



PRSA

PRESENTS THE 81st ANNUAL

ANVIL AWARDS

*Honoring the Best in
PR and Communications*

May 15, 2025 • Edison Ballroom • New York City

Ray Day, APR, 2025 PRSA Chair

Vice Chair, Stagwell
Executive Chairman, Allison Worldwide

Ray Day is Vice Chair of Stagwell. His role supports the integration, innovation and growth of Stagwell's more than 70 global agencies, with a particular focus on communications, public relations, corporate affairs, reputation and directly serving as senior communications counsel for major clients around the world.

Day is a recognized voice and leader in communications and public relations. He joined Stagwell in February 2020 with more than three decades of experience and insights as a chief communications officer leading global communications teams, brands and agencies. He is well-known for expertise in reputation building, content creation, data and analytics, crisis readiness and recovery, and communications team development.

Before joining Stagwell, Day was IBM's Chief Communications Officer, leading the company's global Communications and Corporate Citizenship teams in more than 170 countries. His role included communications for all external and internal stakeholders.

Prior to IBM, Day was Group Vice President of Communications and served 28 years with Ford. His accomplishments include transforming Ford's communications model working with then-CEO Alan Mulally. This led to the biggest improvement ever in the company's corporate reputation and brand strength. He was cited as a key part the Ford transformation in the American Icon business book.

Day's global experience includes being based for four years in Europe, serving as head of Ford's European Public Affairs, living in both Germany and the UK.



Matthew Marcial, CAE, CMP

Chief Executive Officer
PRSA

Matthew Marcial is a dynamic executive with over 15 years of leadership in driving growth and innovation for trade and professional membership associations. He has successfully grown key business areas including membership, education and events, certifications, sales and marketing, and strategic partnerships. Most recently, he provided strategic consulting, delivering revenue and growth strategies to associations and nonprofits.

Matt served as Chief Executive Officer of the National Association of College Auxiliary Services, a professional trade association that supports the nonacademic segment of higher education. Prior to that, he held executive roles with The Institute of Internal Auditors (IIA), a 245,000+ member global association, as well as Meeting Professionals International (MPI), NAFA Fleet Management Association and the American Association of Clinical Endocrinologists.

He holds a Master of Business Administration from Florida International University and a bachelor's degree in business administration from Saint Leo University. He holds the Certified Association Executive (CAE) and Certified Meeting Professional (CMP) designations.

Association Forum and USAE honored Matt with their Forty Under 40 award. Matt is an active member and volunteer of the American Society of Association Executives (ASAE) and has spoken at several industry conferences across North America and globally.



Mike S. Gross, APR, Fellow PRSA

President, AKCG – Public Relations Counselors
Honor and Awards Committee Chair, 2019-2023

Mike Gross, APR, Fellow PRSA, is president at AKCG – Public Relations Counselors, and he supports the team by providing strategic planning, issues/crisis counseling and media relations leadership. During his previous five years at AKCG, he was vice president and account manager.

Prior to returning to the firm, Mike was senior vice president of a suburban Philadelphia public relations firm, where he led robust integrated communications programs for a variety of clients. Mike was responsible for maintaining client relationships and for developing new strategies for clients.

He has deep experience serving clients in the education, energy, healthcare and banking industries.

Mike has been instrumental in winning awards from the Philadelphia and New Jersey chapters of the Public Relations Society of America (PRSA) and from PRNews in the national NonProfit PR Awards competition. He led his team to win a Bronze Anvil, an esteemed national award from PRSA, as well as the “Best in Show” awards in PRSA Philadelphia’s Pepperpots Award program twice and PRSA New Jersey’s Pyramid Award program twice in the last five years. Mike is a past president of the Philadelphia chapter of PRSA.

He has also recently served as Chair of PRSA’s Mid-Atlantic district, which supports nine PRSA chapters across four states and Washington, D.C., and is the immediate past chair of PRSA’s Honors and Awards Committee. Mike received his Bachelor of Arts degree from Rowan University.



Jeff Wilson, APR

Vice President, Social Impact, Padilla
Honors and Awards Committee Member

Jeff Wilson serves as a vice president at Padilla, an integrated communications agency with seven offices across the country. He is a key member of the agency's Corporate Strategic Advisory (CSA) Practice, which provides strategic counsel on a range of corporate issues including community relations, employee engagement, crisis communications, investor relations and thought leadership.

Within the Practice, Jeff leads the Social Impact Consultancy, a team that specializes in diversity, equity and inclusion (DEI) communications, community engagement, corporate social responsibility (CSR), and sustainability, working across a variety of industries. He also is responsible for leading internal DEI and CSR initiatives across Padilla. He previously led Padilla's agency marketing team and previously served as chief of staff.

Jeff has been earned some of the major awards in the communications industry including PRSA Silver and Bronze Anvils and PRWeek awards, as well as Best in Show for the Virginia PR Awards, sponsored by PRSA Richmond. In 2023, he earned the Excellence in Public Relations Award from PRSA Richmond, the chapter's highest honor, which recognizes the extraordinary achievements of seasoned public relations practitioners working in the Greater Richmond metropolitan region.

He is actively involved in the community and with industry organizations, having served on the PRSA national board, as well as serving as president of PRSA Richmond and president of the Richmond Public Relations Foundation, the charitable arm of PRSA Richmond. He earned a bachelor's degree in journalism from the University of South Carolina and a master's degree in communications from the University of Georgia.



Anvil Awards Sponsors

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2025 Honors & Awards Committee

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The Anvil Awards have, for 81 years, symbolized the forging of public opinion. They have long been considered the icon of the profession and the benchmark of high performance in communications.

Silver Anvil Awards celebrate the best strategic communications campaigns of the year, as well as outstanding organizational excellence. They must meet the highest standards of performance in the profession.

Bronze Anvil Awards recognize outstanding communications tactics that contribute to the success of overall programs or campaigns.

PRSA

2025 Anvil Award Categories

Silver Anvil Strategic Campaign Awards

1. Community Relations

1A. Associations/Nonprofit Organizations

1B. Government

1C. Business

Includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. “Community” in this category refers to a specific geographic location or locations.

2. Content Marketing

2A. Associations/Government/Nonprofit Organizations

2B. Business to Business

2C. Business to Consumer

Programs that effectively demonstrate a strategic program that includes creating and distributing valuable content to attract, acquire, and engage target audience(s). Include examples and metrics.

3. Crisis Communications

Includes programs undertaken to deal with an unplanned event that required an immediate response.

4. Events and Observances

4A. More Than Seven Days

4AA. Associations/Government/Nonprofit Organizations

4AB. Business

4B. Seven Or Fewer Days

4BA. Associations/Government/Nonprofit Organizations

4BB. Business

Includes virtual or in-person programs or events, such as commemorations, observances, conferences, openings, yearlong anniversaries, celebrations or other special activities. Events that took place for longer than a one-week period should be entered in “4A. More Than Seven Days” and events occurring within a time span of one week should be entered in “4B. Seven Or Fewer Days.”

5. Financial Communications

Includes programs directed to shareowners, other investors and the investment community; includes communication programs related to decentralized currencies.

6. Global Communications

Includes any type of program, such as Reputation/Brand Management, Marketing or Events and Observances, that demonstrates effective global communications implemented in more than one country.

2025 Anvil Award Categories

7. Influencer Marketing

7A. Macro-Influencers

7B. Micro-Influencers

Macro-influencers: Celebrities, executives, bloggers, and journalists who have 10,000–1M followers. They have the highest topical relevance on the spectrum, with category-specific influence – such as lifestyle, fashion or business.

Micro-influencers: Everyday consumers or employees or industry experts who have 500–10,000 followers. They have the highest brand relevance and resonance on the spectrum of influencers, with influence driven by their personal experience and strength of relationship with their networks.

8. Integrated Communications

8A. Associations/Nonprofit Organizations

8B. Government

8C. Business to Business

8D. Consumer Products

8E. Consumer Services

Includes creative and effective integrated campaigns, along with other marketing or communications including paid, earned, shared and owned efforts. Demonstrate the meaningful PR/communications components and how they integrated with other disciplines.

9. Internal Communications

9A. Associations/Government/Nonprofit Organizations

9B. Business

Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

10. Issues Management

For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

11. Marketing

11A. Business to Business

11B. Consumer Products – Regional Focus

11C. Consumer Products – National/International Focus

11D. Consumer Services

Includes programs designed to introduce new products/services or promote existing products/services to a particular audience.

12. Most Effective Campaign on a \$5,000 to \$10,000 Budget

Effective campaign delivered within parameters of a limited budget. This does not include staff time and overhead.

13. Most Effective Campaign on a Shoestring Budget (\$5,000 or Less)

Successful campaign despite constraints of a small budget. This does not include staff time and overhead.

14. Most Effective Diversity, Equity and Inclusion (DEI) Campaign

Efforts devoted to promoting inclusivity and/or dismantle discrimination for racial, ethnic, religious or sexual orientation and gender differences.

2025 Anvil Award Categories

15. Climate Action & Environmental Sustainability

This honors excellence in energy efficiency, natural resources, programs and campaigns that limit greenhouse gas emissions, minimize waste and contamination, protect and restore ecosystems, and contribute to the adaptation to climate change.

16. Corporate Citizenship

This celebrates campaigns and programs that ignite individuals, technology, and partnerships to create positive impact for society at the local, national or international level; including but not limited to areas such as poverty, hunger, housing, health and well-being, climate, equity, education, and human rights.

17. Multicultural Public Relations

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

18. Public Affairs

Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.

19. Public Service

19A. Associations/Government/Nonprofit Organizations

19B. Business

19C. Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government) Includes programs that advance public understanding of societal issues, problems or concerns.

20. Reputation/Brand Management

20A. Associations/Government/Nonprofit Organizations

20B. Business

Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

Best of Silver Anvil

A Best of Silver Anvil Award recipient is selected from among the year's Silver Anvil Strategic Campaign Award winners. The Best of Silver Anvil winner represents the pinnacle of excellence in public relations programming and demonstrates public relations' strategic value and ability to drive critical business outcomes.

Silver Anvil Organizational Awards

1. Best In-House Team

1A. Associations/Nonprofit Organizations

1B. Government

1C. Business (Budget less than \$5M)

1D. Business (Budget of \$5M or More)

A public relations/public affairs/communications team that demonstrates excellence in public relations.

2025 Anvil Award Categories

2. Best Agency

2A. Best Boutique Agency (Revenue less than \$5M)

2B. Best Small Agency (Revenue \$5M - \$20M)

2C. Best Mid-Sized Agency (Revenue \$20M - \$75M)

2D. Best Large Agency (Revenue \$75M - \$200M)

2E. Best Mega Agency (Revenue Over \$200M)

An agency team that demonstrates excellence in public relations.

3. Best Solution Provider/Vendor

A PR/comms solution provider/vendor that demonstrates how its tool/platform is best in class and the meaningful impacts it has delivered for its clients and the industry.

3A. Media Monitoring

3B. AI-Automation Resource

3C. Media Database and Intelligence

3D. Analytics

4. Organization with the Most Impactful DEI Program

4A. Agency

4B. In-House

A team focused on shaping and implementing effective diversity, equity and inclusion initiatives for its organization or company. These meaningful efforts have led to a more supportive, rewarding working environment for all.

5. Best College/University Communications Program/Department

5A. Undergraduate Program

5B. Graduate Program

A college/university team that is best preparing the next generation of communication practitioners through an innovative curriculum, high standards for student success and placement assistance.

6. Best AI Integration and Digital Innovations

6A. In-House

6B. Agency

Demonstrate the exceptional creativity, effectiveness, and ingenuity in leveraging digital innovations, particularly Artificial Intelligence (AI), to revolutionize your organization's PR/comms strategies and results. Provide examples of the successful implementation of AI-driven technologies that have significantly enhanced visibility, engagement, efficiencies and overall PR performance.

2025 Anvil Award Categories

Bronze Anvil Tactical Awards

Paid:

1. Paid Promotion

Use of sponsorships, paid placements, or other marketing communications tactics that complement a broader public relations strategy or approach and generate exceptional ROI. These efforts should be targeted and strategic, and ultimately demonstrate a distinct purpose that aligns with the goals of an overview campaign or specific desired outcome.

Earned:

2. Media Relations

2A. Associations/ Nonprofit Organizations

2B. Government

2C. Business-To-Business

2D. Consumer Products

2DA. Non-Packaged Goods

2DB. Packaged Goods

2E. Consumer Services

Tactics, programs and events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, including media impact. Upload or provide YouTube/Vimeo links to any television or radio coverage. The Non-Packaged Goods subcategory refers to consumer products, such as clothing, appliances, furniture, etc. The Packaged Goods subcategory

refers to traditional consumer products sold in packages, such as food products, pet products, household goods, toiletries, cosmetics, etc.

3. Feature Stories

Feature articles that have been written by a practitioner and submitted and published through his/her efforts. Submit text of feature article, as well as documentation of publication and placement. The one-page summary should include target audience, measurable objectives and any documented results. Articles must be written in their entirety or substantively by the entrant, and not merely “pitched.”

4. Executive Communications

Positioning of an executive at any level across earned, owned, and share platforms. The one-page summary should include information about the executive and stated objectives, quantification of results as well as copies of significant placements, social media, posts or memos.

Shared:

5. Social Media

How did you use social media to tell a story or connect with an audience? Share screenshots of links to your work and provide detailed results focusing on engagement and conversions, where applicable.

5A. Single Channel Use

5B. Multichannel Use

2025 Anvil Award Categories

6. Influencer Marketing

Tactic that focuses on using paid spokespeople and key leaders to increase awareness and drive your brand's message to the larger market. Include details of achievements/benchmarks on how the spokesperson met/exceeded campaign goals.

