



AOE PORTFOLIO

PUBLIC & MEDIA RELATIONS

ABOUT AOE



With roots dating back to the early 1990s, Advancing Organizational Excellence (AOE) is an association management, event planning and marketing consulting firm with unique expertise in the design and construction industry.

Our 80-plus team members have experience in all aspects of business in this industry, ranging from strategic planning and operations to membership, marketing, certification, training, code advocacy and adoption and more.

AOE is committed to providing best-in-class services and putting our profits right back into the industries we serve. When you hire AOE, you invest in yourself, and you invest in your industry.

WHAT ARE PUBLIC AND MEDIA RELATIONS?

If you're not sure what the difference is between public relations (PR) and media relations, you're not alone. Changes in the media landscape have broadened the original role of PR so much that the industry has found it challenging to arrive at a new definition.

Originally, "PR" referred only to the activities of press agents who were hired by organizations to interact with traditional editors and journalists. As new forms of media developed, the definition was modernized to "a strategic communication process that builds mutually beneficial relationships between organizations and their publics," according to the Public Relations Society of America (PRSA).

Since many new platforms are inherently interactive, relationships between organizations and their publics could be said to underpin many marketing initiatives. A narrower definition, focusing squarely on the interactions between journalists and organizations, is now termed "media relations."

Media relations: *Mutually beneficial associations between publicists or public relations professionals and journalists as a condition for reaching audiences with messages of news or features of interest (publicity). The function includes both seeking publicity for an organization and responding to queries from journalists about the organization. Maintaining up-to-date lists of media contacts and a knowledge of media audience interests are critical to media relations.*

AOE often uses the term "PR" in its classic sense, referring to activities involving third-party press. This is for two reasons. First, we believe a large number of people in our industry still understand it this way. Second, by separating PR from other major marketing categories, each category can more easily receive dedicated attention in situations where it makes strategic sense.



THE BENEFITS OF A PR OR MEDIA RELATIONS CAMPAIGN

An advertisement will display your message, but a feature article in a top industry trade publication highlighting your organization's innovations speaks louder than any purchased medium. The keys to a successful public relations program are a keen sense of news, strong writing skills, an ability to communicate technical information in everyday language and relationships with industry editors and your audience. AOE can help assist every step of the way, from researching media calendars, identifying opportunities, creating pitch concepts, writing articles and getting them placed in the publications your audience reads.

Sometimes you may have a story that can't wait for an upcoming magazine issue. A media blitz for product releases, project updates or other urgent news will get your message out there quickly and effectively. Our team can coordinate and prepare for media interviews, conduct press conferences, and assemble press kits and fact sheets, ensuring your organization stays involved and informed.

The AOE Team has over 30 years of experience working with editors at publications throughout the architectural, engineering and construction industries, making us a valued partner in both generating placeable content and getting that content picked up by the most popular outlets.



CLIENTS FEATURED IN THIS PORTFOLIO

- [American Concrete Pavement Association \(ACPA\)](#)
- [Heidelberg Materials](#)
- [Graycor, Inc.](#)
- [International Grooving and Grinding Association \(IGGA\)](#)



Promotional Campaign

Concrete Pavement's Role in a Sustainable, Resilient Future

THE CLIENT

Founded in 1963, the American Concrete Pavement Association (ACPA) is the world's largest trade association that exclusively represents the interests of those involved with the design, construction, and preservation of concrete pavements.

PROJECT OVERVIEW

In 2023 at the World of Concrete, the ACPA officially launched a sustainability white paper titled "Concrete Pavement's Role in a Sustainable, Resilient Future."

Project Introduction Video

The white paper synthesizes research on concrete pavement's contributions to economic, environmental, and social sustainability. This effort was born out of a need to educate decision-makers who are involved in the placement and rehabilitation of roadway, highway, and airfield pavements as they are challenged to stay up to date on the evolving landscape of construction materials and their sustainable impact.

AOE compiled and designed the white paper, promoted the content via media outreach, and planned and executed a press conference at the World of Concrete.

The press conference was extremely well attended and led to the pickup of the white paper content in multiple outlets including an article series in ACPA's magazine, *Pavement Progress*. The media campaign resulted in requests for public speaking engagements throughout the industry. Members of regional and state groups have shared the materials developed, aiding in promotional efforts with legislators and public agencies such as the Department of Transportation.

