

FOR IMMEDIATE RELEASE – April 13, 2011

NLMA wins 2 international communication awards

St. John's – The Newfoundland and Labrador Medical Association (NLMA) is a winner of the prestigious 2011 Gold Quill Award for excellence in business communication, presented by the International Association of Business Communicators (IABC). The NLMA captured an Award of Excellence for writing and an Award of Merit in the community relations category for their advertising and media relations campaign related to the shortage of physicians in the province.

For more than 35 years, IABC's annual Gold Quill Awards program has honored the best of the best in business communication, offering professional communicators an opportunity to have their work evaluated by expert judges. The winners represent excellence in organizational communication and their work plans serve as best practices for professional communicators across communication disciplines.

This year's competition was sponsored by Towers Watson and received nearly 900 entries from 26 countries. Of these, 100 were selected to receive awards – 34 Awards of Excellence, 65 Awards of Merit and one Student Award. The winners will be honored at the Gold Quill Awards gala dinner on June 13 at the IABC 2011 World Conference in San Diego, California.

“The Gold Quill Awards is one of the few opportunities for communicators to have their work recognized at a global level,” says Melissa Dark, ABC, chair of the 2011 Gold Quill Awards. “The awards recognize work done in the many and varied facets of the business communication profession, but in all areas it is primarily concerned with demonstrating how the communicator has added value to their business through strategic, innovatively-executed and thoroughly measured communication activity. As in previous years, this year we had entries from all across the world, in four different languages, from communicators all keen to see their work evaluated against the gold standard of IABC's awards program. Those who have won can be justly proud of having their work recognized at this international level.”

“This recognition is tremendously gratifying,” said Lynn Barter, ABC, Director of Communications and Public Affairs for the NLMA. “To have your work measure up to the high standards of IABC's Gold Quill program is very rewarding and something that our whole team can be proud of. I want to thank our creative agency, Waterwerks Communications, for all of their support and effort in executing our advertising campaign. I also want to congratulate my team, Jonathan Carpenter, whose work was recognized with the Award of Excellence in Writing, and Dawn Mason, who managed our website and ensured timely posting and distribution of materials throughout the campaign.”

The ‘Need More Doctors’ campaign was launched in the spring of 2010 after negotiations between the NLMA and the provincial government broke down. It featured print, radio, television and online advertising and was supported by a public information campaign highlighting the need for more physicians in critical areas of medicine in the province. The campaign was also recognized with three national communications awards, winning 2010 Silver Leaf Awards of Excellence in media relations, community relations and writing from IABC Canada. In addition, the advertising campaign won an ICE Award of Merit.

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The campaign materials may be viewed online on the NLMA website (www.nlma.nl.ca/public_info/ad_campaign).

The Gold Quill Award entries went through two rigorous rounds of judging by top senior communicators from around the world. The final selection was made by the Gold Quill Awards Blue Ribbon Panel of judges in March. To win the Gold Quill Awards, the NLMA competed with peers from 26 countries including: Australia, Belgium, Brazil, Canada, Hong Kong, Mexico, New Zealand, Netherlands, Philippines, Russia, Slovenia, South Africa, Switzerland, United Kingdom and the U.S.

Visit the Gold Quill Awards website (www.iabc.com/awards/gq) to see the complete list of this year's award winners. A select number of award-winning entries will be on display at the IABC 2011 World Conference.

The Gold Quill Award-winning case studies will be published in IABC's *Discovery*.

About IABC

The International Association of Business Communicators (IABC) is a global network of communication professionals committed to improving organizational effectiveness through strategic communication. Established in 1970, IABC serves more than 15,000 members in 80 countries. For more information, visit www.iabc.com.

About NLMA

A division of the Canadian Medical Association, the NLMA is a non-profit professional organization funded primarily by its members. As the voice of organized medicine in Newfoundland and Labrador since 1924, the NLMA supports and represents the views of physicians of the province with governments, the media and the general public. It also represents the clinical, political and economic interests of the medical profession and advocates on behalf of all patients in the province for a fair and equitable health care system.

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