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Waller & Company Takes Home Best of Show at 2009 Silver Links
PR Firm receives top honors, Award of Merit at the PRSA Tulsa Silver Link Awards

Tulsa, Okla. – Waller & Company Public Relations’ entry for the 2009 Tulsa Boat, Sport & Travel Show media relations campaign was recognized as “Best of Show” at this year’s Silver Link awards, sponsored by the Tulsa chapter of the Public Relations Society of America.

Waller & Company was retained to execute a media relations campaign to promote the 53rd Tulsa Boat Show, one of the nation’s largest recreational boating shows. The event earned more than 125 media hits and experienced only a 1 percent drop in attendance, bucking the national trend of a 5 to 60 percent decrease at similar events. Vendors and exhibitors reported better-than-expected sales and, in many cases, better sales than they had seen in several years.

Waller also received a Silver Link for the Tulsa Boat Show entry as well as an Award of Merit for its work on the “Tulsa Fix Our Streets” public affairs campaign. Waller was retained to manage all aspects of Fix Our Streets’ public relations strategies to educate voting-age Tulsa residents on the benefits of passing two separate propositions in the streets funding package.

Over a three-month period, Waller’s efforts helped move polling numbers for the second half of the needed “yes” vote by an unprecedented 30 polling points. On Nov. 4, both streets plan propositions were approved by 61 and 60 percent.

Waller & Company is a full-service public relations firm based in Tulsa, Okla. The Waller team partners with for-profit and non-profit clients to find creative and significant solutions to their communications needs.

Firm services include strategic PR planning and counseling, special events and grand openings, crisis and litigation communications, media training, publications and customer service training. Other specialized services include restaurant and hotel promotions, healthcare PR, travel writing, focus groups and secret shopping.