



# 2022 ANVIL AWARDS

PRSA Anvil Awards Ceremony  
May 19, 2022

PRSA



**“This year’s Anvil submissions — covering all facets of public relations and communications — once again demonstrated the amazing impact strategic campaigns and innovative tactics can have for an organization. The breadth and depth of the programs continue to impress, especially considering the communication-landscape changes we’ve experienced over the last two years.”**

**— Mike Gross, APR**

Chair of the 2022 PRSA Honors and Awards Committee &  
President, AKCG - Public Relations Counselors



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2022 Anvil Awards Judges

# 2022 Honors & Awards Committee Members

## **Mike Gross, APR**

Chair, 2022 PRSA Honors & Awards Committee  
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AKCG - Public Relations Counselors  
Glassboro, N.J.

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US Farmers and Ranchers in Action  
Arlington, Va.

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New Hampshire Housing Finance Authority  
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### **Jeff M. Wilson, APR**

Vice President, Workplace Culture, DEI  
and Chief of Staff  
Padilla  
Richmond, Va.

# 2022 Anvil 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

### 3. Crisis Communications

- 3A. COVID-19 Challenges
  - 3AA. Best Organizational Pivot
  - 3AB. Healthcare
  - 3AC. Associations
  - 3AD. Government
  - 3AE. Nonprofit Organizations
  - 3AF. Business
- 3B. Non-COVID-19 Challenges

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.

### 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.

# 2022 Anvil Categories

## 7. Influencer Marketing Program to Expand Awareness

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

8D. Business-to-Business

8E. Consumer Products

8F. Consumer Services

Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration 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 Non-Packaged Goods

11C. Consumer Products Packaged Goods

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 ESG Campaign

Program that enhances an organization's reputation and demonstrates a business approach to initiatives that positively impact society. Campaigns to highlight the positive impact that they have had delivering environmental and social benefits to stakeholders.

# 2022 Anvil Categories

## 15. Multicultural Public Relations

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

## 16. 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.

## 17. 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.

## 18. Public Service

18A. Associations/Government/Nonprofit Organizations

18B. Business

18C. Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)

Includes programs that advance public understanding of societal issues, problems or concerns.

## 19. Reputation/Brand Management

19A. Associations/Government/Nonprofit Organizations

19B. 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

A public relations/communications team from any sector that demonstrates excellence in public relations and embodies the core values of PRSA. This team fosters a positive working culture and is driving positive, measurable behavioral or attitudinal change among its target audiences.

### 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 and embodies the core values of PRSA. This team fosters a positive working culture and is driving positive, measurable behavioral or attitudinal change for its clients.



# 2022 Anvil Categories

## 3. Best Organizational DEI Progress

3A. Agency

3B. 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.

## 4. Best College/University Communications Program

4A. Undergraduate Program

4B. Graduate Program

A college/university team that demonstrates excellence in public relations and embodies the core values of PRSA, especially ethical practices. This team fosters a positive working culture and is driving real results aligned with the mission of its organization.

## Bronze Anvil Tactical Awards

**Paid:**

### 1. Most Effective 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

4D. 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. Featured to Feature

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."

# 2022 Anvil Categories

## 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. Best Use of 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.

## 6. Influencer Marketing As Part of a Larger Campaign

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.

### Owned:

## 7. Best Digital Platform

Did you launch a new website, app or other digital platform? How was it launched and how much risk was involved in your marketing plan? What platforms were used? 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.

## 8. Best Use of Data/Analytics

How did it uncover hidden patterns, correlations or other insights to help make quicker and more efficient business decisions to gain a competitive edge?

## 9. 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.

## 10. Creative 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.)

## 11. 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.

## 12. Blogs

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.

# 2022 Anvil Categories

## 13. 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.

## 14. 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.

## 15. Best Use of 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.

## 16. Research/Evaluation

Research that provides a meaningful contribution or input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic. Sample of the methodology and findings of any research should be uploaded, along with a one-page summary. One-page summaries for evaluations should detail how and why this method is unique, valuable and critical to the success of the program or tactic.

## 17. Best Use of 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.

## 18. Best Tactical Pivot

When faced with an unexpected challenge or complication, how did you overcome it? Describe your creative and innovative solution to an issue that could have otherwise had significant negative repercussions for a business or organization.

## 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.

## 20. Magazines

Publications designed to provide in-depth information about an organization or topic on a regular basis. 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.

# 2022 Anvil Shortlist Photos & Synopses



## 7-Eleven with M Booth and Sent Into Space for 7-Eleven's Birthday Month

In 2021, for the second consecutive year, the pandemic interfered with the customary birthday celebration of the world's largest convenience retailer: a free celebratory Slurpee, redeemable in-store on—you guessed it—7/11. The And, to keep its customers safe, 7-Eleven encouraged them to order in advance via 7Rewards program or 7NOW delivery service through strategic paid, earned, and owned messaging. This time around, 7-Eleven wanted to do more to honor its birthday. So, in keeping with their motto, "Take it to Eleven," we 'took it to ELEVEN.' We took the iconic drink and threw an even more iconic celebration...in SPACE!

## Adrenaline with Lynn Harris Medcalf PR Consulting for Believe in Banking: Supporting an Essential Sector

In March 2020, the influence of COVID rippled across the globe. For all the blame the industry took during the 2008 financial meltdown, banking turned out to be an essential service doing the most good at the right moment during COVID. To support this critical sector, the financial industry experts at Adrenaline launched Believe in Banking to provide immediate and sustained support for an industry at the forefront of the economic crisis. This mission-oriented, multi-media platform brings together decision-makers and industry leaders for timely insights, news, data ,and vital conversations around the unfolding crisis and banking's resilient response to it.



## Adrenaline with Lynn Harris Medcalf PR Consulting for Believe in Banking: Podcast with a Purpose

In March 2020, the influence of COVID rippled across the globe. For all the blame the industry took during the 2008 financial meltdown, banking turned out to be an essential service doing the most good at the right moment during COVID. To support this critical sector, the financial industry experts at Adrenaline launched Believe in Banking to provide immediate and sustained support for an industry at the forefront of the economic crisis. This mission-oriented, multi-media platform brings together decision-makers and industry leaders for timely insights, news, data and vital conversations around the unfolding crisis and banking's resilient response to it.

## Aerin Medical with Merryman Communications for Breathe In, Breathe Out – Securing Consumer Coverage in a COVID-crazed Media Environment

Healthcare PR professionals continue experiencing challenges in securing earned media, especially on television, unless the story is directly tied to COVID-19 or a timely news event. When Aerin Medical wanted to educate patients and drive inquiries to its website using evergreen stories about its Vivaer treatment in targeted markets, Merryman Communications knew a paid TV integration would be the best way to circumvent current challenges achieving earned media. The result was a record number of website visitors and doctor locator searches generated in response to a segment that aired multiple times on Denver's NBC affiliate and included all key messages.





### American Egg Board with Ketchum for Incredible Egg Challenge

Baking, flower arranging, makeup, even pottery have had their own competition shows – must-see quarantine viewing. In spring 2021, eggs had a moment of their own in the three weeks leading into Easter. Three savvy bakers, entertainers, cooks and crafters participated as “challengers” in the Incredible Egg Challenge. Each week the influencers submitted their projects for judging - weekly themes included Marvelous Meringues, Holiday Brunch Boards, and Eggciting Tablescapes - all leading into a championship round. Competition and holiday inspiration – all brought to you by the Incredible Egg.



