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Media 1 Wins Multiple Regional STC Awards In West Michigan and Minneapolis

GRAND HAVEN, Michigan, January 27, 2011—As a continuing mark of excellence, Media 1 has once again earned three regional awards in the annual competition for technical communication organized by the Society of Technical Communication (STC). Even better, this recognition comes from two different chapters of the STC—Twin Cities Community (Minneapolis/St. Paul) and West Michigan Shores.

“We are extremely proud of the high quality work we produce here at Media 1,” said Chris Willis, CEO and Media 1 founder. “These awards are not just another feather in our cap, but are an outward sign of the exceptional skill and talent we harness with big results for our clients.”

Peer reviewed by professionals from various industries within the local online technical communication community, the STC awards reflect outstanding achievements in online communication, technical art, and technical publications. These awards are given to projects that clearly and effectively present information to meet the needs of the intended audience.

This year Media 1 has garnered attention for three different entries with varying subject matter and course treatment—ranging from a course targeting agronomists to employees of licensed retail tobacco stores to the learning needs of an engineering community. The level of recognition for each of the three entries varied as well—with honors ranging from Awards of Merit to Excellence.

- The West Michigan Shores Chapter of the Society for Technical Communication (WMS-STC) gave an **Award of Excellence** for the computer-based training course, *State of Maine Blocking Underage Tobacco Sales “NO BUTS,”* for creatively training all retail employees of licensed retail tobacco stores in the State of Maine on preventing the sale of tobacco to minors. Developed by Media 1 for the State of Maine Department of the Attorney General, this course covered applicable laws, policies and procedures for keeping tobacco out of the hands of minors and leveraged existing NO BUTS educational materials.
- The WMS-STC also recognized the computer-based training course, *Rockwell Collins Critical Thinking in Engineering*, with an **Award of Merit**. Media 1 partnered with Rockwell Collins, a leader in communications and aviation electronics solutions for aerospace and defense companies, to develop this interactive online course tailored specifically to the learning needs of the Rockwell Collins engineering community. This course directly supported their educational needs for valuing critical thinking as part of planning programs and engineering projects.
- The Twin Cities Community Chapter gave an **Award of Merit** to the Purina Feed/Land O’Lakes course, *Calibrate™ Technologies Overview*, developed by Media 1. Designed for individuals working directly with dairy farms and farm co-ops—such as farm sales reps, nutritionists, agronomists, and forage advisors—this course introduces the fundamentals of the Calibrate Technologies™ program and the science behind it.

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“Media 1 has a long-standing tradition of rising to the top of the STC crowd, and we work hard to keep the bar high for our clients,” said Harrison Withers, Vice President of Operations. He noted that last year, Media 1 was also the proud recipient of awards from STC chapters in Boston, Houston, and San Diego. Between 1998 and 2010, the company has achieved an impressive list of over 70 awards—including two International Best of Show Awards—as part of its long history of excellence with the STC.

“A jury of our professional peers recognizing us is especially rewarding to us,” said Willis. “We have a strong focus on best practices and excellence in communication, but we also strive to make learning fun and engaging. These awards validate our commitment to both.”

About Media 1

Media 1 is an award-winning custom learning developer specializing in SharePoint™-based Social Learning Portals for onboarding, sales, and leadership. We help large companies with a distributed workforce get their people up to speed quickly and efficiently to meet strategic business goals. Our goal is to help your people succeed through learning—on their own and from each other.

Contact us to learn how.

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About Society for Technical Communication (STC)

STC is an individual membership organization dedicated to advancing the arts and sciences of technical communication and is the largest organization of its type in the world. Learn more about the West Michigan Shores Chapter of the Society for Technical Communication (WMS-STC) at <http://www.wms-stc.org/>. Learn more about the Twin Cities Community Chapter of STC at <http://stctc.org/index.php?category=Home>.

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