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Issue Date: Daily Dog - April 4, 2011

SEARCH

- Home
- PR Opinions & Issues
- PR Trend Watch
- PR Biz Update
- PR Agency News
- PR People
- New Tools & Tech
- Winning PR
- The Leading Edge
- The 'Dog Blogs
- Free White Paper Library
- Measurement Directory

Bulldog Reporter's
PR

Revive Wins Four Awards for Excellence in Public Relations

Santa Barbara-based **Revive** (www.revivepr.com), a national public relations firm specializing in Health Services and Healthy Living, has learned that it is the recipient of awards for excellence in health care PR from two leading industry organizations.

Last week, the **Healthcare Public Relations and Marketing Association of Southern California** (HPRMA) recognized Revive for its community relations and crisis communications campaign work at its annual Golden Advocate Awards luncheon. The company received Gold awards for campaign work for Stellaris Health Network and Hartford Healthcare, and a Silver award for an educational report prepared for Hawai'i Pacific Health. The HPRMA is an affiliate of the **Society for Healthcare Strategy and Marketing Development** (SHSMD), the nation's largest association of hospital strategists and marketers.

Revive also received accolades from *The Holmes Report*, a leading PR industry trade publication whose SABRE Awards honor exceptional campaign work. Revive is a finalist for a Gold and a Silver SABRE award in the categories of Issues Management and Healthcare Providers, respectively. Winners will be announced in early May. The firm also garnered two Certificates of Excellence in the categories of PR Agency Marketing for its 2010 **National Payor Survey** and in the category of Research and Writing for its work for **Hawai'i Pacific Health**.

The award announcements come on the heels of a period of rapid growth and recognition for the company. Revive recently released the results of its fifth annual National Payor Survey, which provides insights into the changes hospital executives have seen in payor contracting during the last year. (Complete survey results are available at www.revivepr.com.) *O'Dwyers* named Revive the fastest growing PR agency in the country and among the top 15 health care PR firms in the nation based on revenue. Later this month, the firm will open its second office in Nashville, Tenn., with five new professionals.

THE MEASUREMENT MINUTE

Three Ways Measurement Can Drive Larger PR Budgets
Bonus: A look at one of the biggest mistakes PR professionals make when seeking expanded budgets



By CEO Kristin Jones, *Wallop! OnDemand*

Unfortunately, 42 percent (42%) of PR professionals have recently experienced budget cuts and the reductions were significant, according to the [2011 PR Budget Trends and Expectations Report](#). Despite recent cuts, however, the study, which collected more than 200 survey responses from PR professionals in North America, revealed that relief from constant cuts may be in sight. Call it a sign of an improving economy, or the result of budgets already being trimmed to the bare minimum, but the majority of PR professionals (81%) reported feeling fairly confident that they will escape further cuts. In fact, only about 12 percent (12%) of industry professionals said they expect to see additional budget cuts in the near future. With this in mind, protecting and growing PR budgets is a top priority. Regrettably, though, many PR pros are getting it all wrong. When it comes to requesting a budget increase, one of the most common mistakes PR professionals make is ...

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