



DAVIES Wins Top 2005 PRISM Award for Community Relations Program

Santa Barbara, CA – DAVIES continues to add to its impressive collection of PR industry awards by capturing the Public Relations Society of America-Los Angeles 2005 PRISM Award for the top community relations program.

DAVIES was recognized for its work helping Cottage Hospital in Santa Barbara, California win city approval to rebuild the hospital to meet state-mandated seismic safety requirements. The PRISM is the highest award given by the Public Relations Society of America and DAVIES has won the top community relations award two of the last three years, as well as the top Crisis Communications Award in 2004 and 2005.

Cottage Hospital, like every other hospital in California, is required to meet the legally mandated seismic retrofit requirements as a result of the Northridge earthquake. The hospital is located in the middle of Santa Barbara, a city with a well-earned reputation as being the toughest community in California to secure development proposals.

A complete hospital rebuild was projected to take as long as 12 years, result in the closure of a city street, and create a new multi-level parking structure in a neighborhood with quaint bungalow cottages and single story homes. The City Planning Commission and the City Council made it clear that Cottage Hospital had to demonstrate substantial community support for their rebuild proposal.

DAVIES created a community relations program that leveraged Cottage Hospital's century-long commitment to the residents of Santa Barbara. Executing a carefully designed tactical plan that included direct mail, small group meetings, neighborhood meetings, media relations, and supporter identification and activation resulted in public hearings that were overflowing with supporters. DAVIES was successful in overcoming tenacious neighborhood opposition to help Cottage Hospital secure city approval in a timely manner and save millions of dollars in construction costs.

“Our community relations programs are based on sophisticated communication techniques that are designed to influence public opinion,” said John Davies, founder and CEO of DAVIES. “Getting through all the clutter with messages that resonate with target audiences is the key. There are always going to be opponents to any proposal, but our ability to identify and motivate audiences to become active supporters is the reason for our firm’s successful track record.”