### Associated General Contractors, Oregon-Columbia Chapter with Quinn Thomas for Build Oregon: Build What Matters

To help AGC overcome its increasingly difficult challenges with attracting the next generation to the construction industry, Quinn Thomas (QT) developed a comprehensive brand strategy and communications program. By conducting research with industry members and its target audiences, QT uncovered existing brand and channel misalignment and misconceptions among AGC’s audience. QT then developed and deployed a highly successful brand refresh, owned channel refresh and ongoing paid media, influencer and social media campaigns. The highly successful program beat all 1st-year goals by 82-290% and drove a high level of interest in construction careers among target audiences.



### Association of Oklahoma General Contractors with Jones PR for Association of Oklahoma General Contractors "Fast Money"

Jones PR produced an innovative, unconventional creative tactic utilizing direct mail with embedded video as part of a public affairs campaign for the Association of Oklahoma General Contractors to protect funding for safe roads and bridges. Humor was the unconventional element by having the AOGC executive director play each character in the video to represent how quick government monies stimulate local economies through different transportation sectors – aggregates, equipment and steel. Result of the video direct mail piece actually increased funding in a year the state budget was cut \$1.3 billion.



### Association of Oklahoma General Contractors with Jones PR for Association of Oklahoma General Contractors "Fast Money"

Oklahoma faced a \$1.3 billion budget shortfall due to the pandemic and legislators and lobbyists were scrambling for every dollar for their projects. The Association of Oklahoma General Contractors needed to break through the noise to preserve funds for safe roads and bridges. Jones PR produce an eye-catching and impactful public affairs campaign to raise awareness of how quickly transportation tax dollars are injected into local economies across the state, creating jobs in each legislators’ districts. Result of campaign saved funding and actually increased with approval of \$200 million in bonds to accelerate projects.

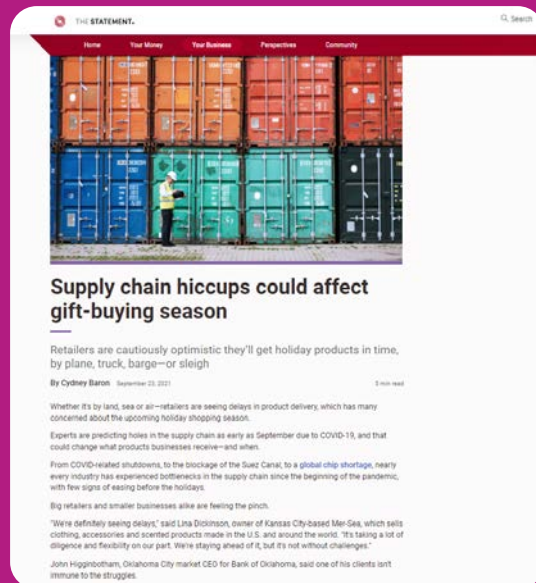
**Blackhawk Network with  
The Fletcher Group  
for How America Gives Gifts:  
Helping Retailers Prepare  
for Holiday 2021**



**Blanchard Valley Health System**

Small, but mighty, describes our Blanchard Valley Health System Corporate PR & Marketing department. Our team of seven serves a comprehensive health system across eight counties in Ohio. Projects are not outsourced to advertising agencies but developed, launched and completed with internal talent. We understand how important it is to engage with our audiences. But equally important, among each other. To be the BEST PR & Marketing team, you must work together like a well-oiled machine. Each one of us respects the talent, skill, ability and authority of the other. We will never let one another fail.

**BOK Financial with  
Ragan Consulting Group  
for Brand Journalism: The Statement**



BOK Financial used a research-informed business case to pitch brand journalism to leadership. Right as the initiative gained ground, the pandemic hit and derailed plans for a new owned content website. But the communications team persevered with the belief that owned content was a powerful avenue to build brand recognition, increase visibility for company experts and provide valuable information directly to audiences including commercial clients and prospects. After a makeshift approach for nearly a year, <https://thestatement.bokf.com/> was launched. The content highlights all lines of business and geographies using a journalistic approach, which is promoted through a variety of channels.

**Bospar with Bateman , BLASTMedia, BOCA Communications, Bospar, EvolveMKD, Highwire PR, Karbo Communications, Manhattan Strategies, Strange Brew Strategies, Trier and Company, Redwood Climate Communications, Brian Simon Associates, and LaFORCE for Bospar Messes With Texas**

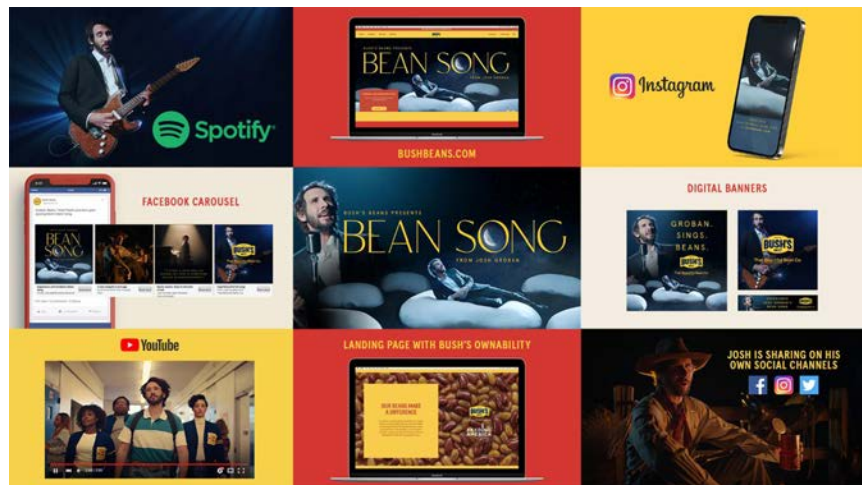


## Boston Scientific with Merryman Communications for Physician's Perspectives - an Innovative Program to Educate and Empower Physicians

In a field with varied patient experiences, a wide variety of treatment options available, and evolving clinical science and techniques, Boston Scientific needed to connect physicians with high-quality, peer-to-peer content on Benign Prostatic Hyperplasia (BPH) treatment. Merryman Communications partnered with the company to create the first and only comprehensive platform that provides urology professionals with credible and actionable peer-to-peer insights to advance the treatment of BPH. The Boston Scientific Physician's Perspectives program has garnered the attention of physicians globally, with more than 72,000 physician users to date and new content and mini market campaigns every month.



## Bush's Beans with Carmichael Lynch Relate for Bush's Partners with Josh Groban to Give Beans Their Rightful Musical Due



## BRG Communications

BRG Communications is focused on addressing critical health and social issues, strengthening brand reputation, building awareness and driving positive change for its safety health and wellness clients. Our collaborative team has a proven track record for creative planning, successful implementation, best-in-class service and exceptional results. BRG strives for excellence, for both our clients and our team members. From our robust benefits to our flexible work style to our numerous fun perks, we focus on making life better at BRG. Our work is meaningful and makes a true impact every day. At BRG, success is where top talent meets quality clients.