This campaign won a Hermes Creative Strategic Campaign Platinum Award and an Award of Distinction from the Academy of Interactive & Visual Arts (AIVA) Communicator Awards in 2024, and a 2023 MarCom Awards Strategic Communications Platinum Award.





The Resilience Relationship

Any discussion of a material's sustainability must also include mention of its resilience. Sustainability and resilience work in tandem, with resilience forming the foundation of sustainability. While sustainable materials can be put to rest, resilient materials can be put to rest. In the past, it is important to recognize that every agency, municipality, city, and town are facing budget constraints and frequently make decisions based just on economic factors. To achieve sustainable, long-term road management success, decision makers must look for ways to simultaneously lower costs and lessen environmental impacts.

The importance of life cycle thinking has already been established, and one of the main evaluation tools is the life cycle cost analysis (LCCA). While LCCA is supported by the Federal Highway and Aviation Administrations (FHWA and FAA, respectively) and commonly used across the country by state departments of transportation (DOTs), it is not utilized everywhere for all pavement type selections. Additionally, in locations where there is minimal data on concrete pavements the LCCA results are frequently heavily biased. In these cases, the best way to improve the economic side of sustainability is to recognize the benefits of industry competition.

Intra-industry competition is competition between firms that pave with the same materials. DOTs and municipalities can use intra-industry competition to maximize their budgets. When they use both asphalt and concrete pavements, they lower their pavement construction costs due to bringing additional contractors as well as additional suppliers (e.g. a second level of competition) into the supply chain that would not otherwise occur.

According to the Massachusetts Institute of Technology Concrete Sustainability Hub (MIT CSUH), state agencies that have sustained a consistent, competitive pavement market that uses both asphalt and concrete pavements for many years, pay lower unit prices for all paving materials. Their findings, illustrated in Figure 7 show that states with the highest level of competition have unit prices that are 20% lower for concrete, and 15% for asphalt.

Section Two: Economic Sustainability and the Role of Robust Materials Competition

Figure 6: Illustration of the multiple levels of competition that exist for paving materials. Intra-industry competition is competition between firms that pave with the same materials. Inter-industry competition is competition between firms that pave with different materials.

Figure 7: Illustration of the multiple levels of competition that exist for paving materials. Intra-industry competition is competition between firms that pave with the same materials. Inter-industry competition is competition between firms that pave with different materials.

Contractor competition does not ensure competition takes place at all levels of the supply chain.

Readings to Carbon Neutrality

Concrete is a carbon-intensive material. However, it is also a durable material that can last for decades. This durability is one of its key strengths. Concrete's long life span reduces the need for frequent replacement, which in turn reduces the carbon footprint of the material. Concrete's low maintenance requirements also contribute to its sustainability. Concrete's ability to be recycled at the end of its life span further enhances its sustainability. Concrete's low embodied carbon footprint is another key strength. Concrete's low embodied carbon footprint is another key strength. Concrete's low embodied carbon footprint is another key strength.

The Importance of Life Cycle Thinking

Life cycle thinking is a holistic approach to sustainability that considers the entire life span of a product or service. It takes into account the environmental, social, and economic impacts of a product or service at every stage of its life span. Life cycle thinking is a holistic approach to sustainability that considers the entire life span of a product or service. It takes into account the environmental, social, and economic impacts of a product or service at every stage of its life span. Life cycle thinking is a holistic approach to sustainability that considers the entire life span of a product or service. It takes into account the environmental, social, and economic impacts of a product or service at every stage of its life span.

Inter-Industry Competition Lowers Unit Costs

Inter-industry competition is competition between firms that pave with different materials. This competition can lead to lower unit costs for all paving materials. Inter-industry competition is competition between firms that pave with different materials. This competition can lead to lower unit costs for all paving materials. Inter-industry competition is competition between firms that pave with different materials. This competition can lead to lower unit costs for all paving materials.

Use Phase Impacts

Use phase impacts are the environmental, social, and economic impacts of a product or service during its life span. Use phase impacts are the environmental, social, and economic impacts of a product or service during its life span. Use phase impacts are the environmental, social, and economic impacts of a product or service during its life span.

The Role of EPDs in Sustainability

Environmental Product Declarations (EPDs) are a key tool for measuring and communicating the environmental impacts of a product or service. EPDs are a key tool for measuring and communicating the environmental impacts of a product or service. EPDs are a key tool for measuring and communicating the environmental impacts of a product or service.

