

Pride of CASE V Awards 2009

TITLE: Half-Century of Effort by College Yields Traffic Signal

CATEGORY: 42. Excellence in News Writing

INSTITUTION: Earlham College

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INDIVIDUAL RESPONSIBLE: Mark Blackmon, Director of Media Relations

BUDGET: N/A

STAFF INVOLVED: Mark Blackmon, Director of Media Relations

EFFECTIVENESS: This piece was significantly effective in bringing this safety issue to light in Richmond and surrounding areas. The day after this story was released, our local daily, the *Palladium-Item*, ran the story as a 1-A full banner headline. Additionally, College President Douglas C. Bennett was asked to contribute an op-ed to the paper the following week, thanking residents for their contributions to the College's safety efforts. The independent student-run newspaper, the *Earlham Word*, also ran two stories and an editorial cartoon on the subject during the two weeks after it was released. Earlham seldom releases "local only" news, but since this issue has been looked at for several generations, its resolution has been felt quite keenly by alumni nationwide, who continue to view the story on our online Press Room.

ONLINE LOCATION: <http://pressroom.earlham.edu/articles/2009/02/after-nearly-half-century-effort-earlham-get-traffic-signal-entrance>