## Bush's Beans with Carmichael Lynch Relate for Bush's® and Josh Groban Partner to Make Beautiful Music About Beans







C+C | ALL ABOUT THE GOOD

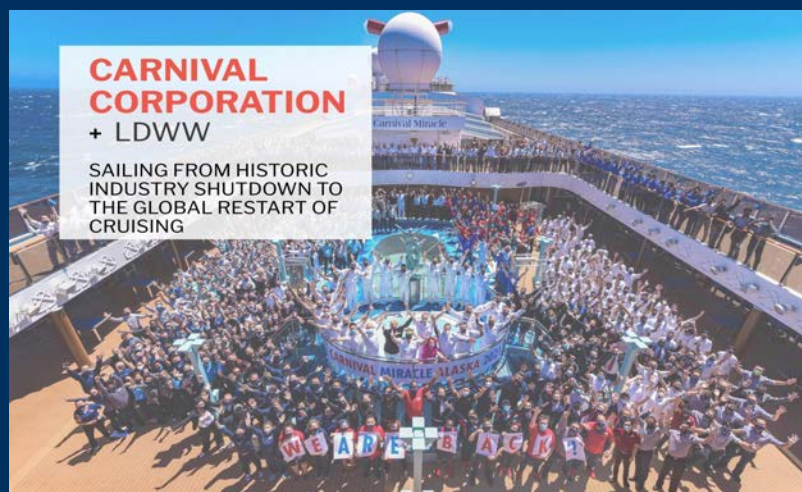
## C+C

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 86, with offices in Seattle, Boston and Portland, who are dedicated to helping clients make the world a healthier, happier, more sustainable place to live. Our culture is built on putting people first, following through on commitments, and just flat out being there for our clients. In 2021 we continued to thrive, creating some of our best work ever while managing one of our biggest growth years ever.

## California American Water with Murphy Nelson Marketing for CTV High-Water User Campaign

California American Water (CAW), a wholly-owned subsidiary of American Water, is a regulated utility that provides water and wastewater services to customers throughout California, which has been experiencing a series of ongoing droughts. As water supplies have decreased, the need to conserve has become more pressing. In response, CAW sought assistance from Murphy Nelson Marketing (MNM), a communications agency based in San Diego, to encourage customers to reduce their water use.

## Carnival Corporation with LDWW for Carnival Corporation: Sailing from historic industry shutdown to the global restart of cruising



## CCOM GROUP INC.

CCOM GROUP is a diverse, minority-owned, multicultural, full-service advertising and communications agency with deep roots in Florida. For over 20 years, CCOMGROUP has worked to become a part of the very fiber of our clients' brands as we promote, protect, and further their vision. We are well-experienced in several industry categories, including Beauty and Skincare, Automotive, Spirits and Energy. As partners, we establish genuine connections, craft messages, amplify voices and develop creative concepts that drive tangible results. Headquartered in Miami, we employ 75 full-time professionals and offer a fully integrated communications approach.



## Centre for Ocular Research & Education (CORE) with McDougall Communications for Sparking Global Discussion: The Conversation & Mask-Associated Dry Eye

Several weeks after COVID-19-related mask wear started, eye doctors began noticing patients presenting with dry eyes. Sensing this issue could have global relevance, the Centre for Ocular Research & Education (CORE) at the University of Waterloo quickly developed a program to alert the eyecare community and general population to mask-associated dry eye—MADE. Using a bylined feature story as the catalyst, a small team overcame zero budget and an already overextended staff to advance the knowledge of medical peers on six continents, help millions of consumers understand and counteract this new phenomenon, and gain worldwide exposure for CORE’s scientific expertise.

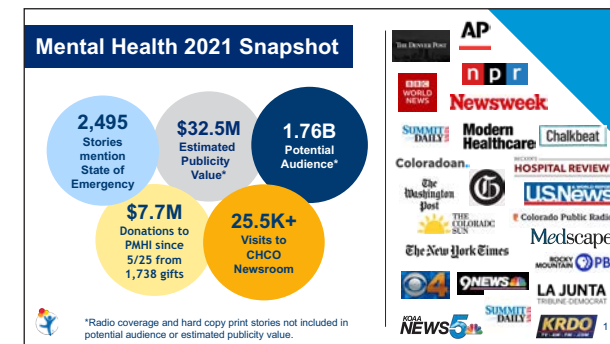
## Centre for Ocular Research & Education (CORE) with McDougall Communications for Alerting the World to MADE: Mask-Associated Dry Eye

Several weeks after COVID-19-related mask wear became widespread, eye doctors began noticing more patients presenting with dry eyes. Sensing this issue could have global clinical relevance, the Centre for Ocular Research & Education (CORE) at the University of Waterloo in Ontario, Canada, quickly developed a focused, 18-month communications program to alert the eyecare community and general population to mask-associated dry eye—MADE. Despite zero budget and an already overextended staff, a small team advanced the knowledge of medical peers on six continents, helped millions of consumers understand and counteract this new phenomenon, and gained worldwide exposure for CORE’s scientific expertise.



## Chase Oaks Church with Three Box for Debuting the New Era of Local Good Center

Three Box client Chase Oaks Church created Local Good Center (LGC) to serve the North Texas community through advocacy, wellness, job readiness and education programming. The Center first opened its doors to the public in 2014, and due to an increase in demand, quadrupled its space and expanded its service offerings in 2021. Three Box was tasked with introducing the next generation of LGC to external audiences to build awareness, increase engagement and drive action around the new Center’s grand opening weekend on November 6. Our budget for this program was \$7,000.



## Children’s Hospital Colorado with GroundFloor Media for Youth Mental Health “State of Emergency”: ‘Their tank is empty’

Colorado experienced unprecedented demand for youth mental health services during the pandemic. That demand overwhelmed Colorado’s mental health system, which has lost funding and more than 1,000 treatment spots (“beds”) for youth over the last decade. Children’s Hospital Colorado rallied community partners to create awareness and political action for this crisis by declaring a “State of Emergency” at a media roundtable attended by 30+ local/national reporters. The event created 2,425 media stories and caused lawmakers to increase funding for mental health treatment and crisis services by 267%, from \$5.5 million to \$14.7 million (a 920:1 ROI on the campaign’s cost).

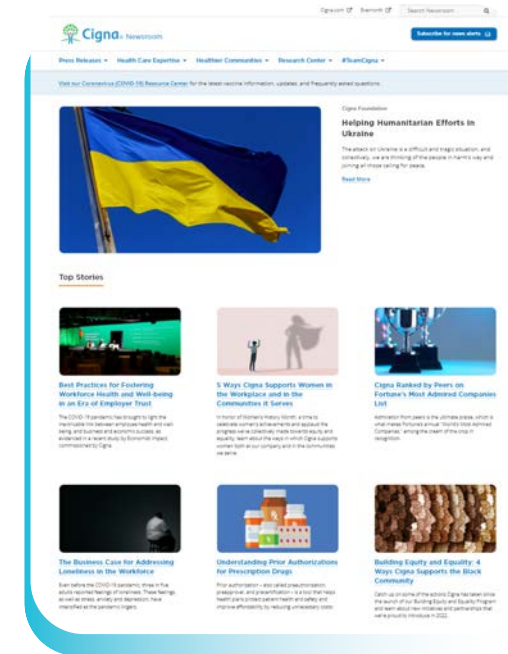
## Chipotle Mexican Grill with Linhart Public Relations for Building Brand Love in America's Biggest Market with Culturally Relevant, Local Media Relations in 2021

Chipotle Mexican Grill sought to make an impact in the country's top media market, New York City, to deepen brand awareness and consumer loyalty. Chipotle called upon Linhart Public Relations to develop go-to relationships with key New York City reporters to generate consistent, positive media coverage about the brand's priority areas, including real food leadership, through new menu items and its Real Food for Real Athletes program; easier access to Chipotle via new restaurants; and culturally relevant observances impacting consumers. Linhart PR built relationships with top-tier reporters to secure 168 stories in the New York metro area media market.



