strategic Communications



How we move large objects

- ▶ Crisis communications
- ▶ Media training
- ▶ Advocacy campaigns
- ▶ Issue management
- ▶ Constituent relations
- ▶ Presentation/speech development

Media Relations



Our relationships = your success

- ▶ Local, state, national contacts
- ▶ Draft/distribute releases
- ▶ Coordinate press conferences
- ▶ Editorial board visits
- ▶ Radio campaigns
- ▶ Video projects

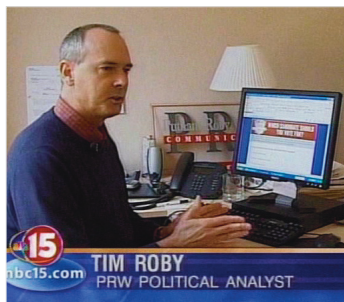
TIM ROBY

Tim Roby, co-founder and President of PRW Communications, has more than 25 years of experience in media, communications, public policy, politics and issues management.

Tim's career in communications is varied and comprehensive. He was a newspaper reporter and columnist, served as communications director for two Midwest governors, advised a third Midwest governor on environmental and natural resources policy, and was a senior account manager at a Madison public relations firm.

His newspaper jobs included stops at Punta Gorda, Florida, Great Falls, Montana and the Fargo Forum Capital Bureau in Bismarck, North Dakota.

Tim entered politics in the spring of 1992 when he joined the staff of North Dakota GOP gubernatorial candidate Ed Schafer. As campaign spokesperson and advisor, Tim developed and implemented Schafer's media and political plan that led to a stunning upset victory. He then joined Gov. Schafer's staff in the rare role of director of policy and communications, a post he held until 1996.



Tim went to work for Michigan Gov. John Engler in 1996 as an advisor on natural resources and environmental issues.

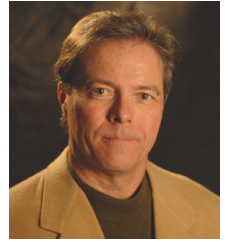
Tim found his way to Madison in the fall of 2001 when he was hired by Republican Gov. Scott McCallum as communications director to handle all of the governor's communications activities, including media relations, speechwriting, cabinet relations and politics.

In 2003, he joined a Madison-based public relations firm, where he worked with Roger Putnam on projects involving national, regional and local clients. In 2004 Roger Putnam and Tim Roby joined forces to open their own public relations firm, Putnam Roby Communications. Four years later the duo added a third partner to the team, Mark Williamson. The firm is now PRW Communications – PRW.



MARK WILLIAMSON

Mark Williamson is partner/Chairman of PRW Communications. His areas of expertise include all aspects of utility matters with special emphasis on infrastructure planning, permitting and construction. His unique skills and talents include assembling and directing teams that can repeat the process of getting projects done – on time and on budget – two key components utility CEOs and executives strive for when tackling large projects. Williamson has developed a strategic communications technique patterned on “election campaigning” – polling, message development and communication – tools that he has consistently employed to get utility projects approved, sited, built and on-line. He is a hands-on utility executive that gets the job done from day one.



A note from Mark to utility executives

“I know after spending 3 decades as a utility executive that one of the most frustrating aspects of your job is getting critically-needed projects done. The public flatly does NOT want new infrastructure near them. Period. Let PRW help you develop a strategy that incorporates your own talented and experienced executives and un-stick the stuck vital projects your communities need.”


- Mark Williamson

Williamson has been associated with American Transmission Company (ATC) since its inception in 2001. He initially served on ATC’s board of directors representing Madison Gas & Electric Company. Prior to his work at ATC, Mark served as Executive Vice President and Chief Strategy Officer with MG&E. While at MG&E, he was central to the negotiations that led to the formation of ATC, as well as Wisconsin’s adoption of a utility infrastructure rebuilding period.

In June 2002, Williamson joined ATC as vice president of Major Projects. He oversaw external relations and the public participation process that included local relations, environmental, real estate and state regulatory functions. For ATC, he managed major transmission infrastructure projects including the 220-mile 345 kV Arrowhead-Weston transmission line and the 100-mile 345 kV improvements in central Wisconsin. Today he continues managing projects in Dane County, Wisconsin as a special consultant to ATC.

Williamson is a veteran utility executive. In his 16 years at MG&E, his responsibilities included general management of environmental and safety, power supply and transmission, operations and engineering, electric system planning, and gas rates and procurement. He has also been active in legislative initiatives affecting the utility industry. He was instrumental in negotiations leading to legislation that permitted guaranteed rate of return long-term leases for power plant construction, aiding construction of new coal fired power plants in Wisconsin, as well as legislation easing right-of-way acquisition for transmission projects.