Maximizing Radiative Forcing Impacts

Radiative forcing is a key factor in climate change. Radiative forcing is a key factor in climate change. Radiative forcing is a key factor in climate change. Radiative forcing is a key factor in climate change. Radiative forcing is a key factor in climate change.

Section Five: Conclusion

Concrete is a sustainable material. Concrete is a sustainable material. Concrete is a sustainable material. Concrete is a sustainable material. Concrete is a sustainable material. Concrete is a sustainable material. Concrete is a sustainable material. Concrete is a sustainable material. Concrete is a sustainable material. Concrete is a sustainable material.

PICKUPS INCLUDE:

- [Construction Equipment Guide](#)
- [For Construction Pros](#)
- [Roads and Bridges](#)
- [Airport Improvement](#)
- [Construction Superintendent](#)
- [Iron Pros](#)
- [Compact Equipment](#)
- [Concrete Contractor](#)
- [Concrete Products](#)
- [Concrete Smart Brief](#)
- [Civil and Structural Engineer Media](#)
- Association Publication Series – [Spring 2023](#), [Summer 2023](#), [Fall 2023](#)

“ACPA could not be happier with the results of the white paper campaign. AOE’s ability to help us take technical information and formulate an industry response was essential to meet the requests of the agencies we serve. This campaign is opening doors for us to educate our key audiences about cost-effective, sustainable pavement solutions.

LAURA O’NEILL KAUMO
President and CEO, ACPA



Promotional Campaign

Cement Plant Opening

THE CLIENT

Heidelberg Materials North America is a leading supplier of cement, aggregates, ready mixed concrete and asphalt with more than 450 locations and approximately 9,000 employees.

PROJECT OVERVIEW

Strategic communications were required when Heidelberg Materials celebrated the opening of its new cement plant in Mitchell, Indiana. As the second-largest cement plant in North America, costing more than US\$600 million and having a capacity of 2.4 million tonnes of cement per year, the state-of-the-art facility opened in 2023 as one of the most technologically advanced and sustainable ever built.

A complete media plan was executed with the goal of educating both customers and the general public on the plant's increase in production levels as well as its reduction in CO₂ emissions and energy consumption. A 12-month e-newsletter series, which covered the plant's construction progress, sustainability achievements and grand opening event, targeted the customer base. Four PR placements in the trade press and seven appearances of a press release focusing on the new packaging system communicated the new plant's value to the community, its contribution to reducing cement's carbon footprint and the ways in which it eased industry-wide construction supply chain challenges.

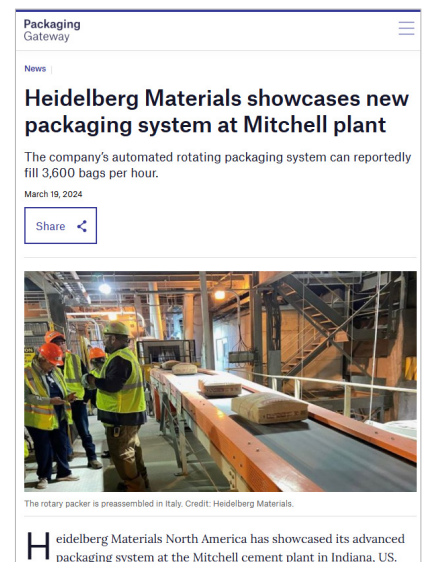
The campaign won a Hermes Creative Awards Gold Award.

PR PIECES:

- [International Cement Review](#)
- [Concrete InFocus](#)
- [World Cement](#)
- [For Construction Pros](#)

PRESS RELEASES ON PACKAGING SYSTEM:

- [World Cement](#)
- [International Cement Review](#)
- [Packaging Gateway](#)
- [Cement Optimized](#)
- [yahoo!finance](#)
- [Aggregates Business](#)



So glad we have AOE working with us on our PR activities. This is pure value in us getting so much coverage about our new brand, plant expansion and sustainability message.