7. Best Use of AI

Demonstrate how AI played a pivotal role in successfully driving or enhancing traditional tactical efforts within a campaign. Provide examples of tools used and results from their use.

7A. Direct Audience Engagement

7B. Media Relations

7C. Social Media

Owned:

8. Digital Platform

Did you launch or substantially enhance a digital platform? How was it launched and how much risk was involved in your marketing plan? What value did the end user receive and how did it specifically match goals? Include metrics and benchmarks. This entry can be completed by a vendor or the customer.

9. Data Insights

The use of data or research in a program to inform a communications strategy and/or message development. Demonstrate how the insights were acquired and applied.

10. Websites

Use of a website as part of a communications or content marketing program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites and how the site met or exceeded your communications benchmarks.

11. Non-Traditional Tactics

Innovative, unconventional, creative tactics or approaches used as part of a public relations program. Documentation of how the tactic specifically contributed to the measurable results of the campaign should be included in the one-page summary. (Photographic and/or video representation of any physical objects should be uploaded to be fully considered in this category.)

12. Annual Reports

Publications that report on an organization's annual performance. Upload a sample of one copy of the publication, along with a one-page summary.

2025 Anvil Award Categories

13. Blogs/Vlogs

Web-based journals, or blogs, that communicated to a target audience. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the story.

14. Newsletters

Publications – digital or print – designed, written and published/distributed periodically to provide brief and timely information to target audiences while supporting an organization’s overall objectives. Upload samples of three consecutive issues, along with a one-page summary including goals and results.

15. Single-Issue Publications

Single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Upload a sample of one copy of the publication along with the one-page summary including goals and results.

16. Magazines

Publications designed to provide in-depth information about an organization or topic on a regular basis (Print, digital only and both will be considered). Magazines typically differentiate from newsletters by the number of pages and length of articles. Upload samples of three consecutive issues along with the one-page summary including goals and results.

17. Video

Produced videos to inform target audiences of an event, brand, product, service, issue or organization. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

18. Branded Content

Use of content generation to promote a particular brand which funds the content’s production. Upload samples along with the one-page summary including goals and results.

19. Podcasts

How did you tell your story – was the purpose to teach or share? Was it intended for internal or external audiences and was there engagement on multiple platforms? Provide goals, results and listener feedback.

2025 Anvil Finalists

Aflac Incorporated with Ketchum, KWI Communications and RockOrange for From Awareness to Action: Aflac Wellness Matters Inspires Gen Z, Millennials and U.S. Hispanics to Prioritize Preventive Care



DOCTOR MIKE
VARSHAVSKI



DANIELLE
FISHEL



CAMILA
RAMÓN



Alexandria City Public Schools for Building the Plane While Flying: The Academies at Alexandria City High School

In 2018, with 3,800 high school students and projected growth, Alexandria City Public Schools (ACPS) began work to resolve capacity issues and redefine the high school experience. Comprehensive construction and educational design planning were underway. Then, the pandemic happened. Instructional leadership shifted to address hybrid learning. By 2023, the community could see the construction nearing completion. Educational design remained in early development. To address growing stakeholder curiosity, ACPS’ Department of School and Community Relations (SCR) was tasked with introducing the new instructional framework and campus as part of one connected high school – with no clear instructional plan in place.

Ally Financial with Tier One Partners for CONVERSATIONALLY: THE 2024 ALLY BLOG

Conversationally is Ally Financial’s new data-driven content hub, which replaced the brand’s legacy Do It Right blog. Tier One’s objective in creating content for Conversationally was to provide a resource to help consumers achieve their goals through engaging articles, quizzes, and videos that tie the right financial solution to someone’s life milestone. Another critical objective was to ensure Conversationally served as a valuable and measurable lead generation vehicle for Ally Financial and drove sign ups for its various products, including banking, investing, home mortgage, lending, and more, and has demonstrably contributed to new customer acquisition and growth.



AltFinance with Wilbron for Establishing America’s Leading Developer of Diverse Talent for the Finance Industry with Apollo, Goldman Sachs, and Wharton School of Business

AltFinance clearly understands that its mission is to drive more diversity in the finance industry. Their work with Wilbron, helped them unlock new levels of success by executing strategies that drove 30% increases to its student cohort size, and improving its career placement percentage by 5%. Wilbron’s strategies leveraged a \$100 million gift from Apollo, Ares Management, and Oaktree Capital Management to establish AltFinance, to create an engine for generational impact. Wilbron’s work defies a history of low representation of Blacks in finance, while working collaboratively with The Wharton School of Business and Goldman Sachs to deliver measurable change.



American Forces Network and Defense Media Activity for AFN Now® Modernization of Command Information Delivery

For more than 80 years, the American Forces Network (AFN) has delivered a "touch of home" to U.S. service members and families overseas. As audiences shifted to streaming options, AFN evolved, launching the AFN Now® streaming video app in 2023. The platform modernized the delivery of news, entertainment, and critical command information, replacing traditional commercials with mission-focused messaging. Now serving viewers in more than 170 countries with over 100,000 registered users and exceeding one million hours watched, AFN Now® keeps military communities connected to the news, entertainment, and mission-critical updates they rely on -- anytime, anywhere.



American Forces Network and Defense Media Activity for American Forces Network – A Legacy of Service, A Future of Innovation

The American Forces Network (AFN) team blends legacy and innovation, delivering vital news, entertainment, and mission-critical updates to military communities worldwide. Facing a dramatic budget cut, the team embraced digital transformation, expanding the AFN Now® platform to over 100,000 users in just one year -- while safeguarding essential services. Their agility and audience-first approach ensured continued impact across live radio, streaming, and digital platforms. AFN's commitment to serving those who serve demonstrates that, even as the media landscape evolves, their dedication to keeping military communities informed and connected never wavers.

American Forces Network and Defense Media Activity for Expanding Content and Digital Rights for the AFN Now® Audience

AFN Now® continued its rapid growth in 2024, expanding digital rights and engaging the American Forces Network (AFN) audience with exclusive coverage of the Olympic Games and the professional football season, blending in critical Command Information. As commercial streaming services saw a 24% decline in spending, AFN Now® bucked the trend, gaining traction with live NFL events and drawing more users to the platform. By tapping into shifting audience habits, AFN Now® delivered high-value content to military communities worldwide, ensuring they stayed connected to major sporting events -- no matter where duty called.



American Forces Network and Defense Media Activity for Delivering “A Touch of Home” through AFN Now®

Launched in 2023, AFN Now® revolutionized how military communities access news, entertainment, and essential updates. In 2024, the platform expanded digital rights, drawing over 100,000 registered users who watched more than a million hours of content across 170+ countries. Leveraging its global network of affiliates, the American Forces Network (AFN) grew its footprint while streaming services elsewhere saw spending decline. AFN Now® kept military audiences assigned around the world connected to home, proving that even in an evolving media landscape, a sense of community and continuity matters.



BEAR (BE A Resource... for CPS Kids) with FAR Public Relations for BEARing It All for Houston Children

BEAR (BE A Resource) is a non-profit organization that provides assistance to abused and neglected children and caseworkers who protect them in the greater Houston area. BEAR partnered with FAR Public Relations (FAR PR) to develop a strategic communications plan that would disseminate information and promote awareness of its programs in the greater Houston area. FAR PR worked with BEAR's communications team over one year to conduct research, strategize and align the organization's work with media and stakeholders. This campaign resulted in BEAR expanding its reach by over 200%, doubling its Instagram following, and elevating public understanding of their programs.



BIC with M Booth for BIC Intensity Pens Clic with TikTokers



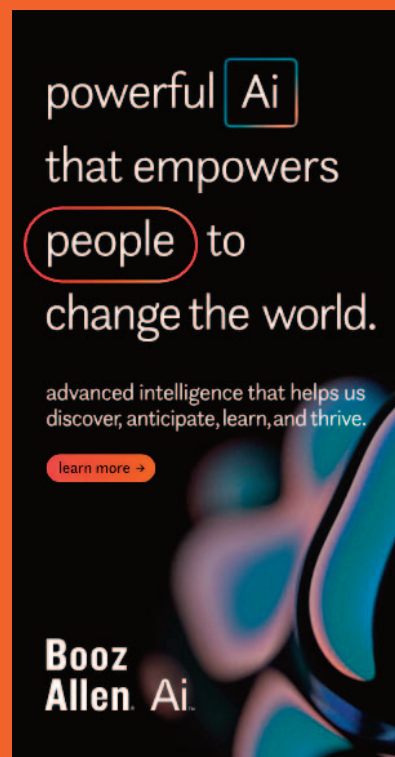
Boehringer Ingelheim & Eli Lilly Alliance with dna Communications for It Takes 2

35M+ adults in the U.S. have chronic kidney disease (CKD) but as many as 90% are undiagnosed. It Takes 2 underscores the importance of the two tests to diagnose CKD, especially among people at high risk including those living with type 2 diabetes or high blood pressure. Since launch, It Takes 2 has educated hundreds of thousands of patients and doctors via this omnichannel, dual-language program and driven 164.2K+ people to take action to learn more about early screening for CKD.



Bojangles with luquire for Boojangles: A Bone-Chilling Debut for Bo Bites – So Scary Good, They Put Other Nuggets to Rest

luquire and Bojangles summoned pure marketing magic with Boojangles, a one-night-only haunted drive-thru experience to launch all-new Bo Bites, which weren't just nuggets—they were hand-breaded bites so scary good, they put the competition's nuggets to rest. With eerie décor, a fright-filled nugget graveyard, and a killer promo code ("RIP-Nuggets"), we captivated Gen Z during their favorite holiday—Halloween. The results? 2.1B earned impressions, 3.5M social engagements, and a record-breaking 63% lift in offer redemptions. Embracing the spooky season and crafting a bold, bewitching campaign, Bojangles proved that sometimes, waiting to strike is the most wickedly strategic move of all.



Booz Allen with Prophecy and Landor for Booz Allen AI Campaign



Bospar for Bospar: The Politely Push*E Agency

Founded in 2015 as a fully remote PR agency, Bospar has redefined success with 216 accolades from top organizations like Adweek and Fast Company. In 2024, Bospar launched Push*E, an AI platform delivering real-time PR counsel, hailed by experts for its ground-breaking innovation. Named Fortune's #1 creative agency per capita, Bospar achieved \$14M in 2023 revenue, ranking 6th among San Francisco's LGBTQ-owned businesses. Major campaigns included boosting Paul Smith's College's enrollment and positioning SignalFire's AI insights globally. Committed to social advocacy, Bospar champions remote work's environmental benefits and civic engagement, exemplifying efficiency, creativity, and purpose-driven leadership.



BRACH'S and Great Wolf Lodge with Agency H5 for BRACH'S Unveils "Candy Corn Suite" for a Sweet Getaway at Great Wolf Lodge

BRACH'S, America's #1 Candy Corn brand, tapped Agency H5 to help the brand grow during the key Halloween sales period. The team established a likeminded partnership with Great Wolf Lodge and leaned into the cultural appeal of experiencing "Instagrammable moments" by creating the first-ever BRACH'S Candy Corn Suite. Available at Great Wolf Lodge for the fall/Halloween season, the immersive experience gave superfans of the iconic treat a chance to stay in a tri-colored oasis decked out in all things candy corn. The program exceeded expectations, generating millions of impressions, and driving relevance of both brands ahead of Halloween.



Buckner International for Even Stronger: Buckner Mexico's 15th Anniversary

In 2022, Buckner International, a nonprofit serving vulnerable children and families, engaged International Fundraising Consultancy to audit and assess its five international nongovernmental organizations (NGOs) in Latin America. The results showed Buckner Mexico was only funding 2.3% of its \$470,000 annual budget with Buckner International funding the rest. Using IFC's recommendations to increase fundraising, the Buckner communications team decided to leverage Buckner Mexico's 15th anniversary to increase brand awareness and engage key funding stakeholders during a three-day August 2023 celebration in Oaxaca, Mexico, including a gala, ribbon cutting, and milestone ceremony, supported by "Even Stronger," a strategic PR campaign.



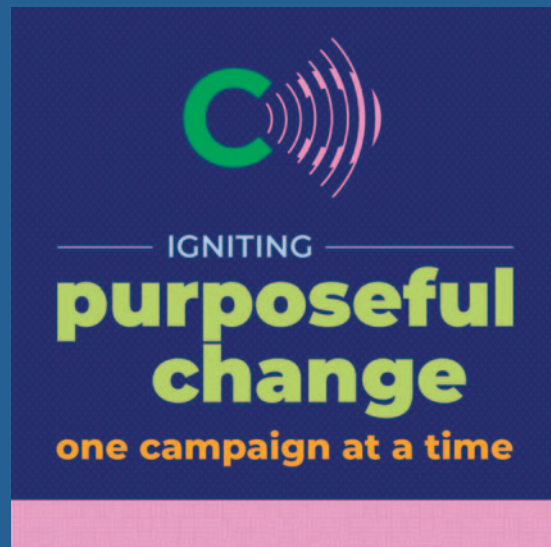
Butterball, LLC with Edelman for No Thaw, No Stress: Butterball's Cook from Frozen Turkey Transforms Thanksgiving

Butterball knew from its research that hosts want the Thanksgiving meal to be easier, and new hosts were hesitant to cook a whole turkey and considering changing up the “traditional meal”. In addition, the most fielded calls by Butterball's Turkey Talk-Line® experts were around thawing. As a solve, Butterball introduced the Cook from Frozen Premium Whole Turkey – eliminating the hassle of thawing while delivering a perfect, golden-brown centerpiece. The innovative product made national headlines, earning over 6 billion earned media impressions, becoming Butterball's most successful product launch campaign in company history.