Earlier in his career, Williamson was a trial attorney for the Madison-based law firm of Geisler & Kay, SC, which primarily focused on litigation relating to power plant and paper machine construction projects, product liability cases and general corporate legal support for electrical and mechanical contractors. Williamson earned a bachelor’s degree in Mathematics from the University of Wisconsin-Madison in 1976, and received his law degree from the University of Wisconsin Law School in 1979.

PAULA GILBECK

Paula Gilbeck is a natural leader and, as a PRW Vice President of Corporate Relations, she handles just about everything: client relations, office management, news media outreach and product development, to name a few. Her diverse professional background in radio, TV and public relations brings a wealth of experience to the table.



Paula employed her dynamic leadership skills as a news director at various Wisconsin radio stations for more than eight years, and felt equally comfortable behind the microphone as news anchor. She honed her crisis management and organizational skills while serving as the newsroom Assignment Editor for two Madison television stations: WMTV-TV15 (NBC) and WISC-TV3 (CBS). Paula took her news media credentials and impressive managerial skills and entered the new professional arena of public relations. She held the title of Associate Account Manager for a respected Madison-based PR firm for four years where she was responsible for client management, media training seminars and targeted magazine publications for national and state trade organizations.

Paula graduated from the University of Wisconsin-Eau Claire with a degree in broadcast journalism. She lives in Cottage Grove with her husband Jason Westphal and their three daughters – Gabrielle, and twins Ella and Grace.

Paula joined PRW Communications in August 2004.

JOE MELLO

Joe Melloy has been doing computer graphics for a few decades, attaining his Bachelor of Fine Arts degree from the Philadelphia College of Art where he also studied film, animation, graphic design and painting.



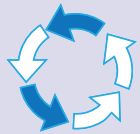
Joe employed his new media design, audio production, print, soundtrack development, graphic design, animation, web development, programming, brand identity and video production with experience from working at WWL-TV in New Orleans and KGO-TV in San Francisco, where he contributed to the production of Emmy Award-winning documentaries among other projects.

Joe is also a political enthusiast who understands the inner workings of media messaging as it relates to strategic communications, government affairs and grassroots efforts, which makes him a perfect fit for PRW.

Joe joined PRW Communications in December 2004.

Steps to Success

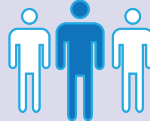
PHASE 1 Prepare for Campaign



Project assessment



Polling



Focus Groups



Draft CORE MESSAGES



Government & regulatory assessment

PHASE 2 Campaign Launch



Playbook drafted (3-year campaign)



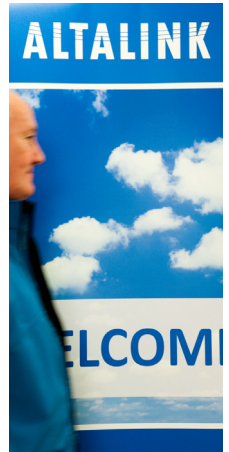
Social Media Plan development



Project-specific website



Opposition monitoring



PHASE 3 Introduce Stakeholders/ Supporters



\$1.5 million radio "buy" developed & managed



Radio scripts drafted, radio campaign made



Identify key stakeholders



Identify corporate "face" of project

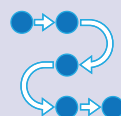
PHASE 4 Debate Issues



Identify community interaction opportunities



Develop media outreach plan



Creation of project tag line



Media Info Kit development



"NEED" Video Development

PHASE 5 Engage Opposition



Media visits: Editorial Boards, radio shows, op-ed



Executive communications training



Project newsletters for regulatory, media, public



Develop "Open House" schedule, logistics



PHASE 6 Approvals and Construction



Media follow-up



Thank-you advertising campaign



Next-steps: Communicate timelines



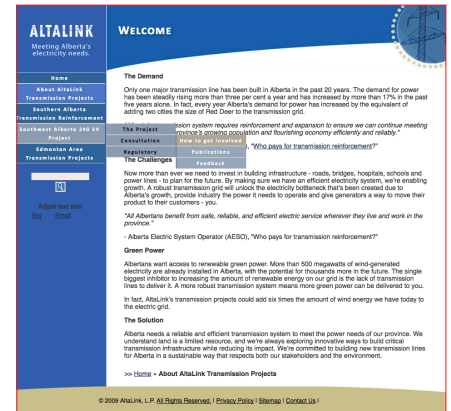
PRW Helps Secure \$2 Billion Wins

3-year campaign directed by PRW leads to transmission line approvals in Alberta

Challenge

AltaLink, an independent transmission company located in Alberta, Canada, was preparing to announce a series of major transmission projects in January 2009 – **Western Alberta Transmission Line** (WATL—Edmonton to Calgary) -- **\$1.5 billion; Southern Alberta Transmission Reinforcement*** (SATR – smaller wind connections); and, **Heartland** (suburban Edmonton) – worth an estimated total of more than **\$2 billion**. Significant opposition was expected based on the company's earlier experience that resulted in accusations of "spying" on the opposition and the eventual dissolution of provincial regulatory agencies that oversaw the approval process.

