

Martin Waymire wins Silver Anvil for Michigan EITC expansion campaign

PR industry's 'Pulitzer Prize' for nation's most outstanding communications campaigns marks sixth Silver Anvil for the Martin Waymire team

NEW YORK – Martin Waymire, a Lansing, Mich.-based, full-service public relations and digital marketing firm with a focus on public policy, won the nation's top award for public relations excellence, the Silver Anvil, at a ceremony Thursday night in New York City.

The firm was recognized by the Public Relations Society of America (PRSA) for its work with the Michigan EITC Coalition to expand the state's earned income tax credit (EITC) to a 30% match of the federal credit, alongside clients Michigan Future, Inc., the Michigan League for Public Policy and the Michigan Consensus Policy Project.

"We're proud of the role we played to help bring together this broad coalition of more than 230 leaders to support Michigan's working families," said Adam Bitely, vice president of public affairs for Martin Waymire. "This tax credit has long been embraced by legislators from both parties as a powerful tool to help lift families up and out of poverty. It had been cut more than a decade ago, and its restoration was often left on the back burner in the state legislature. With a steady drumbeat of messages in support of helping Michigan's working families, our coalition created the public pressure that was needed to make this a top priority for lawmakers."

The EITC provides a tax credit to low-income working households to help make ends meet, covering costs like childcare, school supplies, gas and auto repairs, and home necessities. In 2006, Michigan implemented a state match of the federal EITC to 20% of the federal credit. But in 2011, Michigan's EITC match was slashed to 6% in a series of severe budget cuts that year.

In 2022, Martin Waymire developed a strategic advocacy campaign that brought together a diverse, bipartisan coalition of nonprofits, business groups, religious and health organizations, and other stakeholders. The coalition's earned media efforts resulted in more than 3,000 Michigan media stories mentioning the EITC in 2023, a 617% increase from two years prior.

Reimbursement checks for the 2022 tax year were issued earlier this year, totaling an estimated \$385 million in additional support for Michigan's working families thanks to the expanded EITC.

"To receive national recognition is an honor, but more importantly, it's an indication of our success in driving meaningful, tangible change through our work," said Martin Waymire Partner Andie Poole, APR.

This is Martin Waymire's third Silver Anvil in the past six years. The company won a Silver Anvil in 2019 for its work on [Voters Not Politicians' Proposal 2](#), the grassroots, nonpartisan campaign to end partisan gerrymandering in Michigan, and in 2020 for its work on the [I Vaccinate campaign](#) encouraging parents to protect their children from vaccine-preventable diseases.