Butterball, LLC with Edelman, VML and Propac for From Freezer to Feast: How Butterball Reinvented the Thanksgiving Turkey

Butterball knew from its research that hosts want the Thanksgiving meal to be easier, and new hosts were hesitant to cook a whole turkey and considering changing up the “traditional meal”. In addition, the most fielded calls by Butterball's Turkey Talk-Line® experts were around thawing. As a solve, Butterball introduced the Cook from Frozen Premium Whole Turkey – eliminating the hassle of thawing while delivering a perfect, golden-brown centerpiece. The innovative product boosted the seasonal turkey category growth by 51% and achieved 6+ billion earned media impressions, creating future demand from retailers and consumers, cementing nationwide distribution for 2025.



C+C for C+C: Best Mid-Sized Agency of the Year

C+C was founded in 2005 with a purpose: To help people and the planet, and a mission to “Do good work.” Today, we are a team of 120+, with employees in 16 states and three countries and offices in Seattle, Boston and Portland, dedicated to helping clients make the world a healthier, happier, more sustainable place to live. Our culture is built on putting people first, doing impactful work, and just flat out being there for our clients. In 2024 we continued to thrive, growing 21% and creating some of our best work ever.



Caltrain with CirclePoint for Caltrain Electrification Launch Party Weekend

During Caltrain's launch weekend on September 21-22, we partnered with over 20 cities to host celebrations in every community we serve, marking a historic milestone as we started electric service for the first time. Caltrain organized two large-scale events in San Mateo and Palo Alto, featuring over 25 community booths, local performances, and interactive exhibits. The events drew an incredible 17,000 attendees, showcasing strong regional enthusiasm and engagement. Through coordination with local governments, businesses, and community organizations, we created a memorable celebration that highlighted Caltrain's commitment to connectivity, sustainability, and public service.

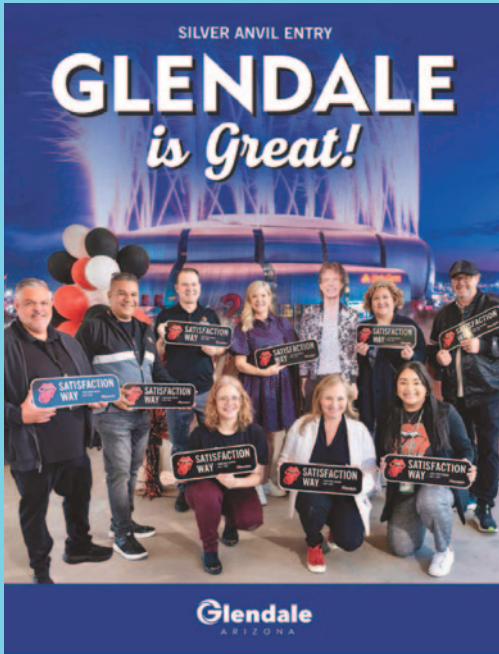
Citizens Financial Group for Team Citizens Scores a Ten (Year Milestone)

In the 10 years since Citizens Financial Group entered the public markets to a skeptical audience, it built its reputation on culture, client service, and balancing growth with risk management. Citizens’ in-house communications team shaped this narrative, aligning it with business strategy, navigating economic challenges, and positioning the company as an industry leader. By 2024, Citizens and its CEO led in share of voice, outpaced competitors in key regions, and earned praise for launching Citizens Private Bank amid a banking crisis. Awareness, reputation, and sentiment had peaked—it was time to recognize this best-in-class work.



City of Glendale, AZ for Swift City

When Taylor Swift launched her tour in Glendale, Arizona, the city captured global media attention and connected with fans worldwide by temporarily renaming itself “Swift City.” This bold initiative, driven by effective media relations, innovative event planning and niche marketing techniques, generated over \$82 million in publicity, reached an audience of 8.5 billion and sparked a global trend!



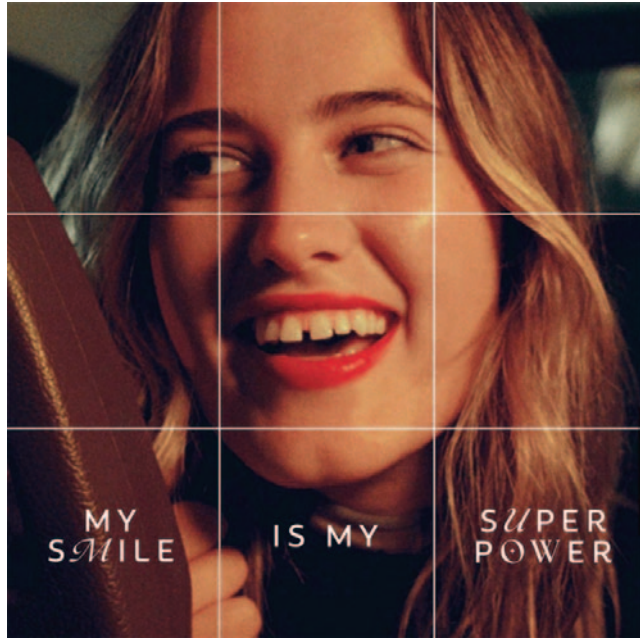
City of Glendale, AZ for Glendale is Great!

Over the past two years, Glendale’s Communications team has reached new heights, transforming our city’s image through bold, creative campaigns and strategic media outreach. We brought national attention to Glendale by renaming ourselves “Swift City” to welcome Taylor Swift’s record-breaking tour, managed 6,000 media representatives for Super Bowl LVII and produced award-winning videos for the NCAA Final Four. Our efforts drove a 399% increase in social media followers, achieved a successful bond election and earned national and regional awards, including Emmys. We’re proud to serve 250,000 residents and 2,000 employees while showcasing Glendale’s story on a global stage.



City of South Jordan for Pure SoJo: Overcoming “Toilet to Tap” to Pioneer Sustainability

Decades of skepticism over potable water reuse, driven by the “Toilet to Tap” narrative, have posed challenges to public acceptance. As drought threatens Utah’s water security, South Jordan launched Pure SoJo, the state’s first water purification demonstration facility of its kind, to redefine perceptions and expand resources. Phase 2 of the project culminated in the March 21, 2024, “First Taste” event, showcasing its innovation and safety. Years of strategic public relations and awareness efforts ensured the event’s success, preempting potential PR pitfalls and securing critical legislative support to advance this ground-breaking solution for a sustainable water future.



**Colgate with Burson, VML
and Starpower
for My Smile is My Superpower**



**Contact Lens Institute with McDougall
Communications for Gain & Retain:
New Insights Elevate Contact Lens
Prescribing**

Contact lens wear among U.S. vision corrected adults has hovered in the 10-13% range for decades. For every new patient who began wearing contacts, another would discontinue use, leading to stasis. The Contact Lens Institute, the non-profit trade association, previously determined that specific doctor and staff behaviors may contribute to how consumers consider obtaining contacts and continued wear. Seeking change, it undertook two unique research initiatives surrounding contact lens attraction and retention, supported by in-depth reports, partnerships, and industry media outreach. The result was widespread eye care professional awareness, high data and insights engagement, and elevated marketplace confidence.

**Contra Costa County Elections Division
with Brown-Miller Communications, Inc.
for We're an Open Book: Defending
Democracy by Building Trust in Elections**

With a polarized political climate steeped in mis- and disinformation, safeguarding the public's trust in the 2024 election was no small challenge. To combat rumors and conspiracy theories, the Contra Costa Elections Division jumped ahead of the problem with a year-long integrated communications campaign that drew on the best principles of public relations, marketing, education and community engagement to show voters they could trust their local elections. Despite a contentious national election and unprecedented attacks on election officials, Contra Costa County realized a 12% increase in trust in its local election system.



**Contra Costa County Elections
Division with Brown-Miller
Communications, Inc. for Show,
Don't Tell: Building Voter Trust in
a Polarized Era**

When the Contra Costa Elections Division began planning for the 2024 election, it was anything but business as usual. Rumors, lies, and misinformation had seriously undermined faith in elections. To reverse that trend, the Elections Division launched a preemptive and comprehensive year-long outreach and education campaign to show voters, the media and naysayers all it does to ensure safe elections. The far-reaching and innovative campaign not only maintained voter trust but increased it by 12% and empowered 45% of voters unsure whether to trust elections to form an informed opinion.





Cook Children's Health Care System for Saving Cook Children's Health Plan

In March 2024, Cook Children's Health Plan (CCHP), a not-for-profit Medicaid provider for 125,000 children and families in North Texas, faced a critical threat. The Texas Health and Human Services Commission (HHSC) unexpectedly denied CCHP's Medicaid contract renewal due to a flawed process. This decision jeopardized the health and well-being of thousands of children and threatened the very existence of CCHP. The challenges were significant, including communicating the complex intricacies of Medicaid policy, while navigating the impact of this unprecedented loss. The goal of this PR program is to reverse the state's decision and save CCHP.



Corporate One Federal Credit Union for Immediate Payments Insider

Corporate One Federal Credit Union's Immediate Payments Insider quarterly newsletter delivers the content of our Real-Time Payments Info Center directly to our subscribers' inboxes, ensuring they are kept up-to-date on the latest developments in the world of immediate payments. The newsletter delivers key insights on immediate payments, featuring a signature content piece, credit unions newly connected to the RTP network and FedNow Service, real-time payment network data, additional resources, quarterly payment stats, upcoming events, and industry news.



Cox Communications with Arketi Group for Cox Communications Enriches Rural America Through Digital Equity

Cox Communications partnered with Arketi Group to drive awareness and advocacy for high-speed internet expansion in rural areas. Together, the two launched a public affairs campaign leveraging survey research, media outreach, digital tactics, content syndication and strategic events to engage government and community leaders. The campaign sparked real momentum by securing 240+ media placements, 1,110+ syndicated articles reaching an audience of 135+ million and 200+ engaged government decision-makers. More than headlines, it also fueled Cox's expansion to 60,000+ unserved homes and helped secure \$72+ million in broadband grants - turning advocacy into action.



Crayola with Dentsu Creative for Crayola Campaign for Creativity

Developing creativity in children is immensely consequential. While it's celebrated, it's also at risk, as busy lifestyles can hinder our ability to nurture this vital skill. Crayola is elevating the importance of childhood creativity, which has been shown to help develop core life skills, predict career achievement, boost educational attainment and support well-being. Crayola worked with Dentsu Creative to develop and execute the Campaign for Creativity, an advocacy initiative which challenges conventional perceptions about creativity, igniting a new dialogue about the value of creativity and helping parents integrate more creative moments into their children's lives.

Danone North America with Weber Shandwick for Danone’s Industry-Leading Public Health Campaign to Reinforce Yogurt Benefits in America

Experts at Danone North America noticed evidence for yogurts’ potential to reduce the risk of type 2 diabetes. They petitioned the FDA to review the evidence, leading to the first-ever qualified health claim for yogurt. Danone’s goal was to give consumers an actionable way to reduce their risk of developing this disease and reaffirm Danone’s mission to bring health through food to as many people as possible and its position as the leader in the yogurt category. Weber Shandwick conducted earned media efforts that drove mass coverage and thought leadership for Danone to drive awareness and elevate the yogurt category.



Dayton Children’s Hospital for Focus News

In 2023, Dayton Children’s launched Focus News, a communication platform that’s intelligent, relevant and personalized content for 4,300 employees. The platform includes a desktop version, mobile app for staff to download on their smart phone and follow various “channels” that staff are interested in and has an email newsletter component. In less than one year, the team exceeded its goals by achieving 85% adoption and 18% of staff downloaded the app for this new platform.

Defense Information School and Defense Media Activity for Mobile Training Teams Provide Military Communication Training to International Partners

The DINFOS Mobile Training Team program used budget-conscious communication strategies to promote multicultural military communication training to international partners. Operating without a dedicated budget, DINFOS leveraged strategic word-of-mouth tactics, owned media and key partnerships to expand its reach globally. The program achieved success, increasing international events by 25% and maintaining satisfaction rates across seven countries on three continents. By developing culturally tailored training and addressing region-specific challenges, DINFOS enhanced cross-cultural strategic communication capabilities for military partners worldwide. This initiative demonstrates how effective communication strategies can overcome resource constraints, foster international cooperation and set new standards for defense public affairs training.





MOBILE TRAINING TEAM

The Mobile Training Team program expands the DINFOS mission to train and sustain professional military communicators around the globe. We take our highly skilled instructors out of the classroom and make them available to the Department of Defense community and its partners wherever they are, no matter their mission or experience. The MIT program offers virtual training via a variety of video conferencing platforms.

DINFOS specifically established the MIT program to address public affairs and visual information (PA/VI) skill gaps in the Fleet and Field, and build partner capacity internationally with our partners and allies overseas. Authority to conduct MITs in these three lines of effort comes from the DINFOS Charter (DDO 1140.48), which addresses our responsibility to train the Fleet and Field as well as federal agencies and international students.

Today, the program maintains three lines of effort:

- a specific, on-line training to directly meet a customer's training objectives and bridge PA/VI skill gaps. Training topics include, but are not limited to: public affairs fundamentals and tactics, writing, videography, photography, graphics, social media, and broadcasting;
- a Deployable MIT courses, such as the Intermediate Public Affairs Specialist Course;
- a International training built from the school's Public Affairs Communication Strategy Qualification Course and the Public Affairs Course for International Students.

FOR MORE INFORMATION
SCAN THE QR CODE





Delta Dental Insurance Company for Breaking the Silence: Menopause and Its Effect on Oral Health

Following the success from the first menopause & oral health survey in 2023, which found 84% of women 50+ didn’t know menopause impacts their oral health, Delta Dental distributed a follow-up study in September 2024. The primary age demographic was expanded to 40+ (1,500+ U.S. women) with the goal of understanding how both peri-/menopausal women experience oral health changes, communicate with dentists and how the transition has impacted work life. Secondly, a separate market research survey was distributed to dental professionals to understand how they communicate with menopausal patients to identify opportunities to bridge patient-provider communication gaps to improve healthcare outcomes.



Dennis Police Department (MA) and Town of Dennis with John Guilfoil Public Relations for Curbing Chaos: Communicating New Public Safety Initiatives at Cape Cod Beaches on July 4th

Since 2019, the Dennis Police Department on Cape Cod in Massachusetts has faced a serious, growing public safety concern on the Fourth of July at the town’s public beaches. In recent years, emergency service calls at the beaches have increased dramatically, seeing a 100% rise since 2019. This year, the department sought the services of John Guilfoil Public Relations to quickly and aggressively communicate their plans to implement new measures to address these issues. Their goal was to reach people beyond the Cape, throughout Massachusetts and New England, and it all had to be pulled off in about a week.



Denver Water for Tell me, why? Making a viral splash to save water

One of the communications pillars at Denver Water each year centers around summer watering rules. In 2024, the water provider for 1.5 million people in the Denver metro area decided to go big, but they could never have imagined how big it would become. The splashiest moment in the history of the organization started with a love of 90s pop music and ended with results beyond anyone’s wildest dreams. When “I Want It That Way,” became “I Water That Way,” an unforgettable summer began in Denver, all thanks to the Splashstreet Boys.

DHL Supply Chain for AB.NB. Podcast Exceeds Benchmarks and Celebrates 5-Season Milestone



Dr. Phillips Center for the Performing Arts for Dr. Phillips Center for the Performing Arts Ensures Success of New Winter Show in Time of Rising Inflation & Neighboring Competition

In Spring of 2024, Dr. Phillips Center for the Performing Arts (DPC), located in Orlando, FL, committed to co-producing a new show with Cirque Mechanics a part of its “Celebrate the Holidays” campaign. Because this show was a first-time production, the responsibility was on the arts center to cover costs, create marketing materials, reach breakeven budget and utilize all communication channels to sell the experience. Furthermore, this production was hosted on the front yard of the arts center, Seneff Arts Plaza, which posed logistical and infrastructure challenges that needed to be communicated.

Duke Energy for Hurricane Heroes: Duke Energy's Historic Response in the Wake of Helene



Elanco Animal Health with FleishmanHillard for Parvo is Poop: Best of Data & Insights

Deadly parvovirus spreads via dog feces and is devastating for veterinarians to treat and dog owners to experience. Parvo is crappy in every sense of the word. The “Parvo is Poop” campaign leveraged this truth – and the power of ‘poop’ - to stop veterinarians and pet owners in their tracks and drive action. Elanco drove veterinarians to purchase their Canine Parvovirus Monoclonal Antibody (CPMA), generating a 39% sales lift and saving thousands of puppies’ lives. Dog owners visited Elanco’s new ParvoTrack for virus outbreaks, alerts and to search veterinarians who stock CPMA. ParvoTrack data fueled earned media and sales leads.



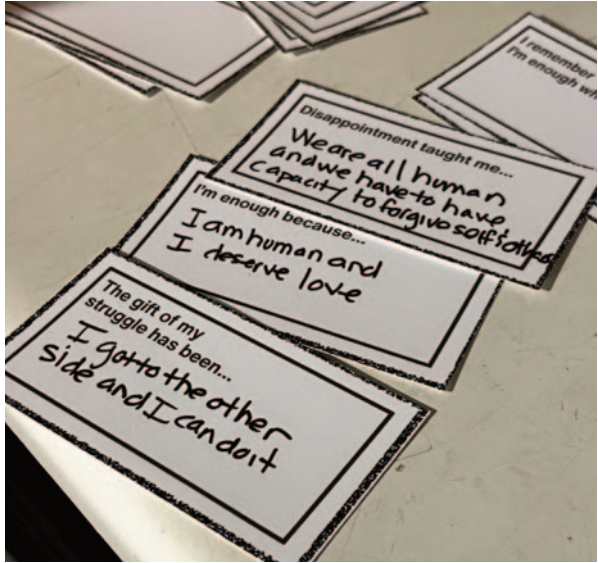
Elanco Animal Health with FleishmanHillard for Parvo is Poop: Best of Public Service

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Electronic Arts with Curley & Pynn for Empowering Students to Get in the Game with Electronic Arts

Curley & Pynn supported Electronic Arts' Orlando studio in expanding its Get in the Game STEAM Camp for women and non-binary students. This program, aimed at increasing diversity in the video game workforce, provides high school students with hands-on coding experience and mentorship. Through research, direct outreach and effective communication strategies, all objectives were met or exceeded. Curley & Pynn secured a record-breaking 57 student applications, a 100% satisfaction rate from participants and achieved 75% alumni participation. The camp’s success was also highlighted by positive feedback, with seven students expressing strong interest in pursuing future careers at EA.



Emory University for Reframes: Discovering the Possible

In February 2024, Emory University launched the Reframes: Discovering the Possible campaign to combat the alarming trends associated with loneliness and toxic perfectionism on college campuses. The Reframes campaign was developed and implemented by communications professionals and campus well-being experts to raise awareness about toxic perfectionism, normalize failure, foster a campus culture of empathy and belonging, support students in developing intrapersonal reframing skills, and empower students to define success on their terms.



Endo, Inc. with EvolveMKD for Tackling Viking's Disease with John Elway



Every Mother Counts and Ingeborg Initiatives with The Peacock Group for Every Mother Counts - Bentonville Film Festival

Founded in 2010 by Christy Turlington Burns, Every Mother Counts (EMC) is a nonprofit dedicated to making pregnancy and childbirth safe for all. Its Giving Birth in America docuseries highlights maternal health challenges. With Arkansas having the highest maternal mortality rate, EMC focused its next film there. In 2023, EMC partnered with The Peacock Group to premiere Giving Birth in America: Arkansas at the Bentonville Film Festival. TPG led a two-part event, including a private luncheon with maternal health advocates and a film screening followed by a talkback with experts to drive awareness and policy engagement.



EvolveMKD for EvolveMKD

EvolveMKD is a public relations and digital marketing agency that was founded in 2014 by Megan Driscoll. Our industry network is "R.E.A.L." - relationship-based, engaged, authentic, and comprised of industry leaders. We tap into this network to radically commercialize the PR process, connect the physician customer to the consumer, and work silo-free both internally and externally. We specialize in public relations, digital marketing, social media, creative asset development and KOL, celebrity & influencer relations. We are 100% female owned and founded. Our leadership team has more than 50 years of collective industry and agency experience.



Father Joe’s Villages with Mixte Communications for Sharing Father Joe’s Villages’ solutions to solving homelessness

Despite the increasing need, San Diego’s largest homeless services provider, Father Joe’s Villages, continues what it does best – helping homeless neighbors get off the streets. But it’s also an increasingly competitive space for donations and government contracts. In 2024, the nonprofit challenged Mixte to elevate its media strategy to increase stories that share its work to ensure funding and contracts grow to meet the demand.

Florida Power & Light Company with rbb Communications for FPL surprises and honors Florida’s heroes with holiday makeovers



Fullintel for From Human Precision to AI Evolution: Redefining Media Intelligence

Fullintel’s AI-powered media intelligence platform merges automation with human expertise to redefine media monitoring and PR measurement. Built on client research and industry collaboration, Fullintel developed a hybrid AI-human system that ensures accuracy, eliminates inefficiencies, and enhances decision-making for PR professionals. By processing billions of media records, implementing Predictive AI, and leveraging human-validated insights, Fullintel provides real-time, contextually relevant intelligence. The result: faster crisis response, reduced manual workload, and AI-enhanced message dissemination. This innovation sets a new industry benchmark, proving that the future of PR intelligence lies in the synergy of human precision and AI evolution.



Garver for Recruiting 4th Graders for Engineering Careers

To combat a national shortage of engineering graduates, engineering firm Garver utilized Engineers Week (EWeek) to tackle the talent gap and raise awareness of the industry — by recruiting 4th graders! During EWeek 2024, engineers from Garver visited elementary schools to spark an interest in engineering through interactive, STEM-focused activities. Garver’s Public Relation Team executed a dynamic, multi-faceted campaign showcasing the firm’s engineers and philanthropic efforts, while also underscoring the importance of cultivating future engineers. The campaign achieved widespread impact, with hundreds of engineers visiting schools nationwide and garnering extensive media coverage during a one-week timeframe.



Genentech with Syneos Health Communications for Putting Ableism in the Spotlight with a First-of-its-Kind Musical

Genentech makes a treatment for spinal muscular atrophy (SMA), which is a rare, progressive neuromuscular disease, but the company knows that making medicines is just one part of their responsibility to the SMA community. That led to the big idea — Most Likely Not To... — a first-of-its-kind musical written and performed by the SMA community that uses subversive satire, sharp wit and show-stopping songs to convey a fresh and startling look at life with a disability that's relevant to everyone.



Gilead with uncapped communications for The Adventure Jar: A Story of Magic for Families Living with MBC



Global Life Technologies with rbb Communications and Stripe Theory for Influencing Wellness: How Creators Drove Nozin's Gen Z Breakthrough

Nozin® Nasal Sanitizer® needed to reach a new audience—health-conscious Gen Z consumers—during a slow summer sales season. With nurse influencers as the credibility anchor, we crafted an educational, engaging influencer campaign that leveraged TikTok and Instagram to highlight the nose's role in infection prevention. By tapping into trending formats, trusted creators, and a summer travel surge, we turned skepticism into sales. The results? A 53% increase in summer sales, 2.23M+ impressions, and 16.5K+ link clicks—surpassing every goal. This campaign proved the power of influencer trust and social media storytelling in reshaping consumer behavior.



GoHealth Urgent Care with Berg & Associates LLC for Helping GoHealth Urgent Care become a trusted neighborhood expert

Gregory FCA for Gregory FCA: Setting the Standard for AI-Driven PR Innovation

Gregory FCA, a top public relations firm, has redefined PR through AI integration. Since launching its AI platform in 2021, the agency has embedded AI into operations, boosting efficiency, client retention, and employee engagement. Its Write Release tool and AI training programs have driven a 10.2% productivity increase, 31% lower client churn, and 54% reduced turnover. Through newsletters, podcasts, and industry leadership, Gregory FCA advocates for AI adoption in PR. Recognized for its innovation, the firm sets a new industry benchmark, proving how AI-powered tools and training can enhance creativity, responsiveness, and measurable business success.



Hawai'i Visitors and Convention Bureau with FINN Partners for From Crisis to Comeback: Rebuilding Maui Tourism After Deadly Wildfires

Following the devastating Lahaina wildfires in August 2023, Maui's economy faced collapse as tourism plummeted by 70%, leaving thousands unemployed and businesses in peril. To address this crisis while respecting grieving residents, the Hawai'i Visitors and Convention Bureau launched the "Mālama Maui" campaign, promoting mindful tourism rooted in the Hawaiian value of mālama, meaning "to care for." Through media outreach, storytelling and community collaboration, the campaign encouraged respectful travel while correcting misconceptions about visiting Maui post wildfires. One year later, Maui visitor arrivals rebounded by 80%, resident sentiment improved & tourism-driven jobs exceeded the previous year, signaling measurable economic recovery.



Grubhub with Golin and The Brooklyn Brothers for Special Delivery

Grubhub's "Special Delivery" campaign delivered the most important meal at the most important moment for expecting moms: post-delivery. Sushi. Pizza. Champagne. If they craved it, Grubhub was determined to deliver it. During peak birth month in the U.S. and after nine months of restricted diets and "no's," we showed up right when they could finally say "yes." From the meals they included in their birth plan to the delicious meal they will forever tell in their birth story. The result? An earned-led program that drove headlines nationwide, a 54% increase in moms' loyalty, and \$228M in potential lifetime value.



Health Resources and Services Administration (HRSA) Division of Transplantation (DoT) with Crosby Marketing Communications for More Donors, More Hope

Crosby Marketing Communications created the "More Donors, More Hope" campaign for the HRSA's Division of Transplantation to help address the significant need for transplantable organs, especially among people of color who represent 60% of those on the National Transplant Waiting List. The "More Donors, More Hope" video, which anchors the campaign, illustrates this point by telling the heartwarming story of two brothers who try to help their sick mother, who is waiting for a kidney transplant, by encouraging people in their community to register as organ donors.



Henrico County Government for Word on the Street -
Henrico County Infrastructure Newsletter

Word on the Street is a monthly newsletter from Henrico County’s Departments of Public Works and Public Utilities. This unique newsletter has a different version for each magisterial district to inform residents of Henrico about projects happening in just their area instead of the large county as a whole. With a 2024 71.5% open rate, the newsletter has proven valuable and popular with Henrico’s residents.



HMA Public Relations for HMA Public Relations: Leading with Excellence and Innovation

HMA Public Relations, Arizona’s oldest continuously operating public relations firm, is an award-winning, full-service agency. HMA has provided exceptional services across various communications disciplines, including public relations, media relations, digital communications, content marketing, crisis communications, community relations, advertising, graphic design, and events management. With new ownership in 2024, HMA is exceeding its growth targets across industries including professional services, healthcare, real estate, finance, nonprofit, government, and tribal affairs. The agency is recognized for its work in tribal communications and advocacy for equal access for individuals with disabilities. HMA is a founding member of the Public Relations Global Network (PRGN).