ALTALINK



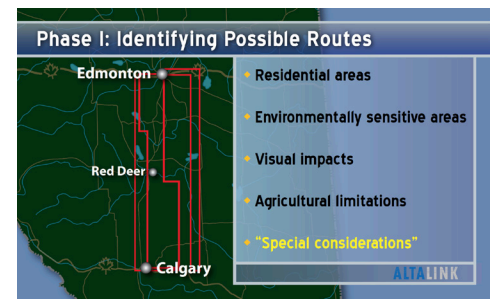
Informational web site

Results / Approvals

1. November 1, 2011 – Alberta Utilities Commission (AUC) Approves "Heartland"

2. December 17, 2012 – AUC Approves "WATL"

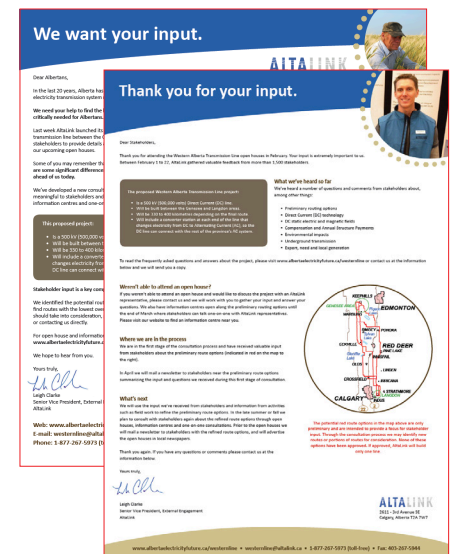
* SATR projects received a series of smaller approvals from the (AUC) one segment at a time between 2009-2013



Interactive visual application



Informational brochure



Newsletters

CASE STUDIES

Client: Lights On Alberta

Project: Web site, media outreach, branding

Challenge

Major transmission projects were announced by the Government of Alberta (GOA) throughout the province in 2010 and continue to be in various stages of planning, consultation and discussion.

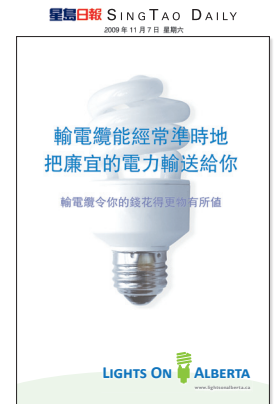
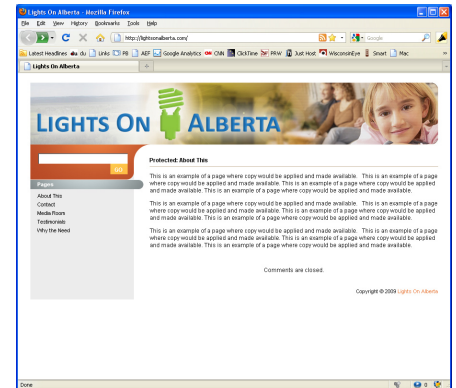
A consortium of electric utilities from across Alberta decided to mount a campaign to educate the public about the importance of a reliable electrical transmission system in the wake of an aggressive anti-transmission message being touted by a Calgary-based energy company.

Solution

The consortium hired PRW to develop, launch and manage their multi-phased strategic communications campaign across Alberta. The plan included news media outreach, stakeholder development, polling, a project-specific website and paid-media components, as well as branding: LIGHTS ON ALBERTA.

Results

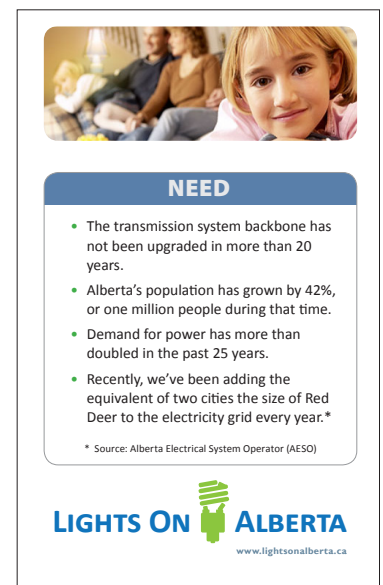
The messages LIGHTS ON ALBERTA delivered moved the needle on polling measurements following the campaign and provided the Government of Alberta additional information necessary in their decision-making process regarding the future of transmission in Alberta.