## City of Austin, Austin Resource Recovery's Public Information and Marketing Team for Final phase rollout of curbside composting collection for Austin residents

In February 2021, Austin Resource Recovery (ARR), completed the fourth and final expansion of its curbside composting collection program. ARR's Public Information and Marketing Team (PIO) announced the final roll out in December of 2020 and began a year-long advertising and outreach campaign. The goal of the campaign was to inform residents and encourage participation. PIO's advertising and community outreach were planned with environmental justice as one of the guiding principles. The campaign was highly effective, decreasing contamination from 2.8% to 1.25%, increasing the amount of diverted material and increasing the pounds of curbside compost collected



## Cigna Corporation for Cigna Newsroom: Taking the Pen Back When it Comes to Telling our Brand Stories

The Cigna Newsroom was relaunched in September 2021 to "take the pen back" when it comes to telling our stories externally. Before this, our team really relied on the media to do our storytelling. The Newsroom has allowed us to tell more stories, in our own voice, and POV, to better engage our audiences and drive awareness of Cigna as a health care expert and an innovative business. We tackle topics across a myriad of business and healthcare trends and have positioned our Newsroom team as an internal content agency that brings our brand stories to life.

## Clyde Group

Clyde Group is one of the nation's fastest growing public relations and public affairs agencies, repeatedly recognized for breakthrough campaigns and achieving clear outcomes. It was founded in 2015 by agency veteran Alex Slater who saw an opportunity to differentiate the agency based on culture and diversity. The vision is to be the best agency to work with and the best agency to work for, a reflection that an agency built around employees is one that will best serve its clients. That vision ensures our team always brings ambitious ideas, creative solutions, and an authentic personality to work.

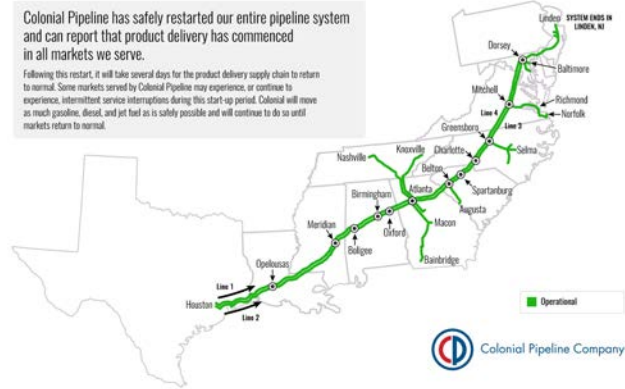


**CLYDE GROUP**

Best to Work With, Best to Work For

## Colonial Pipeline Company with FTI Consulting for Managing Through a National Crisis and Changing the Playbook in the Process

On May 7th, Colonial Pipeline Company became a household name in the United States and around the world. As a result of a cyber-attack, communities up and down the East Coast felt the stress of product shortages created by panic buying. Colonial recognized early on that providing accurate and timely information would be central to an effective response, while fielding 1000+ media inquiries, developing regular employee updates, preparing for daily government briefings, and supporting the operational and IT response teams as they worked to restore the system. Communications ran through every aspect of our response to this historic event.



## Constellation Brands with MullenLowe and Grafico for Corona Hard Seltzer Limonada Product Launch

Corona's new Hard Seltzer is inspired by traditional Mexican limonada recipes, helping it to stand out among the many hard seltzer lemonades on the market. To own our authenticity and uniqueness, we partnered with Duolingo to build a voice-activated vending machine that dispensed a free sample of Limonada—but only if you ordered it correctly in Spanish. If you couldn't, you still received a free Duolingo Plus subscription to practice. To raise awareness for the product launch, we captured consumer reactions via hidden camera to create a lighthearted piece of content that was amplified across earned media outreach and owned channels.



## Cook Children's Health Care System for Christmas in the COVID Units: A Rare Glimpse inside a Children's Hospital During the Pandemic

In December 2020, we were approaching the 10th month of the pandemic and we were seeing an all-time high of COVID-19 cases at Cook Children's Medical Center. The positive case count hovered around 100 positive cases a day. Two inpatient units were dedicated to COVID-19 patients, including an Intensive Care Unit (ICU) for those who required life-saving treatment. We knew we had to share what we were seeing inside our dedicated COVID-19 units. Our biggest challenge was time and resources during the holiday season. Our audiences were local and regional DFW news outlets, existing patient families and the local community.



## Cook Children's Health Care System for Best Tactical Pivot: Modeled After the System's Brand Journalism Site, Cook Children's Response to COVID-19 Results in Pioneering Internal Newsroom that Connects Stakeholders More Effectively to the Organization

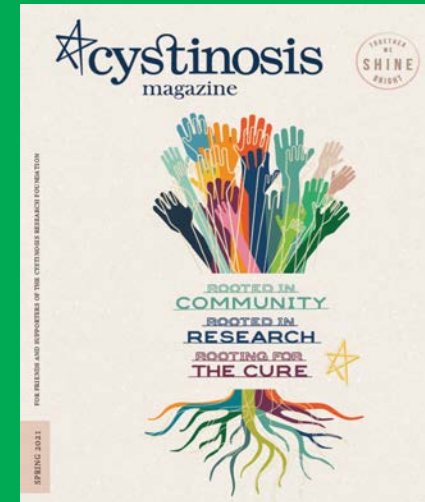
Through the launch of a new online newsroom during its COVID-19 response, Cook Children's Health Care System in Fort Worth, Texas increases engagement and connections with its 8,000 internal stakeholders, hundreds of whom now work remotely. Similar to an external brand journalism site, the Connect Newsroom now serves as the primary hub for the system's crisis communications response with employees, along with breaking and routine news, feature stories on stakeholders and system departments, strategic initiatives, culture building efforts, internal assets, quality and safety messages, physician communications, in-depth articles and more. Review here: [CookChildrensConnect.com](https://CookChildrensConnect.com). Videos are under the "Media" tab.

## Current Global

For Current Global, nothing could stop the growth momentum we have consistently delivered for the past 16 years since we opened our doors in 2006 – not even COVID. Despite business upheaval due to the pandemic, in 2021 we achieved double-digit revenue growth (16.6%) in the U.S. With our distinguished and innovative leadership team at the helm, new talent helping us drive cross-practice collaboration, and engagement at all levels to deliver our accessible communications promise, we delivered transformative work for our clients, brought home more awards, and led industry change during this incredibly disruptive time.



## Cystinosis Research Foundation with Idea Hall for “Rooted in Community, Rooted in Research, Rooting for the Cure” and “The Wish Effect” – Cystinosis Magazine Spring and Fall Editions



Cystinosis Research Foundation’s mission is to empower the medical community to find a cure. Before partnering with Idea Hall, the magazine lacked a clear messaging strategy, structure and cohesive design. Idea Hall recommended a content and design strategy that enabled the magazine to work as a vehicle to aid CRF’s mission and fundraising efforts by communicating CRF’s work and driving continued education. Idea Hall wrote, edited, designed and distributed the 2021 spring and fall issues to 15,000 key stakeholders worldwide. In 2021, the publication was the catalyst for driving nearly \$25,351 for cystinosis research throughout the year.

## D.C. Department of Behavioral Health with ENGAGE Strategies LLC for Be Ready Opioid Overdose Prevention Campaign



While the opioid crisis has impacted the entire nation, the District of Columbia has been hit hard, second only to West Virginia in the overdose death rate. The most effective life-saving measure is naloxone, a nasal spray that reverses an overdose. To save lives, we launched Be Ready, an integrated social marketing campaign with traditional and non-traditional public relations, social media and advertising tactics surrounding our target audiences. As a result of the campaign, we saw an 80% increase in naloxone distribution in 2021 over 2020. The Be Ready campaign was the ONLY naloxone promotion happening in the DC market.

## DefenseStorm with Arketi Group for Integrated Communications Campaign Expands Awareness & Engagement for DefenseStorm



Financial institutions faced a growing threat at the close of 2020: cyber attacks against banks and credit unions were up by more than 230% with no end in sight. DefenseStorm, a cybersecurity management provider, knew its solutions could offer financial institutions the tools they needed to protect themselves and their customers. What it needed, however, was an integrated communications strategy to share their story with the market. The FinTech turned to Arketi Group, to develop an integrated campaign designed to highlight DefenseStorm’s cybersecurity expertise and engage financial institutions with its product offerings. Within 12 months Arketi surpassed all campaign objectives.

Deloitte with Brodeur Partners  
for Deloitte Forecasts Merry  
and Bright Holiday Season, but Not for All



Delta Air Lines for  
“Protected Together, Connected Together” --  
A Global Employee Vaccination Campaign

Throughout the COVID-19 pandemic, Delta Air Lines has been steadfast in its long-standing approach of putting people first. With vaccines beginning to roll out in 2021, the next critical stage of a journey to protect employees and customers began, in which it was necessary to galvanize the Delta team to get vaccinated – for themselves, for their families, for customers and for each other. The team responded with a multi-faceted communications approach that, combined with Delta’s culture of teamwork, helped overcome vaccine resistance and resulted in more than 95% of employees vaccinated – all without a company-wide mandate



DHL Supply Chain with  
Fahlgren Mortine for  
Packaging Up Savings Across the Supply Chain



DHL Supply Chain with  
Fahlgren Mortine for  
Experience is the New Loyalty



## Diocese of Pittsburgh with OPR Group, Pipitone Group, CorCom, Inc and Hoffmann Murtaugh for Pittsburgh's Catholic Schools Are Lighting the Way

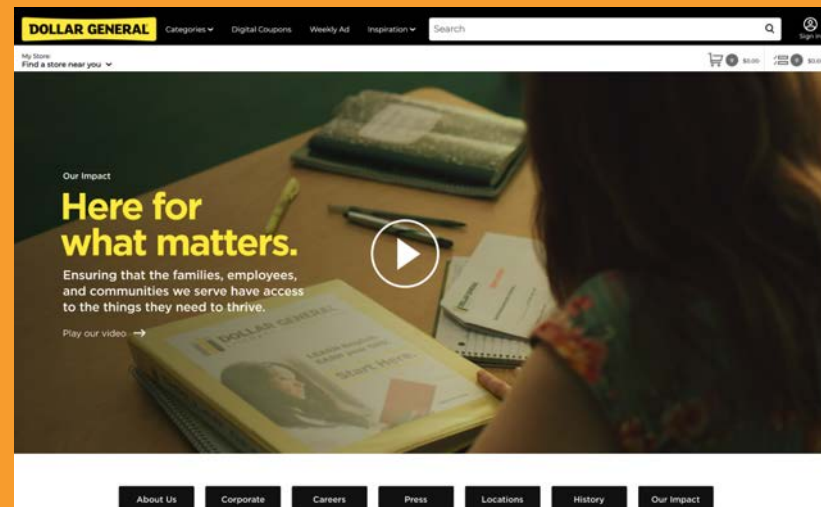
Student enrollment in Pittsburgh's Catholic schools was in a 10-year decline, marked by school closures, consolidations, and teacher layoffs. Worse still, the peak infection period of the Covid-19 pandemic was an "accelerant" fueling continued decline. The Diocese of Pittsburgh and OPR Group developed the Lighting the Way campaign to persuade parents of the important values and attributes of a Catholic education, overcome a decade of decline, and increase enrollment. Through an integrated marketing campaign of storytelling and strategic messaging, enrollment in Pittsburgh's Catholic schools increased more than 12%, far surpassing public and private school enrollment during the same period.



## Discover Puerto Rico with Ketchum for Live from Puerto Rico!: Dick Clark's First-Ever Spanish Language Countdown

Ketchum secured Puerto Rico as the newest countdown location on the number one New Year's broadcast, Dick Clark's New Year's Rockin' Eve on ABC, for the show's first-ever Spanish language countdown. With the Island joining the ranks of NYC, New Orleans and LA, this opportunity elevated the destination after a record-breaking year in tourism with actress Roselyn Sanchez and reggaeton artist Daddy Yankee hosting, alongside various activations to further amplify visibility for the historic event. Ketchum's earned media efforts garnered 859 placements and 2.1B impressions. The broadcast had 19.6M viewers; a 6% increase from the same timeframe the year prior.

## Dollar General with BCW for Here for What Matters



## Duke Energy for Duke Energy's Power Plant Worker Appreciation Campaign



Duke Energy designated Nov. 1, 2021, as its first Power Plant Worker Appreciation Day, creating an engagement and storytelling platform to recognize the company's 8,575 power plant workers, who provide one of life's essential services to more than 8.2 million customers through their work at 355 hydro, coal, nuclear, natural gas, solar, wind and battery storage facilities across the U.S. in 23 states. The inaugural campaign exceeded objectives by building pride among power plant workers and making them feel respected, valued and appreciated. The campaign also contributed to the company's workforce strategy to create employee advocates.

## ECMC Group for ECMC Group Helps Teens Question The Quo in Education

Nonprofit education company ECMC Group launched the Question The Quo campaign to empower Gen Z teens to explore their postsecondary education options and to take the path that's right for them. As an organization focused on helping students succeed, ECMC Group developed the grassroots awareness campaign to increase visibility for education options beyond the traditional four-year degree that provide a shorter, less expensive and more direct path to a career. The campaign included a variety of touchpoints that resulted in widespread earned media coverage, social activation and partnership with key industry stakeholders.



## Eisai Inc. with Marina Maher Communications for Spot Her

Women with endometrial cancer have reported that their symptoms were stigmatized and dismissed, even though diagnoses and deaths from this type of uterine cancer are on the rise. Identifying symptoms and seeking help is particularly important for the Black community, where intersectional factors contribute to disparities in health care. Only 53% of Black women with endometrial cancer receive an early diagnosis—and for those with late-stage cancer, the treatment options become more limited. Spot Her aims to educate everyone on the potential symptoms and risk factors of endometrial cancer, and empower them to listen, advocate and put their health first.

## Elligo with SCORR Marketingfor Elligo — On a Mission to Make Clinical Trials Available to All

Elligo Health Research®, a leading integrated research organization, has a goal of enabling easy participation in clinical trials for any patient or physician. Elligo needs visibility and credibility, which was low in 2020, to reach partners that can help enable clinical trials through nationwide community-based healthcare practices. Elligo's CEO, John Potthoff, Ph.D., has over 28 years of experience in the clinical research services industry, and efforts were made in the media and online to increase his thought leadership and support Elligo's mission to make clinical research available to everyone within the next five years.

## Endo International for Data-Driven Internal Communication Expansion to Engage and Connect Team Members at Endo

We kicked off 2021 with two communications problems to solve. First, improve access to company news for employees at our manufacturing site in Rochester, MI, who do not have regular email access. Second, establish ways for remote team members to better connect virtually. If we did not improve communications and engage our team members, we risked decreased productivity, poor morale and increased turnover over time. Thus, our goal was to make data-driven enhancements to internal communications that would provide our two key audiences—remote and manufacturing team members—with better collaboration tools, greater access to information and more opportunities to connect.

at.endo





## Entergy Mississippi for Game On!

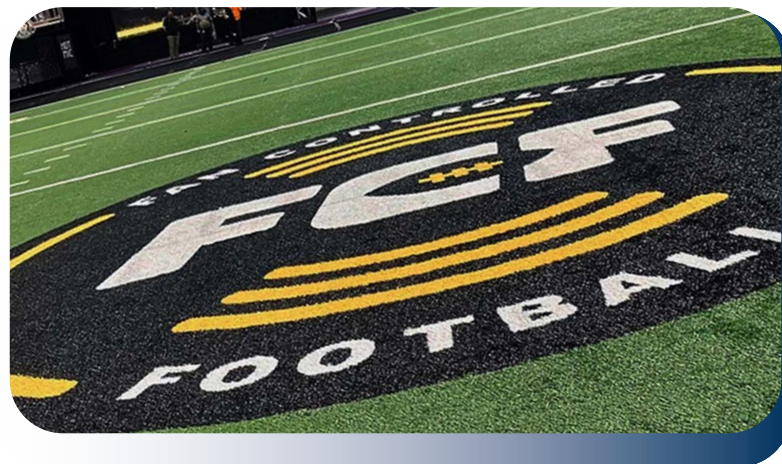
Entergy Mississippi employees were forced to work from home due to COVID-19. After several failed attempts to bring them back to the office, they were losing morale and becoming less engaged. Based on research, we developed the Game On! Challenge to help employees stay informed and connected with their work families. We combined family game night with content employees were interested in to create online trivia contests. This helped employees connect through business and personal interests, while giving them chances to win fabulous prizes. Game On! was an instant success and exceeded all objectives by the end of the year.



## EvolveMKD

EvolveMKD is an award-winning public relations and digital marketing agency combining customized solutions with high touch client service, based in NYC. Our clients are largely in the healthcare and pharmaceutical space, with others in lifestyle, wellness, and beauty. Since foundation, EvolveMKD has seen results – both in the work that our team creates and our relationships and subsequent growth with clients – resulting in doubling revenues in 2020 and sustaining that growth in 2021. We've built trust with our clients, resulting in 90% of new business stemming from word-of-mouth, and demonstrated our expertise through thought leadership, ever-growing capabilities, and execution.

## Fan Controlled Football for Reinventing Live Sports for the Digital Age



## Formica Corporation with Carmichael Lynch Relate for Formica Corporation Nurturing the Next Generation of Designers

Despite being an iconic brand and the inventor of laminate, awareness and consideration of Formica Corporation was declining with architects and designers and was even lower with the next generation of these pros. To build brand affinity early, Formica introduced the FORM Student Innovation Competition, which challenged architecture and design students to design furniture with Formica products. In the competition's fourth year, we exceeded our objectives to increase brand familiarity and student participation, with a 112% increase in strong brand familiarity and a 63% increase in entries over the 2020 competition.



## Frito-Lay North America; Cheetos with Ketchum, Goodby Silverstein & Partners, OMD and VaynerMedia for It Wasn't Me

Cheetos was launching its new Crunch Pop Mix around Super Bowl Sunday -- a cheesy combination of Cheetos Crunchy and Cheetos Popcorn in one bag. The problem? Many other iconic food brands were launching their new products on the same day. In a nutshell, we were faced with the ultimate food brand fight night and needed a novel way to drive the trial of our snack, not theirs. We also needed to position Cheetos' new product as 'irresistible' and make Crunch Pop Mix THE most talked about brand on game day -- to ultimately beat the brand's ambitious sales goals.



## FTX with dentsuMB PR and M Group for Don't Miss Out

History's littered with skeptics. People predicted the internet would never get adopted by the masses. Likewise, cryptocurrency sits at the intersection of too good to be real and too real to ignore—leaving people on the sidelines. That's why FTX leaned on an integrated, PR-led campaign strategy to make its Super Bowl debut in an unconventional play for the masses. The results are clear: 31.7B earned-media impressions, dominant share-of-voice compared to rival exchanges and most substantial social follower increases across platforms. FTX—the world's fastest growing exchange—flipped its position from category upstart to definitive source for exploration and adoption.

## FuelRod with Idea Hall for FuelRod Portable Chargers: Geo-Targeted Influencer Campaign Exhausts Product Inventory

FuelRod - the first rechargeable, portable mobile device charger that can be recharged or swapped for a fresh charger at any FuelRod kiosk - charged Idea Hall with developing an influencer marketing campaign geotargeting influencers living near airports with existing FuelRod relationships and airports with which FuelRod hoped to develop future relationships. Idea Hall developed a micro- and mid-tier Instagram influencer campaign, executing all influencer research, message development, influencer relations, product shipment and performance tracking. As FuelRod's sole marketing campaign, Idea Hall's strategy proved a resounding success, significantly contributing to a 136.3% increase in quarterly revenue and exhausting product inventory.



## Funders Together To End Homelessness San Diego with Mixte Communications for Effective Messaging Solutions for Housing as a Solution to Homelessness

Mixte Communications and Funders Together To End Homelessness San Diego (FTEHSD) - a joint effort of funders that invest in effective systems change to end homelessness - collaborated on a yearlong, multi-faceted research campaign to determine which messaging most effectively helps San Diegans consider housing as a solution to homelessness. The campaign had tremendous impact, resulting in a much greater social media reach than anticipated, a live communications training of community partners and meetings with city and county elected officials centered around adopting the key points into their messaging

## Governmental Finance Officers Association with Eddy Alexander for End the Acronym - Increasing cultural sensitivity in the ever-shrinking world of government finance

The Government Finance Officers Association (GFOA) learned that a frequently used industry acronym sounds the same as a profoundly offensive racial slur used in post-apartheid South Africa. They instinctively knew they needed to explore making a change. However, in a highly political environment where racial tensions ran hot, they also knew they needed to better understand the perceptions, attitudes, and motivations of all those who would be impacted by the acronym's continued use and/or potential change before making any permanent decisions. They called on Eddy Alexander for assistance.



## Harvey Mudd College for Harvey Mudd College Admission Microsite

A new microsite for the Harvey Mudd College Office of Admission, created in five weeks with a communications staff of eight, successfully converts prospective students and their families from interest to apply to enroll.



## Hawaiian Electric Industries with iQ 360 for Hawaiian Electric Industries 2021 ESG Report

Hawaiian Electric Industries (HEI) is a holding company that supplies power to approximately 95% of Hawaii's population through its electric utility, Hawaiian Electric, and provides an array of banking and financial services to consumers and businesses through American Savings Bank (ASB), one of Hawaii's largest financial institutions. HEI also helps advance Hawaii's clean energy and sustainability goals through its subsidiary, Pacific Current. Making an ESG report distinctive and meaningful—while also complying with stringent reporting standards—calls for both strategic and creative thinking. iQ 360 created a cohesive and engaging 2021 ESG report for HEI's unique combination of businesses.



## Head & Shoulders with Marina Maher Communications, CARAT Global for Bill Nye the Science Guy Simplifies the Science Behind Head and Shoulders

With the superiority of Head & Shoulders put to the test, the brand needed to create an anti-dandruff superiority story to resonate with consumers and leave no doubt in their minds that H&S is the #1 anti-dandruff choice. Playing off the idea that during uncertain times consumers turned to nostalgic experts they've trusted in the past, Head & Shoulders teamed up with Bill Nye. Just like Bill Nye has been educating people on the science behind the world's most unanswered questions for years, H&S enlisted his help to answer one more... why is H&S superior to all other anti-dandruff shampoos?



## Helix with Padilla for Tracking a Pandemic: Helix Helps Media Follow COVID-19 Developments

Every company had to adjust its operations in response to the pandemic. But few companies have pivoted – and at the same time found themselves at the center of the pandemic’s developments – like Helix, which leveraged its genomic sequencing expertise to help the CDC track the emergence and spread of COVID-19 variants. With genomic sequencing suddenly thrust into national spotlight, Helix turned to Padilla to help translate these complex results into relevant insights, resulting in more than 700 news articles featuring Helix and securing leadership interviews in high-profile media outlets including CNN, CBS Evening News and The Washington Post.



## Highwire PR

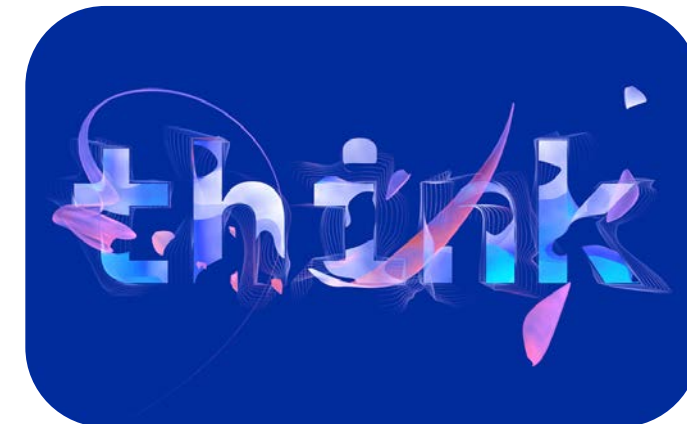
Diversity, inclusion and belonging have always been essential elements of Highwire’s agency DNA. Over the course of 2021, the DIBs Council hosted 19 events, with 16 of them being internal. We partnered with the brightest and the best scholars, health and well-being professionals and public relations mavens to support our efforts. With our framework of transparency, radical candor, authenticity, and inclusivity in place, we aim to bring an even more inclusive and stronger equity lens to every aspect of the agency – with a particular focus on recruitment and retention.



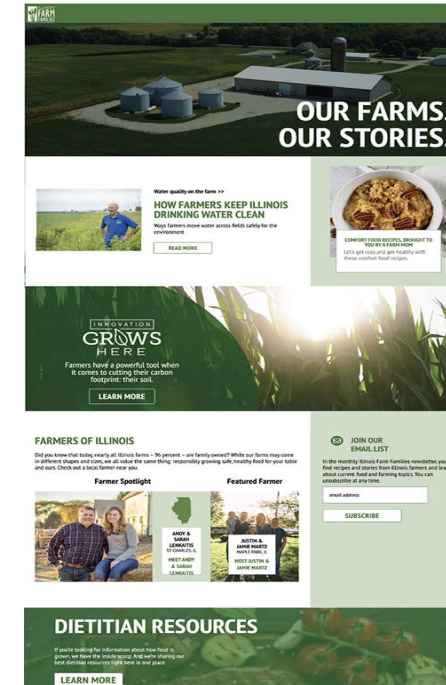
## Hilton Grand Vacations (HGV) for Together We Can Team Member Engagement Campaign

Immediately following the announcement that Hilton Grand Vacations would acquire Diamond Resorts, HGV’s Internal Communications team worked with executive leadership to develop a campaign to inspire and bring Team Members from the two companies together as one. HGV has always been committed to putting people first, and this was more important than ever as it expanded its Team Member population by more than 4,800. The resulting Together We Can campaign became much more than a one-off slogan; it was infused into all Team Member communications, resulting in high levels of engagement and satisfaction among current and new HGV Team Members.

## IBM with Weber Shandwick Worldwide for 2021 Required Good Tech + Hard Tech to Drive Social and Economic Progress



## IBM for Closing the Skills Gap with Equity and a New Era of ESG Progress



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 for Illinois Farm Families® Growing Your Food with Care campaign feeds parents' appetites for food transparency and builds trust in farmers.

## Indianapolis Office of Sustainability with Pivot Marketing for Highly EVolved Campaign Steers Drivers away from Fossil Fuels



The City of Indianapolis believes that sustainability starts with action. Indy's Office of Sustainability works to help individuals and corporations curb their carbon usage. To further the cause, we created and launched the multimedia Highly EVolved campaign, designed to increase electric vehicle ownership in Central Indiana. The campaign included an EV 101 website, ads featuring Dino the blow-up dinosaur, a series of billboards, and an EV Showcase which included a press conference and local media coverage.

## Jackson State University Communications for Jackson State University Engages Donors Through 2021 Day of Giving Social Media Campaign

In an effort to increase giving from alumni and general donors alike, the Jackson State University (JSU) Office of University Communications and the Division of Institutional Advancement created an annual fundraising event called JSU Day of Giving. The objective for the 2021 JSU Day of Giving social media campaign was to raise \$500,000 within a 24-hour period through the use of social media engagement. As part of the campaign, a virtual telethon show was produced to share on social media via a premiere on Facebook Live and engagement on Twitter and Instagram.

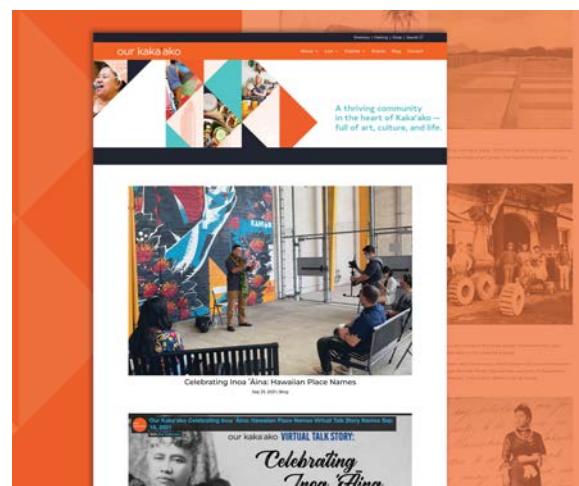
Johnson & Johnson MedTech with J3, Mac Strategies, Havas PR Italy for My Health Can't Wait - A Global PR and Public Affairs Effort to Support Patients



After the successful 2020 launch of My Health Can't Wait, Johnson & Johnson MedTech's global education initiative and online resource to help patients and providers safely navigate patient care during the pandemic, the campaign returned in 2021 with a more targeted focus. With a year's understanding of how the pandemic prevents patients from receiving care, the campaign replicated its previous 360-degree-surround-sound amplification strategy through earned media, social promotion, and third-party engagement, but localized these efforts around the globe, in six key regions, calibrating outreach activities based on the region's biggest needs, key patient populations, and most urgent therapeutic areas



Kamehameha Schools with Olomana Loomis ISC for Taking a Journey of Discovery on Foot and Online Through the Explore Our Kaka'ako Scavenger Hunt



Kamehameha Schools with Olomana Loomis ISC for OurKakaako.com Celebrates Urban Island Community and Redevelopment While Honoring the Past.



Keep Arkansas Beautiful with MHP/Team SI for Otto the Otter's Youth Education Program

Keep Arkansas Beautiful inspires and educates individuals to improve their communities by educating, preventing litter and promoting recycling. KAB collaborated with MHP/Team SI to develop the Otto the Otter's Youth Education Program to raise awareness and distribute program materials to elementary teachers, children and parents that could easily be incorporated into the classrooms, which included a new 40-page children's book and companion workbook. To create awareness around the new book, the agency created a multichannel communications plan that included organic/paid social media, e-newsletters, earned media via proactive pitching and press releases, a book launch event and a website landing page.



## Ketchum

Ketchum has never been stronger. More resilient. More competitive. Ketchum's fierce commitment to living our brand of empathy + intelligence, coupled with our operating model as a true communications consultancy, is working – driving momentum that will be the harbinger of growth for years to come. We fuel every assignment with data analysis and insights-driven creative at the core. Our purpose – “to show up every day for each other and our clients to do work that matters to the world” – is woven into the fabric of our client experience and how we work as community.



## KIT KAT Brand with FleishmanHillard and Droga5 for KIT KAT Wins Halloween by Dropping Ultimate Group Costume

Everyone knows the most magical part of Halloween is trick-or-treating for candy. But, last year, KIT KAT asked the question: what if you could trick-or-treat as your favorite candy? KIT KAT created one sweet group costume in the form of a seven-foot-tall KIT KAT chocolate bar so four people could (literally) stick together or break apart. KIT KAT then hosted a social giveaway where the wearable wafers were given away to one lucky trick-or-treating crew. The exclusive Halloween ensemble catapulted KIT KAT into national media headlines and contributed to a 10% growth over the previous year's sales.

## Krispy Kreme with FleishmanHillard for Krispy Kreme Shares Sweet Support for COVID-19 Vaccinations

In early 2021, pre-Delta and long before Omicron, availability of the first COVID-19 vaccines was beginning to scale, but much of America was hesitant, if not resistant, to receiving them. The vaccination movement needed “a shot in the arm.” Enter Krispy Kreme Doughnuts, which with AOR FleishmanHillard bravely and boldly created and implemented an earned media-led campaign that motivated more Americans to get vaccinated via a sweet and controversial offer. The resulting mass media coverage and social discussion catapulted Krispy Kreme from culturally relevant to culture force while delivering the brand's essence of touching and enhancing lives through joy.



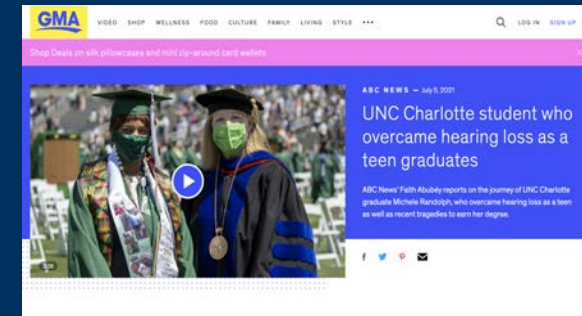
## Los Angeles World Airports for CEO Message: A Pandemic Tactic Becomes a Popular Mainstay Among Workers

The pandemic sent the aviation industry into a tailspin, with massive amounts of new information coming out every day about mask mandates for travelers, how airlines would adapt, and how workers at Los Angeles International Airport (LAX) would need to change their work, either by working from home or by taking new precautions in the airport. The need for constant updates led to the launch of the CEO Message, a daily, comprehensive update newsletter to all of the airport's 3,000 employees and key stakeholders. This newsletter became a steady voice in chaos, and has become permanent due to its popularity.



## Lowe's Home Improvement with FleishmanHillard for "A Night of Lowemance"

With pandemic restrictions in full effect, Valentine's Day 2021 was set to be one like no other. Paired with a consumer boom in DIY activities, a clear opportunity emerged between Lowe's and the notion of romance. Enter "A Night of Lowemance" a unique event that positioned Lowe's as the home of possibility for millennial romance. By transforming Lowe's stores across 10 American cities to a hardware-store-turned-restaurant-turned-art-studio and leveraging diverse influencer partnerships, Lowe's earned-led concept broke through the mainstream cultural conversation to national lifestyle, business, late-night broadcast, ad and retail trade media.



## Luquire for UNC Charlotte's Survival To Revival: Creating A Comeback Stronger Than The Setback

After making national headlines in 2018 due to a deadly campus shooting, UNC Charlotte tapped Luquire to help reclaim its national profile. Mining for stories that personify the resilience of North Carolina's second-largest public university, we chose to showcase Charlotte student Michele Randolph, who overcame 30 years of overwhelming odds to graduate at age 50. We knew her story had national legs, so Luquire secured an exclusive with ABC News Live, bringing Michele's powerful story to life with a five-minute segment reaching more than 10 million viewers via traditional broadcast, streaming and social platforms.



## MariMed, Inc. with Trailblaze for MariMed Unveils the World's Biggest Pot Brownie (And Goes Viral)

Massachusetts cannabis company MariMed celebrated National Brownie Day in a colossal way, unveiling the world's largest THC-infused brownie to promote the launch of its new Bubby's Baked brand of edibles. Weighing in at 850 pounds, the larger-than-life pot brownie was crafted using 1,344 eggs, 212 lbs of butter, 81 lbs of flour, and 20,000 mg of THC. The stunt--produced for just under \$3,500--went viral, turning a single state brand launch into an international phenomenon. With more than 1,750 media mentions equating 5 BILLION impressions, the brownie was even covered by SNL, Jimmy Kimmel, Stephen Colbert, and Seth Meyers.



## Mars Petcare with Weber Shandwick for Mars Petcare "Keeping People and Pets Together" Report





### Mastercard with Ketchum, McCann and Carat for Strivers Initiative



### McCormick with Sunshine Sachs for McCormick's Director of Taco Relations

This year, McCormick introduced a unique, new job: the first ever Director of Taco Relations. The four-month position was designed for anyone ready to take their love for tacos to the next level and was coupled with a \$100,000 payment in exchange for developing delicious taco recipes and content and connecting with fellow taco connoisseurs all over the country. The campaign received 5,000 applications and led to the hiring of storyteller and content creator Jo Luna. McCormick celebrated the new DOTR on National Taco Day by gifting consumers in NYC, LA & D.C. with free tacos.



### Mental Health Connection of Tarrant County, Cook Children's Medical Center and the office of Tarrant County Judge Glen Whitley with The S & G Group for TXT4 Tarrant Cares

Three community partners were preparing to unveil a first-of-its-kind texting service designed to make critical resources more easily accessible. This unique community-based solution was created to address the impact of Adverse Childhood Experiences (abuse, neglect, household challenges) by helping families locate community support. Children who experience ACEs suffer much higher rates of chronic health conditions and lower life expectancies. The problem? The texting service had no name, no communications plan, limited funding, and a 10-digit phone number. The client needed a strategic communications partner to brand and launch this initiative, and create a one-year PR/marketing strategy the partners could implement.



### Merck with Ogilvy Health for Don't Skip

The COVID-19 pandemic has impacted our health and well-being far beyond the damage caused by the virus itself. