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Media 1 Wins International Online Communication Best of Show Award

GRAND HAVEN, Michigan, April 30, 2009—For the second year in a row, custom learning and performance consulting vendor Media 1 has won the International Best of Show award by the Society for Technical Communication in its International Online Communication Competition (IOCC). These awards reflect outstanding achievements in online communication and training, technical art, and technical publications.

The winning course, Lominger Interview Architect, is an online training tutorial developed to support the Lominger proprietary interviewing system. The international judges were generous in their praise. "The visual design is beautiful and consistent, and the language is crystal clear." As experts in adult learning theory and instructional design, these are the attributes Media 1 strives to achieve. In addition, the talented Media 1 production team provided outstanding graphics and design, bringing to life the language, content, and principles provided by the client subject matter experts and the Media 1 instructional design team.

One judge liked the course so much he wanted to take it himself, stating, "It provided useful insight into what makes a successful interview, not just for the target audience, but also for the interviewees."

To be eligible for the IOCC, an entry must first win in a regional chapter competition. Media 1 had the rare privilege of having three courses forwarded on from three separate regional competitions to the international level. Submissions in the online learning category were rated on organization and writing quality, visual design, usability, and overall instructional effectiveness. As stated by STC, award winners "clearly fulfill the intended purpose, possess superior quality, successfully integrate and organize content, and use the available media and technologies of the platform to the best advantage."

To the best of her knowledge, the IOCC competition chair believes that this is the first time the same entrant has ever been awarded the top honor two years running. Chris Willis, Media 1 CEO and founder said, "When she called me last month to share the news of our award, she joked about how they say lightning never strikes twice in the same place, but it seems that Media 1 has done just that!"

Media 1 has a long history of excellence within the STC competition. Between 1998 and 2009 the company has achieved an impressive list of 55 awards. "Being recognized at the highest level two years in a row by a jury of our professional peers is especially rewarding to us," says Chris Willis, Media 1 CEO and founder. "We have a strong focus on best practices and excellence in learning, but we also strive to make our courses fun and engaging. These awards validate our commitment to both."

International awardees will be honored at the 56th annual STC Technical Communication Summit on Monday, May 3, 2009 in Atlanta, Georgia. Harrison Withers, Production Director for Media 1 will be accepting the award

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About Media 1

For more than 16 years, Grand Haven-based Media 1 has been supporting the strategic business goals of large global organizations by developing innovative custom learning and performance solutions. With a focus on overall organizational goals, not one training course at a time, Media 1 develops innovative performance and training solutions for clients including Dematic, Hewlett-Packard, Meijer, Siemens, USF Holland, Steelcase, Waters Corporation and X-Rite. For more information, visit the Media 1 Web site at <http://www.media1.us>.

About Lominger, International

Founded in 1991 by Robert W. Eichinger, Ph.D. and Michael M. Lombardo, Ed.D., Lominger has built a global business of competency-based leadership development resources for individuals, teams, and organizations. Lominger's range of products and services, known as the LEADERSHIP ARCHITECT® Suite, are research-based, experience-tested, and internationally recognized tools that can be customized to fit any organization's culture or operating style.

In August 2006, Lominger joined the Korn/Ferry International family of companies. With more than 70 offices in 40 countries, Korn/Ferry is the premier global provider of talent management solutions, delivering an array of services that help clients to identify, deploy, develop, retain, and reward their talent. Learn more about Lominger, International at www.lominger.com.

To learn more about the Society for Technical Communication please visit www.stc.org

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