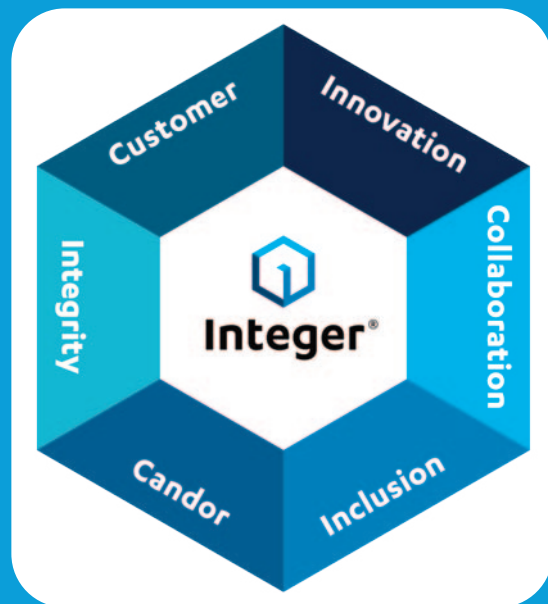
HUNTER for HUNTER

At HUNTER, we believe that Inclusion, Diversity, Equity, and Accessibility (I.D.E.A.) are not just commitments but fundamental to creating an agency culture where all employees feel valued, supported, and empowered. HUNTER established created the Action Group to represent the needs and interests of all our global staff members and ensure we foster a diverse, inclusive and anti-racist work environment where everyone and every idea is welcomed. Simply put, the Action Group’s mission is to bring staff of all backgrounds together to generate awareness and create change around the injustices faced by marginalized communities.



Illinois Farm Families Coalition (Members: IL Beef Association, IL Corn Marketing Board, IL Farm Bureau, IL Pork Producers, IL Soybean Association, Midwest Dairy) with MorganMyers, a G&S Agency for We Are The 96: One Number, One Message, One Movement





Integer for Building a Culture of Inclusion at Integer

After Integer, a global medical contract development and manufacturing organization, made the decision to formally focus on diversity and inclusion, a small team has made significant progress on the path toward building a culture of inclusion. Through strategic communications, a phased approach, and partnership with a widening cast of leaders and partners throughout the organization, these efforts have created opportunities for associate involvement, leadership development, and recognition, with a lasting impact both internally and externally.



IW Group for Innovation Through Culture

IW Group isn't just keeping pace with the future of multicultural communications—we're creating it. In 2024, we integrated AI across our agency, empowering our teams to think bigger and execute smarter. The result? A groundbreaking year that delivered two major brand-firsts for McDonald's USA: their first-ever AI-led campaign and first (and second) AI-rendered commercials. These efforts also earned us three 2025 PRWeek Award nominations for Best Multicultural, AI, and Technology Campaigns. For us, AI isn't just a tool—it's a gamechanger that levels the playing field with larger firms and gives our clients a powerful edge in the innovation race.

Jacobsen Construction for J-Hub: An interactive platform that helps construction workers nationwide show off their jobsites

Jacobsen Construction prides itself on tight-knit company culture. But with project teams on dozens of jobsites nationwide, maintaining a sense of connection and common purpose requires constant upkeep. With this in mind, our company's in-house communications and marketing team created a microsite specially tailored to helping employees everywhere easily show off their own photos of their jobsite and browse photos submitted by peers. We branded www.photos.jacobsenconstruction.com (internal website only) as J-Hub, straightforwardly marketing it in emails to Jacobsen's workforce as "an exciting way to connect Jacobsen employees" and "an interactive platform that shows off your work."



Jayme Sandberg for Total Solar Eclipse Children's Picture Book

Inspired by a fortuitous viewing of the 2017 total solar eclipse and recognizing an educational need, Jayme Sandberg, APR, used her storytelling and PR expertise to create, publish and promote a children's picture book about the cosmic phenomenon. Nearly entirely marketed through earned media, mutually beneficial relationships and grassroots tactics, the book reached No. 6 on Amazon's bestseller list. The story and its promotional efforts ultimately educated more than a million children about proper eclipse viewing ahead of the North American Eclipse on April 8, 2024. Sandberg's solo campaign earned Best of Show at PRSA Nebraska's 2024 Paper Anvil Awards.



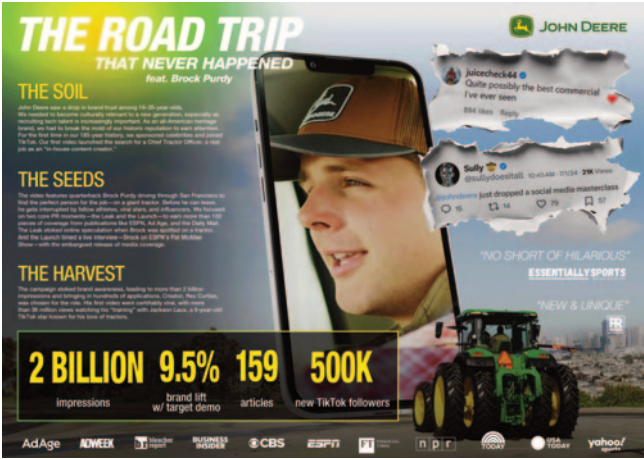
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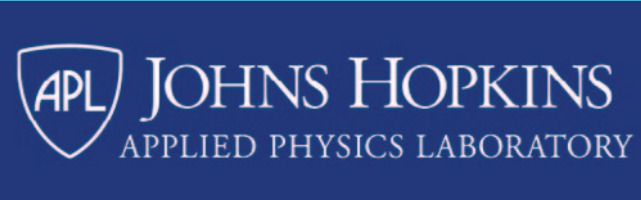
Jefferson Lab for Jefferson Lab's Communications Office

Jefferson Lab's Communications Office drives public outreach, external and internal communications and event planning activities for the U.S. Department of Energy national laboratory. Its 22-member team executes high-impact programs that boost public engagement, scientific awareness, and stakeholder collaboration. Data-driven strategies increased 2024 Open House attendance by 50%, while comprehensive plans secured top-tier media placements. Internal initiatives, including engagement surveys and targeted messaging, strengthened workplace culture. The team's innovation spans public art unveilings to modernized visitor protocols. Recognized with PRSA Bronze and Silver Anvil awards, the office exemplifies strategic, mission-driven communications in the nonprofit sector.



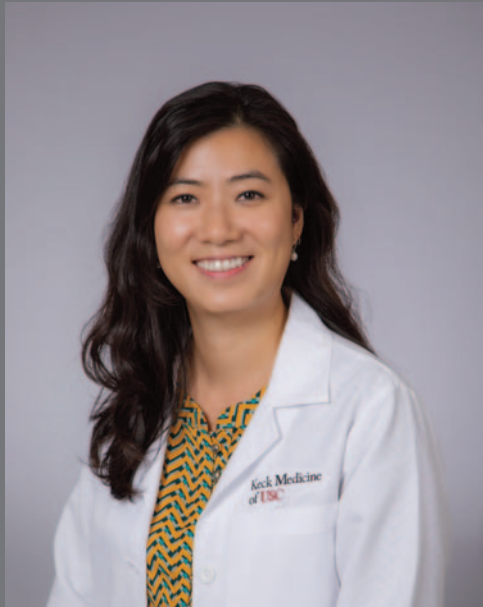
John Deere with Racepoint Global for The Road Trip That Never Happened

How do you introduce a 185-year-old farming brand to a next-gen audience? By offering the job of a lifetime to one fan on a road trip that never happened. John Deere's Chief Tractor Officer campaign sought to bridge a trust gap with 18-35-year-olds. Centering cultural relevance and humor, it launched on TikTok and Instagram featuring NFL quarterback Brock Purdy announcing the search for a creator to be the face of the brand. The results? 2 billion+ impressions, a viral TikTok with 36 million views, hundreds of job applications, and a 9.5% brand lift with the target audience.



Johns Hopkins Applied Physics Laboratory and NASA for A Star Explored: Parker Solar Probe's Daring Dive to the Sun's Fiery Edge

To celebrate Parker Solar Probe's record-setting approach to the Sun, the Johns Hopkins Applied Physics Laboratory (APL) and NASA developed an interactive feature story to engage and educate the public. Addressing a gap in easily accessible mission information, the team consolidated information and crafted a visually rich, chronological article that combined compelling storytelling with technical excellence. Despite launching in the year's final month, it became the third-most-viewed article of 2024 on APL's website, with a 93% engagement rate and overwhelmingly positive feedback. Integrating into broader outreach efforts, it strengthened mission awareness and set a new standard for space science communication.



Keck Medicine of USC for Hearing Aids Save Lives

Hearing loss affects over 40 million American adults, yet only one in 10 people who need hearing aids use them. This prompted Keck Medicine of USC otolaryngologist Janet Choi, MD, MPH, to study how hearing aids impact peoples’ mortality, resulting in the discovery that hearing aids reduce the chance of dying by 24%. The corporate communications team promoted this study with a media campaign that garnered one of the most media placements for a Keck Medicine study: 652, bringing national attention to Keck Medicine but more importantly highlighting a critical public health issue for a vulnerable and often marginalized population.



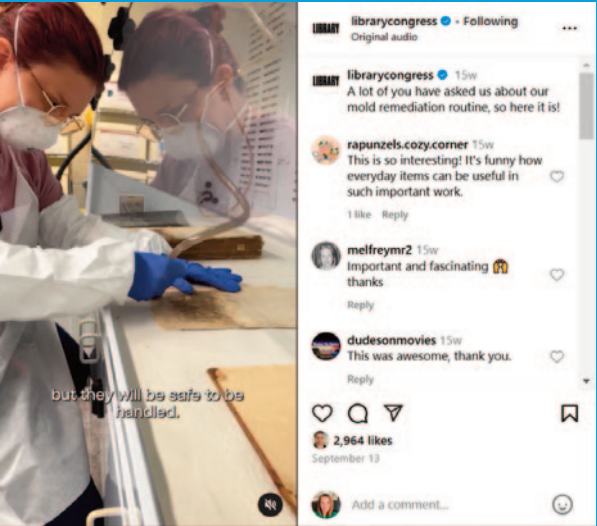
Kensington with Integrity Public Relations, Inc. for Kensington Thunderbolt 5 Launch

Launching a computer accessory that was the first to incorporate brand-new connectivity technology introduced a variety of challenges to securing positive coverage from technology media and influencers. Integrity Public Relations implemented a creative, strategic media relations campaign that was designed to maximize launch-day coverage of the Kensington SD5000T5 Thunderbolt 5 Dock. As the world’s first commercially-available product based on Intel’s new Thunderbolt 5 connectivity standard, the public relations team worked closely with the media to address the challenge that there were no other Thunderbolt 5-enabled products available on the market with which to review the new technology.



Lake County Forest Preserve District for Celebrating Cicadas

Located north of Chicago, the Lake County Forest Preserve District (LCFPD) is the second-largest forest preserve district in Illinois. The public agency manages more than 31,200 acres of natural areas. In 2024, LCFPD staff enjoyed an opportunity to celebrate a natural event that only occurs once every 17 years. In May, millions of 17-year periodical cicadas emerged from the soil and completed their life cycle across Lake County and the Chicago region. Intensive earned media relations efforts about the cicada emergence resulted in a worldwide reach of 213 million impressions valued at \$1.7 million.



Library of Congress Office of Communications for Library of Congress: Beyond the Books

Through its “Beyond the Books” video series, the Library of Congress capitalized on the growing popularity of behind-the-scenes (BTS) video content on social media channels to pull back the curtains and share some of the fascinating and unexpected work of its talented employees. From mold remediation work on old books to creating audiobooks to serve the Library’s blind and print disabled patrons, audiences on social media were drawn to the interesting and detail-oriented work accomplished behind the scenes at the Library of Congress.



Lung Cancer Foundation of America with M&C Communications for Saving Lungs Behind the Chair

The Lung Cancer Foundation of America (LCFA), in partnership with M&C Communications, piloted the nine-week Saving Lungs Behind the Chair (SLBTC) program to educate Black hairstylists about lung cancer awareness, screenings, and new reimbursement options. Lung cancer is the leading cause of cancer-related deaths in Black men and the second-leading cause in Black women, with significant disparities in diagnosis, treatment, and survival rates. By leveraging trusted hairstylists, the program educated over 700 individuals through partnerships, media, and influencers. It engaged 59 stylists, reached 154 clients, and inspired three lung cancer screenings while generating over 35,000 impressions.



Maine Center for Disease Control and Prevention (Maine CDC) with Rinck Advertising for Filter Out the Noise – 2024 Youth and Young Adult Suicide Prevention Influencer Marketing Campaign

Suicide is the second leading cause of death for Mainers ages 10-24. The Maine Center for Disease Control and Prevention provides resources and support for those struggling with mental health and suicidal ideations (and their loved ones). Filter Out the Noise is a public awareness suicide prevention campaign specifically targeted to youth and young adults, aimed at reducing the stigma around mental health, educating audiences, and providing resources. The 2024 campaign had to also address a community rocked by the trauma of a mass shooting. An influencer campaign was instrumental in reaching young audiences with authentic, supportive content.



Masons of California with Idea Hall for “Discover Freemasonry” Digital Membership Lead Gen Campaign

For 300+ years, Freemasons have served communities through their focus on fraternity and philanthropy. In 2024, the Masons of California (Masons) engaged Idea Hall to help disrupt conspiracy theories associated with the fraternity and share their true values of charity, brotherhood and personal growth among prospective members through a multifaceted marcomm strategy to inspire new members to join. As part of this strategy, Idea Hall used Masons proprietary member research, competitive analyses and performance data from previous Masons membership campaigns to craft a data-driven paid social media campaign aimed at humanizing the fraternity, highlighting benefits of membership and growing membership.



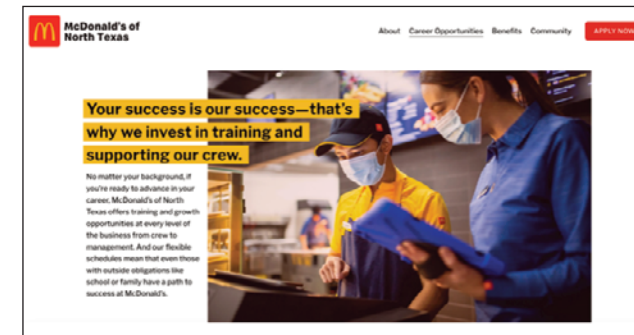
Maximus for Corporate Communications Generative AI Case Study

The case study summarizes our investigation and study into the potential of Artificial Intelligence (AI) writing assistants within Corporate Communications, considering potential benefits, drawbacks, and practical applications through a comparative use case analysis and an employee survey. Our findings found partnering with generative AI leads to efficiencies in content development, improved quality, trade-offs in the development process, reduced level of effort, and better-rated content by audiences.



McDonald's with IW Group for McDonald's Sweet Connections

To promote the new Grandma McFlurry to multicultural consumers, McDonald's introduced Sweet Connections, a program that not only explored the generational language barrier between American-born youth and their grandparents, but also offered an innovative AI-led solution. We created a platform that invited users to record a video message to their grandparents that could be translated to over 20 languages. This became the brand's FIRST campaign in the US to prominently feature artificial intelligence and to enable consumers to interact with the technology. Inc. Magazine called the campaign "brilliant" and cited it as an example of AI-led marketing done right.



McDonald's North Texas with CKP for McHiring in North Texas

McDonald's North Texas franchisee co-operative approached CKP to boost its recruitment efforts amidst a historically tight job market. Prior to enlisting CKP, the franchisee group largely relied on grassroots recruitment efforts and a nationwide hiring web portal called "McHire." With applications at historic lows following the post-pandemic hiring boom, franchisees needed a locally focused and managed campaign to inform the public of their employee value proposition in order to increase applications and hires. CKP created a microsite that would localize the hiring effort and feature video and photo content highlighting North Texas-area crew members.



MediaSource for MediaSource's Measurable Impact on Clients, Industry

MediaSource is a story-centric public relations agency specializing in health care to help major hospitals and health systems boost national reputation, drive patient volume and promote thought leadership using video storytelling. Throughout 26 years in business, the agency has influenced the communications industry as a leader in video storytelling and healthcare PR. Since MediaSource's silver anniversary in 2023, the agency experienced significant business growth while creating award-winning client campaigns. Throughout 2024, MediaSource changed the way the industry looks at the power of media relations, drove thousands of patients to healthcare systems, received recognition across prestigious top agency lists, and more.



Megaworld Foundation, Inc. for Our Journey: Success Stories of Hope and Resilience

Behind Megaworld Foundation's support to 1,000 scholars every year are countless stories of transformed lives. Each story portrays hope and resilience, and this is the inspiration that the Foundation aimed to share with young scholars who were just about to graduate. Written by alumni scholars themselves, Our Journey, is a coffee table book that captured 99% graduating scholars to believe on education's significance towards success, while 100% stated that after the book launch, they were looking forward to read it and that it has made them reflect on their gratitude for the opportunity of becoming a Megaworld Foundation scholar.

Mental Health & Addiction Association of Oregon with Amico for Mental Health & Addiction Association of Oregon: From Negative Media Target to Trusted Media Darling

In November 2020, Oregonians passed Measure 110, decriminalizing small amounts of drugs to promote addiction treatment. Meanwhile, the rise of Fentanyl intensified public fears over addiction and overdose deaths. A key provider of addiction recovery through peer-centered outreach, the Mental Health and Addiction Association of Oregon began offering services to homeless and drug-affected populations through Multnomah County's Behavioral Health Resource Center. Protests fueled by the Fentanyl crisis and public scrutiny over a rough start for the center's operations led to negative media coverage of MHAAO at a critical time. MHAAO hired Amico in July 2023 to overcome negative public sentiment.



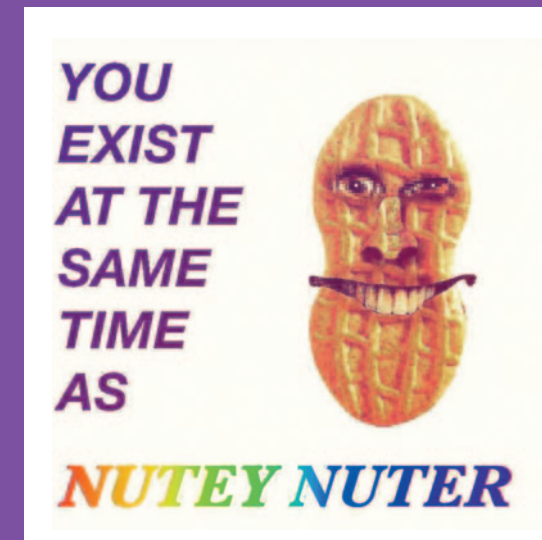
Michigan Economic Development Corporation with FINN Partners for Bringing Swagger Back to a Storyed American City

The 2024 NFL Draft in Detroit was a chance to redefine the city's image, often unfairly linked to hardship, & showcase its potential. The Michigan Economic Development Corporation & Pure Michigan crafted a campaign to inspire visitors & locals, countering outdated "comeback" narratives that locals found offensive. Key strategies included using Detroit icons like actor Sam Richardson & NFL legend Barry Sanders to promote pride & highlight local businesses. Efforts included social-first content, media outreach, & a sports tech luncheon. The campaign drove 286M+ impressions, increased positive sentiment about Detroit, & contributed to \$213.6M in economic impact for the city.



Mixte Communications for Centering diversity, equity and inclusion in Mixte's business strategy

Mixte believes in a world where all people can thrive. Our virtual team of 16 staff live in five states and employ strategic communications, public relations and digital community building to educate the public, build trust in our clients, and mobilize pressure on decision makers. We are headquartered in San Diego, California, and were established in 2013. Our DEI program is the backbone of our business strategy and is incorporated into every element of our operations.



Mondelez with Dentsu Creative for Nutter Butter, You Good?

We reintroduced Nutter Butter to the masses by taking a cookie and making it kooky, turning a snack of the past into a cultural phenomenon – with no media or advertising budget. The Mondelez and Dentsu Creative teams turned to TikTok and got weird to engage a critical audience. We created a space for escapism through absurdity. A few peanut butter-covered doll houses later, our nuttiness netted over 1 million new followers on TikTok and Nutter Butter quickly became “the most talked about brand on social media.” We sparked a word-of-mouth frenzy, prompting millions to ask, “Nutter Butter, you good?”



**National Cattlemen’s Beef Association
with Linhart Public Relations for
Linhart PR Serves Up Prime National
Media Coverage for ITALCIZEBeef.
It’s What’s For Dinner.ITALICIZE with
Culinary Experts and Flavorful Storytelling**

Beef. It’s What’s for Dinner. — under the management of the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff — enlisted Linhart PR to secure year-round national earned media coverage touting beef as America’s number one protein, despite high grocery prices and an evolving media landscape. Employing a highly adaptive, spokesperson-driven media strategy, featuring pitmasters, dietitians and chefs, Linhart PR successfully garnered consistent national news coverage across top-tier broadcast stations and online outlets over the course of a year, securing more than 300 pieces of coverage and 6.4B billion impressions, a 200+ percent increase from the previous year.



**NCSolutions with Feintuch
Communications and Digital Third
Coast for From Cocktails to
Mocktails: How NCS Drove the Sober
Curious Conversation**

In 2025, nearly half of Americans plan to cut back on alcohol—a 44% jump from 2023. For Gen Z, almost two-thirds plan to drink less. NCSolutions’ proprietary data indicates this trend is gaining momentum. For our beverage brand clients, it’s an opportunity to innovate alcohol-free products. Recognizing this marketplace dynamic years earlier, NCSolutions (NCS) teamed up with its agency partners to launch the Sober Curious campaign. We commissioned original research and turned consumer insights into dynamic marketing strategies, surpassing awareness goals and transforming a brainstorm into a viral campaign. Our efforts exceeded expectations – resonating with a nation rethinking its drinks.



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Communications and Digital Third Coast
for FROM COCKTAILS TO MOCKTAILS:
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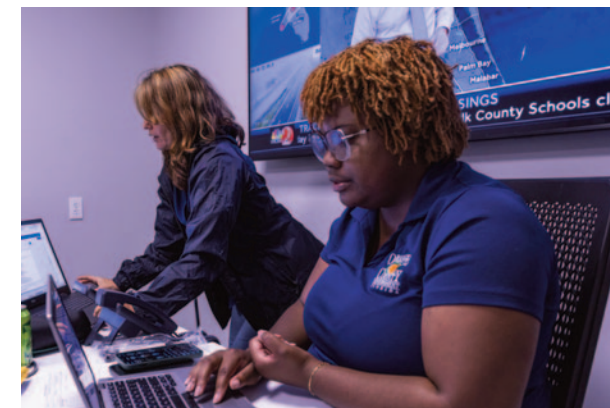


**Norwegian Seafood Council with
Padilla for Sea-To-Table Restaurant
Week NYC 2024**

Seafood sales in restaurants are characterized by razor-thin margins. With rising food and labor costs, marketing efforts often fail to gain traction. The Norwegian Seafood Council, a world leader in promoting delicious, sustainable seafood, tasked Padilla with driving consumer trial, building preference for Seafood from Norway (SFN), growing relationships with restaurants, and increasing seafood offerings on menus. Our concept created a turnkey solution that aligns with restaurant business goals, sells more seafood, offers value to diners, and maintains a low barrier to entry. The integrated program made a major splash – and exceeded every objective, including an increase in sales.



Ohio Department of Mental Health and Addiction Services with Fahlgren Mortine for Empowering Ohioans Facing Mental Health Crises to Get Help Through the State's 988 Suicide and Crisis Lifeline



Orange County Government for Hurricane Milton Response: Leading with Confidence

In the face of Hurricane Milton, Orange County faced the challenge of effectively communicating critical public safety information to its 1.5 million residents across multiple platforms and mediums. The County needed to rapidly scale its regular communications efforts, engage a wide audience, and maintain accuracy and accessibility to help residents prepare for and navigate the impacts of the storm. Using social media as a lifeline, the County led with confidence in its response proving itself to be a trusted voice during times of crisis, ensuring that residents were informed, prepared, and empowered.



Orlando Health with MediaSource and Mastercard Data & Services for The Test & Learn Approach: Quantifying the Business Impact of Earned Media in Healthcare

Media relations can be a valuable tool because of its ability to create and maintain a health care organization's reputation and credibility. What has been uncertain is how to measure its effectiveness on the business bottom line in the healthcare industry. Until now. The test-and-learn approach to data analysis is commonly used in industries from retail to telecommunications. Pairing a great story with data-driven analytics, Orlando Health, alongside partners MediaSource and Mastercard, applied this analysis method to an orthopedic media relations campaign that has set an exciting new media relations strategy and measurement standard in the healthcare industry.



Otsuka America Pharmaceutical, Inc. with WE Communications, Minds + Assembly, Spring & Bond and The Considered for The Value of Every Caregiver Campaign

Recognizing the need in the market, Otsuka set an enterprise-level commitment to advocate and support family caregivers and launched 'The Value of Every Caregiver' Campaign in November 2023. By reframing the value of caregiving with emotive storytelling and innovative data-driven tools, Otsuka created national visibility for this unseen workforce. The campaign generated over 500+ pieces of coverage, 120K visitors to Otsuka's caregiving website and drove 70K people to their bespoke caregiver resources. This effort solidified Otsuka's leadership as an advocate, resulting in a positive uplift in Otsuka's corporate reputation, engagement amongst employees and a new following amongst their key stakeholders.



Park District of Oak Park and Parks Foundation of Oak Park with Public Communications Inc. (PCI) for A Place to Belong: Community Recreation Center for Park District of Oak Park, Illinois

Just months before the COVID-19 pandemic shut down public activities and hindered fundraising, the Park District of Oak Park and the Parks Foundation of Oak Park in Illinois set out on an ambitious goal to build a new community recreation center without raising taxes. The facility, if built, could answer the growing needs of diverse youth and seniors. Public Communications Inc. (PCI) agreed to assist and develop a strategic communications campaign to gain public support, mitigate critics and raise \$20 million in private donations and grants to construct a new Community Recreation Center (CRC).



Peace Corps with Crosby Marketing Communications for Peace Corps Website Refresh

When the Peace Corps returned to service in 60+ countries following a full evacuation during COVID-19, it found itself with the largest Volunteer deficit since its creation in 1961. As part of a campaign to reignite awareness of its mission and mobilize a new generation of Volunteers, the Peace Corps enlisted Crosby to help it embark on a digital transformation of its website.

Peace Corps with Crosby Marketing Communications for "Bold Invitation" Campaign

When the Peace Corps returned Volunteers to service in 60+ countries following a full evacuation during COVID-19, it needed to overcome low awareness of its mission and opportunities, as well as the largest deficit of Volunteers since it was created in 1961. The Peace Corps selected Crosby to develop a bold, engaging campaign to refresh its brand; raise national awareness; help prospective Volunteers see service as a meaningful opportunity for personal and professional growth; and motivate qualified audiences to apply.



Persil Laundry Detergent with Agency H5 for Persil Laundry Detergent's 24-Hour Wardrobe Refresh Hotline

Persil transformed the way consumers think about laundry with the 24-Hour Wardrobe Refresh Hotline on TikTok Live, hosted by celebrity fashion designer Christian Siriano. The campaign merged fashion and fabric care in an innovative way, offering viewers direct interaction with Siriano for tips on outfit repeating and refreshing their wardrobes. Through the strategic use of a fashion icon via an interactive live event, the campaign generated millions of impressions and successfully captured consumer attention with 350K viewers tuning in. This solidified Persil's position as a leader in fabric care within the laundry space.



phade with FINN Partners
for Grasping at straws
to save the environment



Précis AI with Xenophon
Strategies for Précis Public Relations
- Best In Class

Précis Public Relations is the world's first true AI content platform built specifically for public relations and communications. Précis PR empowers professionals to work smarter and faster, boosting individual productivity by a user-reported per-task average of 61%. Précis ensures data privacy through its proprietary AI Data Vaults™ system and is a collaborative AI partner tailored specifically for public relations. Précis enhances efficiency and creativity by facilitating the rapid creation of high-quality content and the exploration of diverse ideas and techniques. Précis AI is headquartered in Washington, DC and Précis Public Relations has users in 28 countries.



Renesas Electronics for Renesas
Electronics: Accelerating in the
Automotive Industry

Renesas Electronics is a leading global supplier of semiconductor integrated circuits, including microcontrollers, microprocessors, analog and power devices, for the automotive, consumer electronics, industrial and communication industries. The company intended to launch one of its most significant new products of the year, the R-Car X5H device for the automotive industry, during three months between two major events, Electronica and CES. Renesas needed to ensure widespread awareness to rise above the noise of the other major industry announcements and encourage industry customers to incorporate its products into future design plans.



Robins & Morton with Reilly
Communications for Robins &
Morton's 2024 State of Healthcare
Construction Report Promotional
Campaign

Robins & Morton's State of Healthcare Construction Report was established in 2020 as a bellwether for trends within the healthcare construction industry. Because Robins & Morton performs more healthcare construction by volume than any other U.S. contractor — nearly 90% of its annual revenue — the company is uniquely qualified to publish these insights. With this knowledge and network, the company shares the report with current and potential business partners and media outlets. In 2024, Robins & Morton's Communications team executed the report's creation and the campaign to amplify awareness around it, solidifying the firm's position as the foremost expert in healthcare construction.



Saputo USA with Carmichael Lynch Relate Treasure Cave’s Blue Cheese Crew Brings the Funk and the Views

After discovering people who love blue cheese outnumber those who dislike its funky flavors, we realigned Treasure Cave’s PR strategy to target blue cheese lovers. We created long-term partnerships with four foodie influencers known for using bold flavors and unique ingredients in their content, helping us to reach our target audience. One of our partners developed a one-of-a-kind blue cheese martini dip that became a viral sensation, receiving 3.4 million video views to date. Our campaign met all KPIs and because of its success, our influencer marketing budgets for the ensuing fiscal year increased 368%.



Saputo USA with Carmichael Lynch Relate for Treasure Cave’s Recipe for Brand and Category Love

To address stagnant growth in the blue cheese category and engage younger audiences, Treasure Cave launched a bold campaign leveraging social influence. Partnering with 43 recipe creators nationwide, the campaign generated 79 unique state-inspired dishes and blue cheese dips, driving 8.2M video views across Instagram, TikTok and YouTube. Dynamic, geotargeted “where to buy” links led to 151K inquiries, boosting YoY sales by 11.4% and exceeding campaign KPIs. Additional efforts amplified the brand’s presence through owned social channels, whitelisted content and trade media coverage, increasing category awareness and engagement.



Seminole County, FL for 2024 Penny Sales Tax: Educating Seminole County for a Successful Renewal

The 2024 Penny Sales Tax campaign in Seminole County aimed to educate voters about the long-term benefits of the One-Cent Infrastructure Sales Tax, which funds vital public projects such as road improvements, parks, and schools. With the tax nearing expiration, the campaign faced challenges from new Florida legislation, a high-stakes election, and economic concerns. Focusing on educating the public, the campaign highlighted past and ongoing Penny-funded projects through social media, earned media, community outreach, and local events. Despite budget constraints, the campaign exceeded its objectives, resulting in over 73% voter approval and the successful renewal of the Penny Sales Tax.



St. Jude Children’s Research Hospital with Reingold for No Matter Where You Are... We are Together

In 2024, the Together by St. Jude™ online resource (together.stjude.org) was expanded and relaunched to include non-malignant blood disorders, addressing critical educational needs for families facing pediatric catastrophic diseases. The site provides comprehensive, up-to-date information and resources to families no matter where the patient receives treatment. Key achievements include a redesigned information architecture, 208 new or updated web pages, and 23 new life experiences videos. The relaunch resulted in a 9% increase in page views, a 10% rise in unique visitors, and a 26% boost in navigation use within three months, enhancing global access to trusted medical information.



StarKist Co. with Coyne PR, Quench and Horizon Media for Flex with StarKist: Fueling a Protein Rich Lifestyle

The “Flex with StarKist” campaign marked a pivotal evolution for StarKist, transitioning from a tuna brand to the broader protein space. Partnering with Emmy Award-winning celebrity Derek Hough and over 100 diverse influencers, the campaign inspired consumers to share their “flex” moments— achievements fueled by StarKist’s protein offerings (tuna, salmon, chicken, and beef). Anchored by a refreshed, modernized Charlie the Tuna and a multi-channel strategy, the campaign drove 2.4 billion impressions through top-tier earned media placements and hundreds of thousands of consumer engagements. Blending PR, social media, and influencer partnerships, StarKist successfully redefined its brand as a leading protein company.



State Farm for State Farm® Deploys Influencers with a Cause to Reach Millennials and Gen Z

In 2022, State Farm launched Gamerhood to engage information-overloaded millennials and Gen Z. In 2024, the brand took the concept to new heights with Gamerhood: Neo City. This five-episode, all-things-gaming series was part reality show, part live-gaming tournament featuring a star-studded, diverse group of 12 of Twitch’s and YouTube’s most-followed gamers, influencers and content creators. Gamerhood: Neo City blew past expectations, delivering 23.5M total views across both State Farm and influencer Twitch and YouTube channels, an amazing 123,000 total hours watched on State Farm’s Twitch and YouTube channels, reaching 822M+ people across all channels, and generating 2B+ combined impressions.



State Farm for State Farm® Changes the Marketing Game to Build Connections with Millennials and Gen Z

To better connect with millennials and Gen Z, State Farm leaned into the power of a good game and rewrote the marketing playbook as they did so. Super Bowl ad? State Farm developed a mini-movie with a reality-bending publicity campaign. Athlete sponsorship? State Farm caught lightning in a bottle with ascending basketball star Caitlin Clark. Online gaming presence? State Farm brought the biggest influencers together for an unprecedented competition. Pitch man? State Farm turned Jake from State Farm into a cultural icon. These initiatives scored with the younger consumers and reinvented how brands can show up in the world.



Sullenberger Aviation Museum with Luquire with Sullenberger Aviation Museum: "Airheads Welcome"

Prepare for takeoff: not just the job of well-trained flight crew, but Luquire’s charge as the Sullenberger Aviation Museum neared its grand opening. Luquire created a cross-discipline integrated communications campaign – dubbed “Airheads Welcome” – to drum up excitement for and build awareness around the museum’s reimagined mission and transformative offerings. A combination of paid, earned and owned efforts ensured maximum impact and reach providing pre-opening awareness and driving ticket sales, ultimately securing 2.9 billion impressions across 321 unique mentions, and selling more than 22,000 tickets throughout the campaign, including a one-day sellout of Opening Day’s tickets.



Sunshine 811 with Curley & Pynn for Dig safe Florida! Dangers lie below. Protect the underground lines that power your life

Everywhere you turn, construction is happening. What goes up must start underground, and dangers lie below. Sunshine 811 was established to protect Florida’s vast underground world when consumers and excavators dig. Over one million miles of buried utilities are increasingly at risk. Unsafe digging impacts our lifelines of power, water, gas and more, resulting in outages, damages, injuries or worse. Curley & Pynn launched a statewide community relations campaign in April 2024 to improve relationships with key stakeholders and generate greater support for safe digging. The campaign resulted in unprecedented engagement and a 10% increase in locate (dig) ticket requests.



Syracuse University Newhouse School of Public Communications for Syracuse University Newhouse School, Graduate Public Relations Program

Syracuse University’s Newhouse School is the country’s most comprehensive standalone school of communication. Its master’s programs in Public Relations include a residential program and two online programs, an M.S. with a concentration in Public Relations and an M.S. in Communications Management for mid-career students. Students can choose from among three professional study tracks and a thesis track. Newhouse continuously develops its curriculum through strong connections to alumni, industry employers and PRSA. As noted in its most recent ACEJMC Accreditation Report, “Outstanding students, faculty, leadership, facilities, financial stability and a deep curriculum combine for an outstanding student experience.”



Task Force for Global Health for Task Force for Global Health: 40 Years of Impact

The Task Force for Global Health’s 40th Anniversary Campaign celebrated four decades of global health impact and innovation. It highlighted the legacy of work in 150+ countries while honoring partners, donors, staff and the people served. Aimed at facilitating business development through increased brand visibility, the campaign centered on fostering relationships with key audiences by creating memorable events, producing high-quality assets and emphasizing The Task Force’s unique capabilities through powerful storytelling. This milestone campaign set a compelling and inspiring vision for the future, yielding new opportunities for collaboration to save and improve lives.



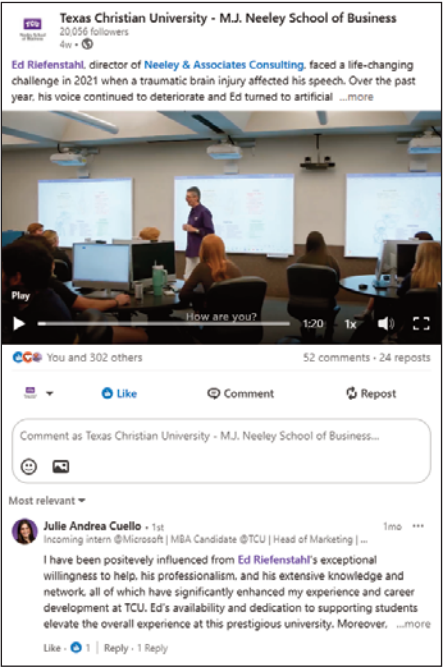
TD SYNEX for TD SYNEX 2024 Direction of Technology Report Campaign

The TD SYNEX 2024 Direction of Technology (DoT) Report website served as an interactive hub presenting insights from a global survey of 1,000+ technology resellers. Built to support the global brand campaign of “Making IT Personal,” the site offered personalized, region-specific content in multiple languages, integrating the brand campaign through partner testimonials and multimedia elements. Its dynamic design ensured cultural relevance and user engagement while overcoming challenges like hurricane-related server outages. The platform delivered 40.4K+ views, 805K impressions, and 2.3K clicks, surpassing all goals and reinforcing TD SYNEX’s industry leadership through innovation, creativity, and strategic communications excellence.



TD SYNnex for 2024 TD SYNnex Direction of Technology Report Strategic Communications Campaign

The third annual TD SYNnex Direction of Technology Report campaign strengthened brand position as a global technology leader through a fully-integrated PESO model strategy. Generating and extracting insights from more than 1,000 technology resellers globally, the campaign integrated emerging tech trends like AI, cloud and security with the company's "Making IT Personal" brand initiative to help humanize technology. The campaign surpassed expectations with a 27% increase in media coverage, 40.4K website views, 805K paid media impressions, 14K owned media views and 4.4K organic social media impressions, while reinforcing TD SYNnex's reputation as an innovative, human-centered market leader.



Texas Christian University - Neeley School of Business with Content Shift Media for Innovative Artificial Intelligence Voice Restoration Returns Voice to Neeley Faculty Member Ed Riefenstahl

After Ed Riefenstahl's fall from a ladder at home, he suffered a traumatic brain injury. That was 3 years ago, and he's successfully continued working as a professor at the Texas Christian University Neeley School of Business and director for the Neeley & Associates MBA Consulting program. But over the past year, Ed's voice has changed. It's difficult to swallow and he cannot speak clearly. After extensive research, Ed connected with ElevenLabs, a company specializing in AI-generative speech. Using old recordings of his voice, the company created a digital replica of Ed's voice that he integrates into text-to-speech technology.



The Allstate Foundation and Roadtrip Nation for The New Volunteers docuseries: Engaging youth changemakers from coast to coast

The Allstate Foundation and Roadtrip Nation are proud to present "The New Volunteers," a ground-breaking YouTube docuseries showcasing inspiring stories of youth from across the country making a significant impact in their communities. This docuseries is not only a testament to the power of youth service but a pivotal component of The Allstate Foundation's broader strategy to empower youth to serve and improve communities, transforming how the nation views and supports youth-led service.

The Coca-Cola Company with Burson and WPP Open X for Fanta Ignites More of What You "Wanta"



The Grossman Group for Driving Transformation to Deliver Results



The S & G Group for Girls Inc. of Tarrant County:
Managing a Multi-Layered Crisis in a Divided World

In October 2023, Girls Inc. of Tarrant County (GITC) experienced a cascade of reputational and organizational challenges when county commissioners voted to strip the nonprofit of earmarked funding and misrepresented GITC as deeply ideological and anti-police. Faced with a multi-level crisis and days away from its annual Day of the Girl celebration, GITC hired The S & G Group to support media and stakeholder relations. The resulting efforts helped the organization navigate rough waters and emerge more confident in its ability to clarify its mission to inspire all girls to be strong, smart and bold.



Tony Fay Public Relations for Tony Fay
Public Relations

Founded in 2011, Tony Fay Public Relations (TFPR) specializes in sports, entertainment, and nonprofit communications. The agency offers nationwide media relations, event strategy, and content creation services. The firm was named the PRNEWS Small Agency of the Year in 2023, and, is a 2023 and 2024 PRNEWS Agency Elite 100 firm. TFPR consistently ranks among the Dallas Business Journal's list of the largest PR firms in Dallas in terms of revenue, and is on SBJ's list for "Best Places to Work in Sports" for 2023 and 2024.



University of Kentucky College of
Medicine for Year in the Life:
Kentucky's Care in Action

The Year in the Life annual report transformed the University of Kentucky College of Medicine's traditionally printed report into a dynamic, web-based storytelling platform, optimizing resources, amplifying reach and reducing costs by 33%. Through 14 authentic stories, the report showcased the College's mission to improve health care access across Kentucky and beyond, highlighting the diverse voices of students, residents, faculty, staff and alumni.



University of Kentucky College of Medicine for Because We Care: Building a Healthier Kentucky

The University of Kentucky College of Medicine's Because We Care campaign used strategic storytelling to elevate brand awareness, introduce its new dean, and position the College as a leader in health care education, research, and clinical care. The campaign highlighted authentic narratives addressing Kentucky's most pressing health care challenges while celebrating the College's community and mission. A four-part docuseries showcased the College's legacy, research, and values, supported by 14 feature stories, a dynamic website, email communications, social media content, and events. The campaign surpassed its goals, fostering connection and pride among internal stakeholders while emphasizing innovation and community impact.

University of Memphis Department of Journalism and Strategic Media for Community-powered PR education in the heart of Memphis

The PRSA-certified undergraduate PR program in the Department of Journalism and Strategic Media at the University of Memphis is at the heart of Memphis, Tennessee. The program's comprehensive curriculum blends foundational courses with specialized industry skills, and students gain real-world experience through mandatory internships, participation in the student-run agency, and service-learning classes. The program's urban setting offers unique opportunities for professional growth magnified by the Department's close working relationship with the local PRSA Chapter and our students' involvement at the PRSSA national level. This dynamic environment fosters exceptional graduate employment rates and industry engagement, exemplifying academic and professional excellence.



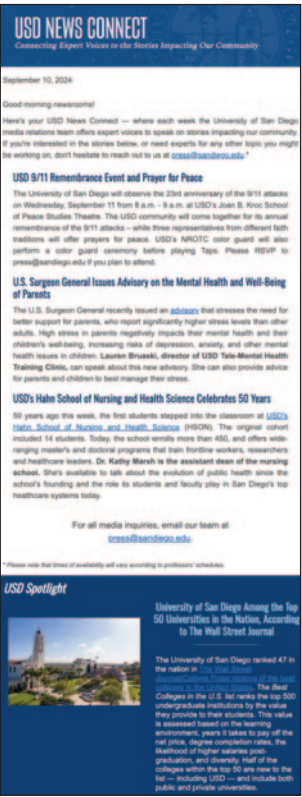
University of Michigan Office of the Vice President for Communications for Maize X Blue 2024: Tapping the Power Within for Communications Excellence

How do you create community among more than 1,000 marcom staff scattered across three campuses, with remote and hybrid work in a vast, decentralized structure? In 2023, the University of Michigan central communications team piloted the Maize X Blue Marketing and Communications Summit to facilitate networking and professional development. Central to its success was a highly involved volunteer committee that helped design, promote, and execute the event. Armed with insights and baseline data from the pilot, the team hosted a second event in 2024 that far exceeded expectations, with significantly higher ticket sales, more sponsors, and enthusiastic attendee feedback.



University of Nevada, Las Vegas for Giving Grief and Resilience a Voice and Home

On Dec. 6, 2023, a gunman stormed UNLV's Frank and Estella Beam Hall, killing three faculty members and seriously injuring another. Within hours, the UNLV web team launched the "UNLV Strong" site, thanks to their prep for a number of emergency scenarios. UNLV Strong's target audiences included: 1) 35,000 UNLV students, faculty and staff; 2) local, national, and international media; 3) approximately 150,000 UNLV alumni; and 4) leadership and citizens of greater Las Vegas.



University of San Diego for News Connect Newsletter by the University of San Diego Media Relations Team

The University of San Diego (USD) News Connect is a weekly newsletter crafted by the University of San Diego's Media Relations Team, dedicated to offering expert voices on stories impacting our community. The USD News Connect offers timely pitches and expert subject matter commentary from our esteemed faculty members on topical stories happening in the news. It is sent via email each Tuesday to local and national newsrooms, producers and reporters.

University of San Diego for Lighting the Way Forward: The University of San Diego Celebrates 75 Years

Founded in 1949 on a beautiful mesa overlooking Mission Bay, the University of San Diego (USD) has grown into a top-ranked university of nearly 10,000 students. USD's 75th anniversary in 2024 provided the perfect opportunity to highlight the university's updated mission and vision, drive prospective student inquires and web traffic, and set the stage for its upcoming comprehensive fundraising campaign. Through the 75th anniversary year, USD sought to elevate its people, programs and purpose to position itself as a leader in Catholic higher education and light the way forward towards a bright future.



USDA Food and Nutrition Service with Crosby Marketing Communications for National Campaign to Launch USDA's Summer Nutrition Programs for Kids (SUN Programs)

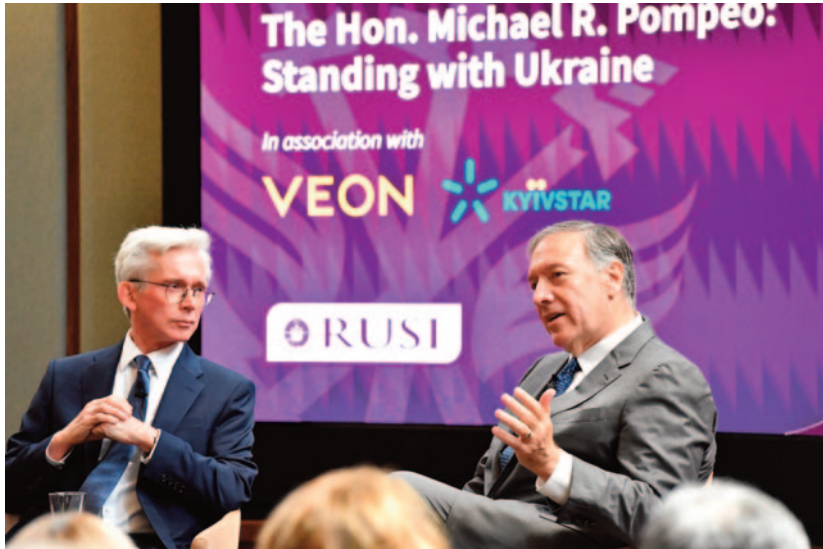
Millions of children participate in USDA's school breakfast and lunch programs during the school year, but kids lose access to these healthy meals during the summer. In 2024, USDA tapped Crosby to help brand and launch its expanded summer nutrition programs to raise awareness among low-income parents and families and drive increased participation. The resulting "More Summer Smiles" summer campaign integrated paid, earned, shared, and owned media to mobilize the target audience through national and local channels and trusted voices. The campaign far exceeded goals, connecting families to vital nutrition support their kids need to learn, grow, and thrive.



USS Harry S. Truman (CVN 75) Media Department for Give 'Em Truth

The U.S. Navy's Harry S. Truman Carrier Strike Group (HSTCSG) is deployed to the European and Middle Eastern regions. The Media Department has worked tirelessly around the clock to ensure nested communication, global reach, digital growth, and continuous process improvement directly influencing every communication objective. Our mid-deployment evaluation tells a compelling story of a team expertly employing a data-driven, theory-informed campaign that has exceeded expectations and objectives with exceptional results. We didn't just meet our objectives; in many cases, we've significantly surpassed them well before going home. Additionally, the team has demonstrated expert crisis communication practices during two catastrophic crises while deployed.

VEON for Steering VEON through unprecedented times and Standing with Ukraine



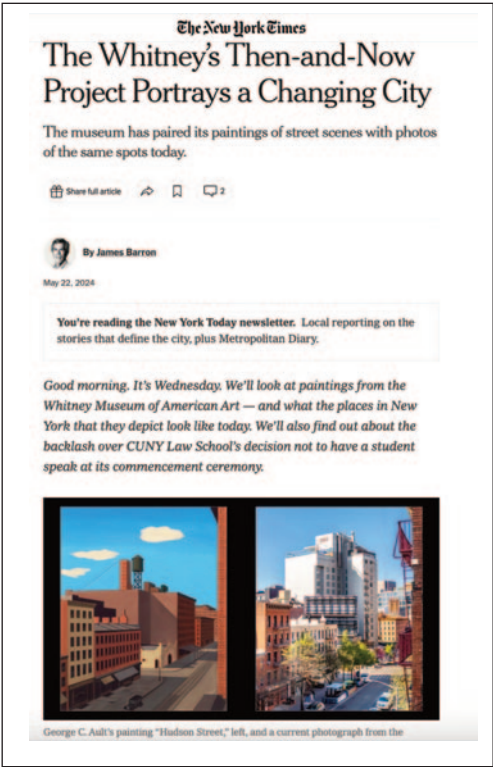
Washington State Department of Ecology with PRR for Use Food Well Food Waste Reduction Campaign

Food waste is one of the largest contributors to climate change and a waste of natural resources. To address this issue, the Washington State Department of Ecology launched a statewide effort to cut food waste in half by 2030. The Use Food Well campaign motivated consumers to cut back on their food waste - and save money - through simple steps: make a plan, use the food you buy, and store food properly. Partnerships with celebrity chef Joel Gamoran and Safeway helped raise awareness. Research showed a 31% increase in food waste prevention behaviors following the campaign launch.



Violet PR for Writing the Future: Boutique Agency Violet PR Zeroes in on Economic Development Specialty

Violet PR has continued to establish itself as the go-to agency for public relations specializing in economic development. Founded by April Mason, the company helps communities and organizations earn national media attention, leveraging deep expertise and relationships in the field. Through strategic media relations, Violet PR secured high-profile clients to elevate its client roster. Overcoming staffing changes, Violet PR built a strong leadership team and delivered enhanced media results. Last year alone, Violet PR generated 1,687 media placements, improved international media relationships, and increased revenue to \$2.9 million, solidifying its reputation as the go-to firm for economic development.



Whitney Museum of American Art with iVoice Communications and Alma Communications for Art for All: Making Art and its Benefits More Accessible

The Whitney Museum's in-house PR team developed, led, and executed a year-long strategy to make art, culture, and museums feel more welcoming to all. Goals included greater awareness of the Museum, the development of a welcoming voice, diversifying audiences, connecting more people to the benefits of art / art education (diverse perspectives, greater understanding and empathy, wellness), and launching the most robust free admission program in Museum history. With record media impressions and significantly larger & more diverse audiences, the Whitney's work can be seen as a playbook in a field struggling with reaching new audiences and explaining the importance of culture.



Williams with Avoq for Experience Powers Us

Williams’ “Experience Powers Us” campaign reintroduced a 117-year-old natural gas infrastructure company. By focusing on its people, the campaign demonstrated how experience elevated responsible operations, Williams’ commitment to sustainably meeting energy demands, industry leadership and collaboration to develop energy solutions. The multi-million-dollar campaign was designed to reach Williams’ core audiences, including diverse stakeholders across several states, through coordinated activations at major industry moments, premium media partnerships spanning CNBC to Capitol Hill, and targeted digital engagement. By weaving new messaging and brand identity across owned, earned and paid channels, Williams successfully repositioned itself as a forward-thinking force in energy infrastructure.



Winthrop Rockefeller Foundation and Ella the Banker with The Peacock Group for “Ella the Banker” Book Launch, Winthrop Rockefeller Foundation

The commercial banking industry lacks female representation, especially among women of color. To inspire young girls, 10-year-old Liam Sprinkle and his mother, banker Shamim Okolloh, co-authored Ella the Banker, a book about financial literacy through the eyes of Ella, inspired by Liam’s sister. Seeing its potential, the Winthrop Rockefeller Foundation enlisted The Peacock Group (TPG) to lead a PR campaign promoting awareness, book sales, and engagement. TPG executed a multi-faceted strategy, including a launch event, school visits, a statewide book donation, and media outreach, amplifying conversations on diversity in banking and inspiring future leaders.



Yuba Water Agency for Making Water Conservation a Way of Life Pilot Program

Yuba Water Agency launched a campaign to improve water conservation in Yuba County, in support of local residential water providers, who are required to meet strict conservation targets to comply with new California regulations. We distributed water conservation kits for the home and educated residents about water conservation. Yuba Water led and managed all of the communication on behalf of our partners. We designed branded kits. We used our website as a central location for information distribution, and used earned, owned and paid media in both English and Spanish, as well as many community outreach events to reach our audience.



Zurn Elkay Water Solutions for Zurn Elkay’s 2023 Sustainability Report

Zurn Elkay’s 2023 Sustainability Report effectively communicated the company’s enhanced environmental, social and governance (ESG) strategy and progress. Aligned with new reporting frameworks, the report expanded data transparency, introduced a product-level sustainability section and increased usability for key stakeholders. The report, driven by a cross-functional team, earned praise from investors and strengthened communication with customers and employees. These efforts to create a comprehensive, decision-useful report resulted in increased readership, upgraded ESG ratings and recognition on prominent industry lists. The report exemplifies Zurn Elkay’s commitment to transparency, stewardship and innovation while showcasing tangible progress in its sustainability journey.

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