Print ad in Calgary's Sing Tao Daily



Hand-out



Mailing insert

CASE STUDIES

Client: Thrive

Project: Community media event

Challenge

Coordinate event planning for biannual meeting of Collaboration Council at Monona Terrace in Madison, Wisconsin, unveil new brand identity Thrive, which is the name of the eight-county economic collaboration region in southern Wisconsin; facilitate methods of increasing brand awareness; unveil Web site.

Solution

Work with Monona Terrace and key personnel in agenda and meeting logistics; contract with local community television station—WYOU—to film event for later broadcast and to share among seven other counties; set up stations for web site demonstrations; create seed packets containing postcards and USB drive for council members to spread message; produce script and video to introduce new brand.

Results

Collaboration Council enthusiastically receive new brand identity; video helped understanding of Thrive's goals and strengths; seed packets considered excellent method of driving brand awareness; front page story and editorial support in local newspaper.



thrive []



"Seed Packets" designed by PRW included postcards and USB drives for council members to distribute core messages of campaign



Eighty-person round table and media event organized and managed by PRW



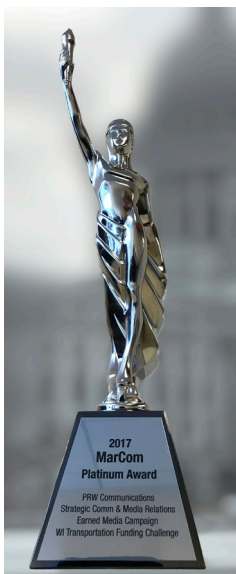
CASE STUDIES

Client: Transportation Development Association

Project: Earned media – Wisconsin’s transportation funding challenge

Challenge

The state of Wisconsin faced a tremendous transportation funding shortfall, to the tune of \$1 billion. In fact US NEWS & WORLD REPORT listed Wisconsin’s highways as “...the third worst in the country.” (February 28, 2017).



Our client, the TDA (Transportation Development Association), was preparing to launch a campaign in May 2016, to bring attention to the need to find a sustainable funding solution to building and maintaining the state’s highways.

The campaign was built to kick-off in 6 media markets throughout the state with “round table discussions” in Wausau, Eau Claire, La Crosse, Milwaukee, Green Bay and Janesville.

How would the general public (taxpayers, voters) get involved with and pay attention to “round table discussions” that only attracted specific, invited guests?

Paid media was not an option at this juncture of the campaign.

Solution

PRW Communications developed a media component for the campaign by reaching out to its media contacts in each media market – relationships that had been cultivated for decades. The media component that ultimately shaped the earned media results: Personally invite the market’s newspaper

editorial directors to moderate that local market’s round table discussion.

This decision would positively impact the campaign three ways:

1. Media would be involved in the discussion
2. Each editorial director would editorialize on the issue
3. Each newspaper would be engaged and primed for future coverage

Results

Editorial board directors jumped at the chance to serve as moderators for the round table discussions.

More than 2,000 news stories came out of the effort – just in Wisconsin. Reporters in TV, & radio as well as editorial boards generated more than 100 pieces of news in the first 2 weeks alone.

The issue – finding a funding solution to transportation – became the most talked about issue during the summer months of 2016.

“...The budget was supposed to be done by July 1, but Republicans who run the Legislature missed that deadline because of disagreements over transportation and taxes.”

– MILWAUKEE JOURNAL-SENTINEL, September 13, 2017

The budget was delayed 4 months while legislators argued over how to fund roads.

The budget passed in September 2017, but without a funding solution. The campaign is now heading into its second phase starting in November 2017.



CASE STUDIES

Client: American Heart Association

Project: CPR in Schools Bill



Challenge

The American Heart Association (AHA) of Wisconsin was tasked with passing a bill that would require all school-aged students in grades 7-12 have one 30-minute session of hands-only chest compression training prior to graduating. Wisconsin would be the 27th state in the country with such a law. The AHA already had a communications team in place, but they were young and lacked any earned media experience---and an earned media campaign was necessary to enhance the legislative lobby effort on this bi-partisan bill.

