

2011 Totem Award Winners

Best of Show

PRR for Southeast Seattle In Motion for King County Metro Transit

People's Choice

Nyhus Communications for Partners in Preservation Seattle for the National Trust for Historic Preservation and American Express

Outstanding Young Professional

Lynsey Gilchrist of PRR for her leadership on SR532 Corridor Improvements Project for Washington State Dept. of Transportation

Public Relations Components

Print Advertising

Totem Award: The AGC of Washington for A Cut Above

External Publications – Magazines

Certificate of Excellence: Boeing for AERO Magazine

Emerging Technologies – Internet

Totem Award: Weber Shandwick for Army Strong Stories Blog

Emerging Technologies – Social Media

Totem Award: Duo PR for Sweet Preservation Campaign, Washington State Fruit Commission

Totem Award: Boeing Commercial Airplanes for Randy's Journal

Annual Reports

Certificate in Excellence: Colehour+Cohen for Northwest Energy Efficiency Alliance

Public Relations Comprehensive

Community Relations – Government

Totem Award: PRR for State Route 532 Corridor Improvement Project for the Washington State Dept. of Transportation

Totem Award: PRR for Slow Down or Pay Up Media Campaign for the Washington Traffic Safety

Totem Award: PRR for Southeast Seattle in Motion for King County Metro Transit

Totem Award: Washington State Dept. of Transportation and PRR for I-405 Benson Road South Bridge Removal

Certificate of Excellence: City of Covington for Clean Covington

Certificate of Excellence: City of Seattle for Reshaping Seattle's Waterfront

Community Relations – Associations/Non-Profit Organizations

Totem Award: Feary Group, for Seattle Children's Expansion

Totem Award: PRR for Clean Home Heating Program for Puget Sound Clean Air Agency

Totem Award: Weber Shandwick for Apollo Ohno and the Century Council

Totem Award: Nyhus Communications for Partners in Preservation Seattle for the National Trust for Historic Preservation and American Express

Institutional Programs – Business/Manufacturing

Totem Award: Edelman for Re-Energizing an Underground Technology for CIRI

Institutional Programs – Associations/Non-Profit Organizations

Totem Award: PRR for The Center for Pediatric Dentistry

Special Events and Observances of Seven or Fewer days – Business/Manufacturing

Totem Award: Boeing for We Are Airborne Today

Totem Award: Edelman for Xbox 360 at E3 2010

Totem Award: Hill & Knowlton for Changing Perceptions of Qualcomm Through its Annual Uplinq Conference

Totem Award: Weber Shandwick and GM Western Region for the Volt Unplugged Tour

Certificate of Excellence: Duo Public Relations for An Introduction to Sous Vide Cooking for Eades Appliance Technology LLC

Special Events and Observances of Seven or Fewer Days – Business Services

Totem Award: Duo Public Relations for Alki Spud Fish and Chips 75th Anniversary

Totem Award: Colehour+Cohen for Re-Energize Your Block National Night Out Events for Puget Sound Energy

Special Events and Observances of Seven or Fewer Days – Government

Certificate of Excellence: Colehour+Cohen for Green Holidays for King County EcoConsumer

Special Events and Observances of Eight or More Days – Government

Totem Award: Pierce County for U.S. Amateur Championship

Totem Award: Colehour+Cohen for WaterSense “We’re for Water” Road Trip for the U.S. EPA

Certificate of Excellence: City of Renton for Renton Heart Month – Passport to a Healthy Heart

Public Service – Government

Totem Award: City of Bellevue for the Stream Team Program

Public Service – Partnerships

Totem Award: Colehour+Cohen for 2010 Compost Days for Seattle Public Utilities

Marketing Communications – Consumer Products – Technology Products

Certificate of Excellence: Weber Shandwick for Liberating Entertainment Into a New Dimension for Samsung

Marketing Communications – Technology Products

Totem Award: Edelman for Microsoft Arctouch Mouse Launch

Totem Award: Colehour+Cohen for 2010 Compost Days for Seattle Public Utilities

Marketing Communications – Travel and Tourism

Certificate of Excellence: Seattle Southside Visitor Services for Military Reunion ConFAM Tour

Marketing Communications – Consumer Services

Totem Award: Tacoma Public Utilities for Know Your Power Energy Conservation Campaign

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Marketing Communications – Consumer Services – Healthcare

Totem Award: GA Creative/JayRay for St. Anthony's Hospital Campaign for the Franciscan Health System

Certificate of Excellence: Colehour+Cohen for Peninsula Cancer Center Launch

Marketing Communications – Business to Business

Totem Award: Publicis Consultants for Expanding the Green Trend to Biotechnology and Sustainable Soybean Farming