LORI TIEFENTHALER

Sr. Director of Marketing, Heidelberg Materials



Promotional Campaign

Thought Leadership

THE CLIENT

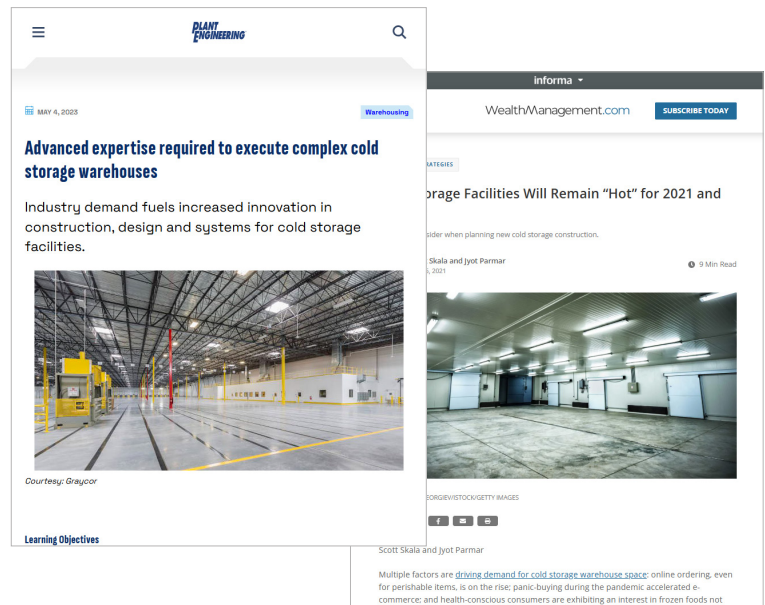
Graycor, Inc. is a leading provider of construction, maintenance and facilities services. The company was founded in 1921, giving it a long history of growth and a track record of completing challenging, high-profile projects.

PROJECT OVERVIEW

When the cold storage warehousing market experienced rapid, sustained growth, it created demand in one of Graycor's major business segments. AOE helped Graycor showcase its expertise using a regular cadence of thought leadership pieces in trade press publications that are read by the right decision-makers. This is an example of a strategy pursued over the course of several years, due to the long timeframes associated with capital planning and construction. PR pieces included four feature articles dedicated to the cold storage market and strategic references to that market in more general thought leadership articles produced by Graycor. AOE also compiled all cold storage content into eBook text for Graycor to use in its marketing.

PR PIECES:

- [Food Logistics](#)
- [Plant Engineering](#)
- [Wealth Management](#)



“

For over 20 years, I've been professionally associated with AOE, and throughout this period, we've increased visibility and engagement by consistently securing key positions in various industry-specific publications. These efforts have enabled our organization to reach diverse target audiences with our messaging. I recommend any firm looking to enhance their public relations, thought leadership and marketing efforts: Consider collaborating with AOE.

BRIAN GALLAGHER

Vice President, Corporate Development, Graycor, Inc.



Promotional Campaign

Pavement Preservation Success Story

THE CLIENT

The International Grooving & Grinding Association (IGGA) is a non-profit trade association committed to the development of the diamond grinding and grooving process for pavements constructed with portland cement concrete and asphalt. The association serves as the leading technical and promotional resource for the acceptance and proper use of diamond grinding and grooving as well as portland cement concrete preservation and restoration.

PROJECT OVERVIEW

AOE helped IGGA share the success story of Baytown, Texas, when that city used concrete pavement preservation techniques to restore its main street. The city's Public Works and Engineering Department saved 80% compared to initial cost estimates for repairing the road, so a marketing campaign with PR at its core was launched to communicate the process the city used and encourage other towns to use pavement preservation on their streets. Five appearances in third-party press were followed by IGGA marketing initiatives such as a [video interview](#) and a [branded case study](#).

PR PIECES:

- [For Construction Pros](#)
- [Concrete Contractor](#)
- [Texas Town & City](#)
- [Pavement Preservation Journal](#)



concrete pavement preservation (CPP) slashes repair costs
City of Baytown, Texas, Lowers Expected Price Tag by 80 Percent with CPP

CCP Techniques are Less Invasive, Low-Cost Alternatives to Full Concrete Replacement

WHEN THE CITY OF BAYTOWN, TEXAS, FACED RIDE QUALITY AND DRAINAGE ISSUES on a heavily traveled main street in 2015, the city's Public Works and Engineering Department needed to find a cost-effective repair strategy.

Installed in the 1960s, N. Main Street is a concrete road that serves as a major right-of-way, with two lanes in each direction as well as a turn lane. It also is a truck route that serves nearby industrial areas. The aggregate used in the original construction was river rock, an exceptionally hard material. Measurements from hardness tests on the aggregates were as high as the Mohs scale of mineral hardness; in comparison, diamonds measure a 10. Some of the roadway's ride quality issues were due to the wearing away of the cement paste layer and consequent exposure of the hard rock.