Solution

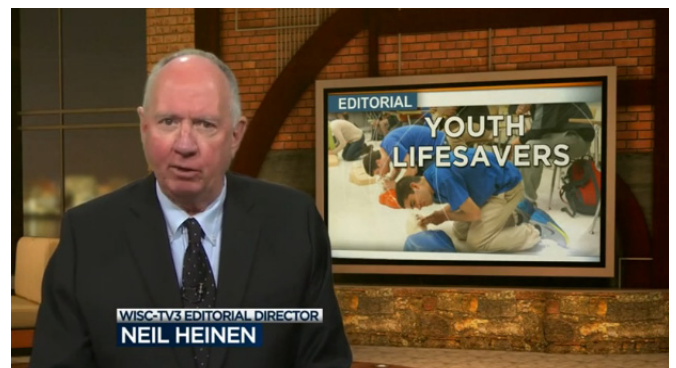


The AHA of Wisconsin hired PRW Communications to develop and manage a statewide, earned media campaign starting in November 2015 to help provide lawmakers with positive news coverage as the bill moves through committee hearings. PRW coordinated a media event at Oak Creek High School on December 14 where the local fire department was training high school students in hands-only CPR. WISN-TV 12 (ABC), WITI-TV 6 (FOX) and WDJT-TV (CBS) all attended and ran stories that night in their newscasts. PRW Communications worked with Dr. J. Carter Ralphe and Dr. John Raymond in crafting a column to share with newspapers throughout the state, encouraging support for the bill and touting the importance of

providing students with life-saving skills. The column ran in the Milwaukee Journal-Sentinel and all 10 Gannett newspapers (Appleton Post-Crescent, Green Bay Press-Gazette, Oshkosh Northwestern, Fond du Lac Reporter, Sheboygan Press, Marshfield News-Herald, Wausau Daily Herald, Wisconsin Rapids Daily Tribune, Stevens Point Journal and the Manitowoc Herald Times Reporter). It also ran in the La Crosse Tribune and the Janesville Gazette. PRW shared the column and info with WISC-TV3 (CBS) in Madison and they ran an editorial by Neil Heinen. The column was seen by Wisconsin Public Radio producers and they reached out to Dr. Ralphe and Nicole Hudzinski of the AHA Government Relations team. Both were interviewed live on "CENTRAL TIME" with Veronica Rueckert and Rob Ferrett. PRW also coordinated a feature story with WISC-TV3 and Sun Prairie High School's health teacher to showcase the importance of teaching CPR to students.

Results

Governor Scott Walker signed the bill into law at Wausau West High School on April 26, 2016. PRW Communications was on site managing this big event as well, working with Governor Walker's advance team and coordinating TV and local radio reporters for access to the Governor and guests during this historic day.



CASE STUDIES

Client: American Transmission Company

Project: Rockdale - West Middleton 345 kV Transmission Line



Challenge

Gain approval from the Public Service Commission (PSC) for American Transmission Company to build an above-ground, high-voltage transmission line from Rockdale, Wisconsin to Middleton, Wisconsin a distance of more than 30 miles. Preferred route choice faces additional opposition from local businesses along the path, as well as advocates of a local golf course and the University of Wisconsin-Madison Arboretum.



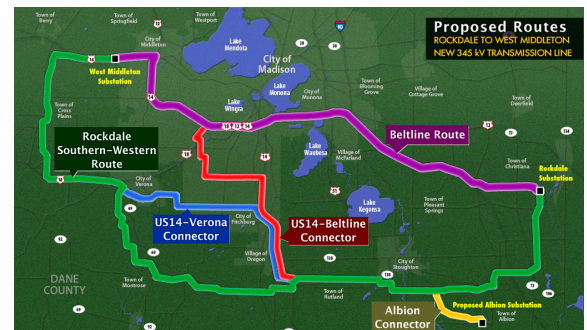
Solution

Educate the public, business leaders, media and the opposition about the need for this particular transmission line via open houses, community relations, web site and handouts; conduct press conference to explain details of route selection process to media; work with print, radio and TV reporters to set up interviews with spokespeople; produce scripts, radio spots and videos communicating the need for transmission lines.



Results

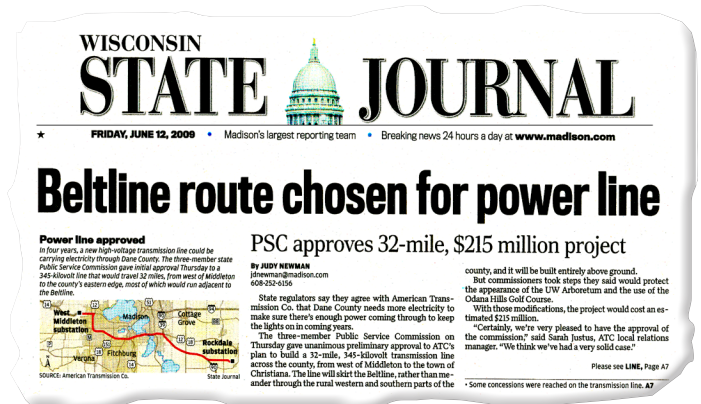
Public Service Commission (PSC) unanimously approves construction of the transmission line and said it should be built above ground on ATC's preferred route; PSC's reasons for approval fall in line with ATC's strategic messages. Towers began to be erected in October 2011.



Interactive online map designed by PRW illustrating proposal routes for new lines



Construction begins along I-94 in October 2011.



CASE STUDIES

Client: Richland Center Renewable Energy

Project: Branding, web site, community outreach

Challenge

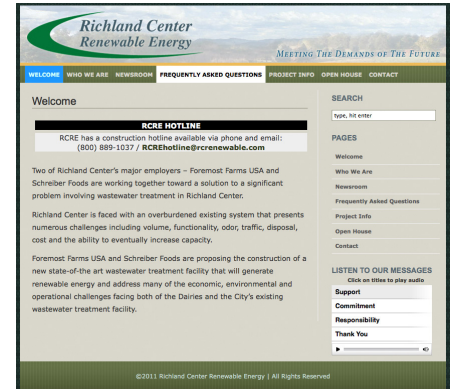
Two of Richland Center's major employers – Foremost Farms USA and Schreiber Foods – were interested in building a state-of-the-art wastewater treatment facility, but were faced with adversity as the city wanted to build their own facility and have the two companies pay the city for use. The two companies needed to communicate their vision and garner public and civic support in order for their project to be approved and built.

Solution

PRW was hired to develop a public outreach campaign to demonstrate to the community, existing and future employees and civic leaders that a plan for a private facility was the right answer for Richland Center's future growth. Our team developed a logo, website, and supporting documents along with an aggressive public outreach plan that included open houses, mailings, a radio ad campaign and meetings with civic leaders. We worked side-by-side with the corporate communications teams from both Foremost and Schreiber on a daily basis in order to generate support for the project within an extremely tight timeframe.

Results

The Richland Center city council, along with several other committees, approved the project in October 2011 and ground was broken in early November 2011 with a projected finish date of Spring 2013.



More than 100 people attended an open house in July 2011 in Richland Center, Wisconsin.

CASE STUDIES

Client: Specpro, Inc.

Project: Branding, web site, community outreach

Challenge

The Badger Army Ammunition Plant located near Baraboo, Wisconsin, originally served as the country's premiere location for manufacturing propellants used during WWII, the Korean War, and the Vietnam War. Following more than 30 years of testing local water wells for groundwater contaminants left after the plant stopped production and closed in the early 1970's, the Army and its contractor – SpecPro, Inc. – proposed to build a public water system for the three towns bordering the plant location: Merrimac, Prairie du Sac and Sumpter. The Army and SpecPro needed to communicate this plan to the public, their neighbors, the media, the Wisconsin Department of Natural Resources (WDNR), and other government and civic entities.

Solution

PRW was hired to develop a strategic communications plan that would guide the Army and SpecPro through a public outreach campaign while providing transparency throughout the process. We designed a logo based on the proposed water system ("Clean Water. Well Done."), developed, built and currently maintain a project website, organized and managed a campaign roll-out event, and continue to assist with media outreach.

Results

The three local communities affected by the proposed water system have all welcomed the project plans. At this time the Wisconsin DNR is reviewing a feasibility study submitted by Army and SpecPro (December 2011).



Clean water. Well done.

Building a public water system for the future



Valuable one-on-one discussions are a key benefit at our open houses.

CASE STUDIES

Client: I-39/90 NOW Coalition

Project: Community coalition outreach, web site

Challenge

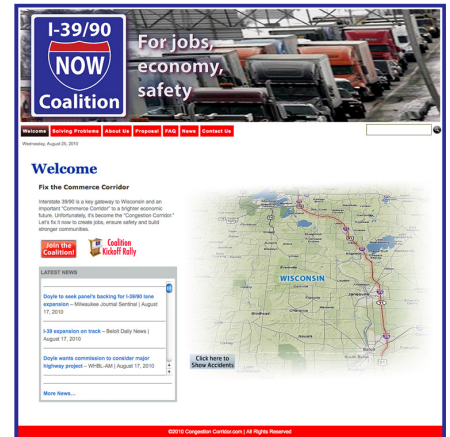
Bring together a number of diverse players under a unifying goal of expanding a 45-mile stretch of Interstate 39-90 to six lanes. Introduce the newly formed I-39/90 NOW Coalition and demonstrate the link between expansion of the corridor and improved economic conditions and safety for the region with the overall goal of having the Gov. Jim Doyle request that the Transportation Projects Commission reconvene and consider this critical project.

Solution

Meet with all the players, help to facilitate the coalition, conduct extensive research and build a website—congestioncorridor.com—to provide information to all target audiences and to sign up members for the newly formed I-39/90 NOW Coalition. In addition, organize a press conference to announce the coalition; coordinate and manage editorial board meetings and radio interviews; draft and deliver targeted messages and talking point based on creating jobs, strengthening the economy and safety; and create and provide media packet featuring CD of graphics and background materials.

