



## *2014 PRSA Puget Sound Totem Award Winners*

### **SPECIAL AWARDS**

#### **Outstanding Young Professional**

Jessica Blauert, Washington State Independent Auto Dealers Association

#### **Presidents' Choice**

REI, REI is No Longer "Return Everything Inc."

#### **Best of Show**

Curator, Domino's Introduces Pizza Theater

### **PUBLIC RELATIONS COMPONENTS**

#### **Speech Writing**

Certificate of Excellence: Seattle, King, Snohomish YWCA, 2013 YWCA Seattle Inspire Luncheon

#### **Video**

Certificate of Excellence: Bellevue School District, "About Us" Video

Certificate of Excellence: Office of Arts & Culture Seattle, Creative Advantage Video

Totem Award: Providence Health & Services, Gateway to the Future-An Epic Update

Totem Award: Weber Shandwick, INRIX Corporate Timeline Video: A History of Innovation

#### **For Graphic Illustration**

Certificate of Excellence: REI, REI in the Community: Caring for Outdoor Spaces

#### **Websites**

Certificate of Excellence: Weber Shandwick, Sharing the Army Strong Story in the Age of Mobile

Totem Award: Office of Arts & Culture Seattle, Langston Hughes Performing Arts Institute Website

#### **Electronic Publications**

Certificate of Excellence: Weber Shandwick, Expense Reporting in 5 Steps: The "Don't Wait to Fix It" Guide

#### **Social Media**

Totem Award: Weber Shandwick, ActivelyNorthwest.com Facebook page  
Totem Award: Colehour + Cohen, Team ENERGY STAR Social Media Campaign  
Totem Award: Weber Shandwick, ActivelyNorthwest.com Website

### **MultiCultural Communications**

Certificate of Excellence: T.D. Wang Advertising Group, Spanish Radio Public Service Announcement

### **Annual Reports**

Certificate of Excellence: Seattle, King, Snohomish YWCA, 2012 Annual Report  
Certificate of Excellence: Office of Arts & Culture Seattle, Annual Report  
Totem Award: Colehour + Cohen, NEEA 2012 Annual Report

### **Communications Plans**

Certificate of Excellence: Weber Shandwick, LifeWise Health Plan of Washington 2013 Integrated Plan  
Certificate of Excellence: Colehour + Cohen, NEEA 2012-2013 Reputation Plan

## **PUBLIC RELATIONS PROGRAMS**

### **Community Relations**

Certificate of Excellence: King County Facilities Management Division, Children and Family Justice Center Project Open House  
Certificate of Excellence: City of Covington, How the “Grinch” Brought Covington’s Community Spirit to Life  
Certificate of Excellence: T.D. Wang Advertising Group, Hispanic Community-based Educational Outreach  
Totem Award: Colehour + Cohen, Team ENERGY STAR 2013 Blogger Campaign  
Totem Award: Chelan County Public Utilities District, Conservation Makes Cents  
Totem Award: Colehour + Cohen, Find Your Frequency

### **Institutional Programs**

Totem Award: Curator, Safeco Insurance Helps People LiveLifeLocal  
Totem Award: Colehour + Cohen, NEEA Energy Forward “Are You Enough” Campaign  
Totem Award: REI, REI is No Longer “Return Everything Inc.”

### **Special Events & Observances**

Certificate of Excellence: Boeing Commercial Airplanes, Boeing Welcomes You to Miami  
Certificate of Excellence: Weber Shandwick, Microsoft Worldwide Partner Conference  
Certificate of Excellence: City of Covington, Reviving the Covington Days Festival  
Certificate of Excellence: PRR and City of Seattle, The Street Is Complete – Linden Ave N Project Completion

Certificate of Excellence: Weber Shandwick, Taking a Tech Detox: National Day of Unplugging

Totem Award: The Boeing Company, Go for Zero: A Safety Promise to Eliminate Workplace Injuries.

Totem Award: EnviroIssues and PRR, Bertha's Pre-Bore Dedication Event

Totem Award: Washington State Independent Auto Dealers Association, WSIADA 2013 Annual Convention

Totem Award: ProQuest, ProQuest 75<sup>th</sup> Microfilm Anniversary Celebration

### **Public Service**

Certificate of Excellence: Weber Shandwick, Save It Seattle: Pledge to Stop Texting and Driving

Certificate of Excellence: Nyhus Communications, Cure HIV Awareness Campaign: From One to Many

Totem Award: Colehour + Cohen, Compost Days

Totem Award: PRR, Don't Drip and Drive – Fix That Leak!

Totem Award: Colehour + Cohen, Foodcycling

### **Marketing Communications**

Totem Award: Colehour + Cohen, The Great Race Home

Totem Award: Colehour + Cohen, Cadence Kickstart Public Relations Campaign

Totem Award: Colehour + Cohen, Re-Energized by Design

Totem Award: Curator, Domino's Introduces Pizza Theater

### **Multicultural Public Relations**

Certificate of Excellence: T.D. Wang Advertising Group, Smart911 Awareness Campaign

### **Reputation/Brand Management**

Totem Award: Office of Arts & Culture Seattle, Seattle Rebrand.