On the section of street in need of repair, pavement condition index (PCI) measurements averaged 43, with four sections being in the low 20s to mid-30s. The PCI scale is based on a 100-point range, with 0 representing the worst conditions and 100 representing the best. Reconstruction was considered, but with an estimated cost between \$12 million and \$13 million, the city didn't have adequate funding for a project of that scope. Said Kevin Harvill, assistant director of public works and engineering.

Through word of mouth, Harvill's team learned about concrete pavement preservation (CPP).

AN IDEAL CPP CANDIDATE

CPP is a non-overlay option that consists of engineered techniques to repair areas of distress in concrete pavement without changing its grade. It restores the pavement to a like-new condition, reducing the need for major, more costly repairs. By addressing the causes of pavement distress, CPP minimizes further deterioration and ensures continued durability for decades to come. In contrast, covering the distress with an asphalt overlay does not correct the root causes, allowing the distress to manifest again within a short time to typically become a larger, more expensive problem.

For a pavement to be a good candidate for CPP, it should show an adequate level of structural integrity. Prior to project inception, the extent and severity of distresses should be analyzed so proper repair methods can be determined. The types of deterioration to look for include poor ride quality, cracked slabs, corner breaks, joint pumping, faulting at transverse or longitudinal joints and joint sealant failures. For long-term repairs, chemistry problems such as alkali silica reaction (ASR) should not be present in the pavement.

"One of the keys to success on the N. Main Street project was the timely application of CPP treatments before the pavement deteriorated to the point where the repair cost would outweigh the benefits. CPP typically works best when applied before excessive cracking and spalling manifest due to long-term neglect," said John Roberts, executive director of the International Grooving & Grinding Association (IGGA).

12573 Route 9W • West Consoack, NY 12192 • www.igga.net • (518) 731-7450

DIAMOND GRINDING the extremely hard river rock aggregates originally used to construct N. Main Street proved to be especially challenging. "The combination of hard exposed aggregates, manholes and/or valve boxes to grind around, and intersections with cross slopes requiring daylight grinding made the project time-consuming. Plus, the location of the pavement within city limits made it desirable to create an aesthetically pleasing surface in addition to the goal of improving ride quality," said Sirek.

RESULTS: DRAMATICALLY LOW COSTS, SMOOTH PAVEMENT

The project was a success by all measures. Cost savings were enormous, with CPP treatments being completed for \$2.2 million—less than 20 percent of the cost of reconstruction—saving the city approximately \$10 million. PCI measurements improved to an average of 75 to 80. Not only were department officials pleased with the reliability of the finished road surface, but residents were as well.

For cities looking to stretch their budgets, achieve sustainability benchmarks and have high-quality concrete roads, CPP is a wise approach.

ABOUT IGGA
The International Grooving & Grinding Association (IGGA) is a non-profit trade association founded in 1972 by a group of dedicated industry professionals committed to the development of the diamond grinding and grooving process for surface construction on portland cement concrete and asphalt. In 1995, the IGGA joined in affiliation with the American Concrete Pavement Association (ACPA) to form what is now referred to as the Concrete Pavement Preservation Partnership (IGGA/ACPA CPP). The IGGA/ACPA CPP now serves as the lead industry organization and technical resource in the development and marketing of optimized pavement performance, concrete pavement restoration and pavement preservation around the world.

12573 Route 9W • West Consoack, NY 12192 • www.igga.net • (518) 731-7450





RECAP

AOE has been in the Public and Media Relations business for almost three decades and some of our team members have even a longer resume of industry experience. Whether you are needing to develop a press pitch, respond to media inquiries, or create a plan to promote a new product or service, our team of seasoned professionals can help you achieve success.

PUBLIC AND MEDIA RELATIONS SERVICES

- Pitch development
- Article and content writing
- Media coaching
- Press release development
- Event and press conference coordination
- Publication placement and coordination
- Crisis communications

NEXT STEPS

Thank you for taking the time to browse our portfolio of Public and media relations projects. If you would like to learn more about these projects, our approach or other projects we have worked on, please reach out to us! We appreciate the opportunity to share our work with you and look forward to answering any questions you may have about our offerings.

You can reach the AOE Team via email, our website or by phone:



You can also find us at:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[Spotify](#)

