

Celebrating 150 Years | 1861–2011

NewsRelease

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MEDIA CONTACT: GARY SOMERSET 202.512.1957, 202.355.3997 cell gsomerset@gpo.gov

GPO RECEIVES TOP HONORS FOR SOCIAL MEDIA INITIATIVES

WASHINGTON—The U.S. Government Printing Office (GPO) won two Ava Awards from the Association of Marketing and Communication Professionals (AMCP). GPO's Public Relations and Creative Services departments won a Platinum Award for the video production of Squeaks Discovers Type: GPO's First Comic Book. The video details GPO's process of creating and producing the comic book, which takes a unique approach to educate readers on the important role printing has played from the beginnings of civilization to today's digital world. GPO also won a Gold Award for the video production of Federal Register 2.0. With the help of the National Archives' Office of the Federal Register (OFR), GPO created a video explaining the new Federal Register 2.0 web site. GPO and OFR have worked together for 75 years to produce the Federal Register in both print and digital form, which provides the public with access to government information and federal regulations.

Link to Squeaks Discovers Type: GPO's First Comic Book video:
<http://www.youtube.com/watch?v=2poFHDbcTEw>

The comic book can be purchased at GPO's Bookstore:
<http://bookstore.gpo.gov/collections/squeaks-discovers-type.jsp>

Link to Federal Register 2.0 video: <http://www.youtube.com/watch?v=ADhP0KSmjkQ>

The Ava Awards are an international competition administered and judged by AMCP. The awards recognize outstanding work by creative professionals involved in the concept, writing, direction, shooting, and editing of audio-visual materials and programs. Entrants include video and film production companies, web developers, advertising agencies, public relations firms, corporate and government communication departments, producers, directors, editors, and shooters.

“These awards are an example of the exceptional production work GPO can offer our federal agency customers in using the latest social media tools to promote their mission. Both of these videos showcase the great work GPO employees and our colleagues at the Office of the Federal Register are doing to promote the workings of our government,” said Public Printer Bob Tapella. “I congratulate GPO's Public Relations, Creative Services and Publication and Information Sales teams for collaborating on these efforts and making the agency proud.”

The GPO is the federal government's primary centralized resource for gathering, cataloging, producing, providing, authenticating, and preserving published U.S. government information in all its forms. GPO is responsible for the production and distribution of information products and services for all three branches of the federal government. In addition to publication sales, GPO makes government information available at no cost to



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the public through GPO's Federal Digital System (www.fdsys.gov) and through partnerships with approximately 1,220 libraries nationwide participating in the Federal Depository Library Program. For more information, please visit www.gpo.gov. Follow GPO on Twitter <http://twitter.com/USGPO> and on YouTube <http://www.youtube.com/user/gpoprinter>.

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