Results

Newspapers in Dane and Rock County markets published editorials supporting the I-39/90 expansion and Governor Jim Doyle's Transportation Projects Commission (TPC), a group that hadn't met in 8 years, approved the project in October 2010. Construction is scheduled to begin in 2015 with a finish date of 2021, according to the Wisconsin DOT.



Interactive web site with tools to contact legislators, updated news articles and membership sign-ups



WKOW-TV (ABC) - Lead story

CASE STUDIES

Client: American Transmission Company

Project: Arrowhead-Weston Transmission Line, 345 kV

Challenge

American Transmission Company (ATC), the first multi-state, transmission-only utility in the United States, would like to get public and state approval to build a 220-mile powerline in northern Wisconsin.

Solution

Educate the public, including the opposition, about transmission lines via open houses, newsletters, interactive Web site and meeting one-on-one with local leaders; partner with state department of natural resources (DNR) for land preservation and restoration; work with radio, television and newspaper media to spread message; and execute extensive strategic radio ad campaign.

Results

Public Service Commission (PSC) approves construction of powerline and local economies get boost from construction crews; favorable public opinion increases, especially after seeing low impact to environment and benefits to having the line; newspaper and radio editorials express support of powerline.



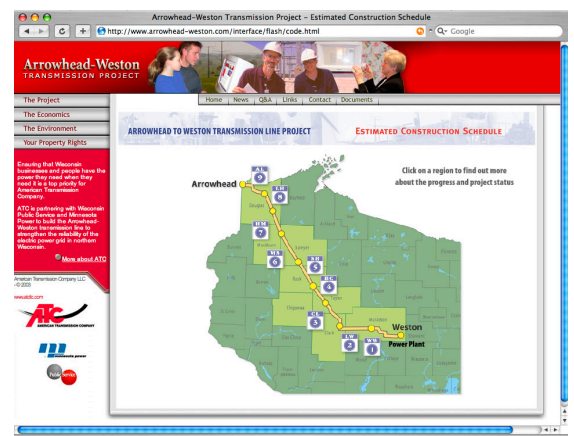
TRANSMISSION & DISTRIBUTION WORLD

Critical Segment Of Arrowhead-Weston Transmission Line Successfully Energized

December 8, 2006

Wausau, WI — American Transmission Co. has completed the second week of successful tests on a 143-mile segment of the Arrowhead-Weston transmission line between Weston Power Plant and Stone Lake Substation in Sawyer County. The line is now in service, though carrying less than its full capacity, and will reinforce the existing transmission system in northwest Wisconsin. It will carry the full 345-kilovolt load when the line is completed in 2008.

"This is a giant step forward for the residents and businesses of northwest Wisconsin and throughout the Midwest. With Arrowhead-Weston becoming a reality, electric system reliability will be greatly improved," said Pete Holtz, ATC project manager of the Arrowhead-Weston line. "Cooperation from residents along the line has been a critical component in getting this important public works project nearer to completion."



An interactive map created by PRW for media officials and landowners to follow the project.

CASE STUDIES

Client: Association of Wisconsin Snowmobile Clubs

Project: New Trail Pass community outreach

Challenge

A new law went into effect in Wisconsin on July 1, 2015, where all snowmobiles are now required to purchase and display a "TRAIL PASS". Communicating with snowmobilers was key for the AWSC to educate their current club members about the new law, educate riders from other states and encourage more people to join clubs.

Solution

The AWSC hired PRW Communications to develop and manage an earned media campaign. We worked with AWSC president Dave Newman and crafted a guest-column that PRW distributed to newspapers, tourism chapters and chambers of commerce throughout Wisconsin. PRW also pitched the issue to TV and radio outlets statewide. PRW also developed a (:60) PSA by using existing video supplied by the AWSC.

Results

Dave Newman was a featured guest on more than a dozen radio interviews, his column was printed in dozens of newspapers and the issue was featured on TV stations in Superior, Green Bay, Madison, Wausau and La Crosse.



Sledgers should be quick to join local snomo club

New this winter, Wisconsin has developed an expanded snowmobile trail funding system that requires sled owners to purchase a trail pass in addition to having a valid public use registration.

Annual trail passes will cost \$30 per snowmobile, but you can reduce that cost to \$10 per sled by joining a local snowmobile club affiliated with the Association of Wisconsin Snowmobile Clubs. As an example, a family membership will cost \$30 in the Sno-Eagles Snowmobile Club in Eagle River or \$25 in the Northern Lights Snowmobile Club in Three Lakes.



CASE STUDIES

Client: Alliant Energy

Project: Cedar Ridge Wind Farm Groundbreaking



Challenge

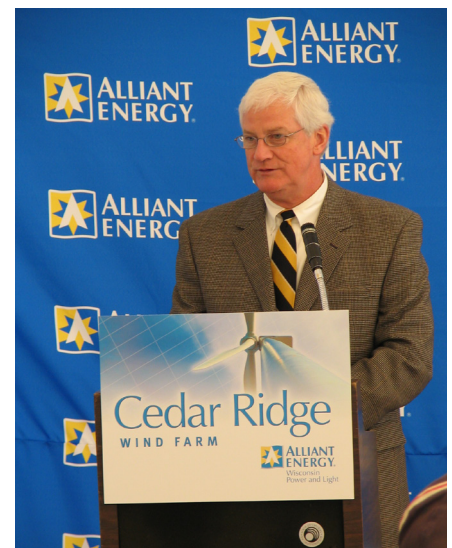
Drive message that Alliant Energy is a leader in renewable energy sources, as well as thank the communities of Eden, Wisconsin and Empire, Wisconsin for their cooperation in allowing Alliant Energy to build a 12.2-square mile wind farm containing 41 wind turbines that will produce enough energy to power at least 17,000 homes.

Solution

Invite media, residents and local department of natural resources (DNR) officials to a groundbreaking ceremony on the site of the wind farm; provide tours of the area with vans and a motorcoach; and host a luncheon at the community center with food provided by a local catering service.

Results

Support from the residents is further increased; DNR secretary says the wind farm will position Wisconsin to be a leader in alternative energy; and four newspapers, two radio stations and two television stations report positively on event.



CEO of Alliant Energy addresses crowd at multimedia event organized by PRW



CASE STUDIES

Client: Town of Windsor

Project: Time to become a VILLAGE

Challenge

The Town of Windsor, Wisconsin, planned to bring to referendum a vote to incorporate into a Village. The vote was slated for November 2015. They hired PRW Communications to assist with local media relations and public relations efforts (talking points, strategy). Windsor had experienced past challenges with nearby Village of DeForest, and feared voters would stay away from the polls in November due to some incorrect information being shared by local political leaders. PRW was tasked with getting the talking points out in the public and generate positive local news coverage regarding the future of Windsor.

Solution

Communications met with and media trained the town chairman to prepare for media outreach. We then coordinated and managed editorial board visits with local newspapers that in turn followed up with weekly coverage on all angles of the incorporation. PRW worked with the town chairman to draft a column for local newspapers as well. As the vote date neared TV media covered the story with visits to the town and interviewed landowners and town staff. PRW managed the outreach with local TV (NBC-15 and WISC-TV3) and provided reporters and photographers b-roll and interview opportunities as well as background materials.

Results

Voters took their opinions to the ballot box and the referendum passed with overwhelming support. After the votes were canvassed Windsor officially became a village on November 9, 2015.



CASE STUDIES

Client: Wisconsin Beer Distributors Association

Project: How Your Beer Got Here - Lambeau Field



Challenge

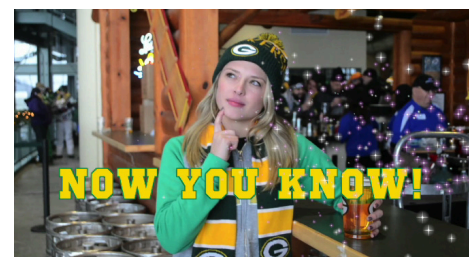
The Wisconsin Beer Distributors Association communicates regularly with legislative leaders on the importance of their services and the three-tier system in Wisconsin. One tool they use in their legislative visits is short videos that feature different levels of service throughout the state during specific times of the year. Highlighting the work and services provided to prepare for an NFL game day at Lambeau Field in Green Bay, Wisconsin, was one story that needed to be told so legislators and their staff can understand how important beer distributors are to Wisconsin and ultimately, "how their beer got to Lambeau Field".

Solution

PRW Communications provided video and audio services, script-writing and on-site interviews and b-roll for the video. We spent two days at Lambeau Field behind the scenes with a local distributor and captured their typical day loading in beer for the upcoming weekend when the Packers hosted the Atlanta Falcons. PRW also spent game-day on-site starting at 5:30 AM to capture all the sign installations and beer garden preparation in local bars and restaurants provided by local beer distributors. We then followed a beer distributor in the stadium and recorded his work and interaction with stadium officials and customers, keeping the beer flowing before, during and after the game.

Results

The video "How your beer got here: Lambeau Field" was shared with the legislators the following spring during legislative office visits at the Capitol in Madison, Wisconsin, and the video was posted to the WBDA website. The WBDA also showed the video during their national annual conference in Washington DC, and the video won a "Hermes Gold Award" for video production and communication strategies.





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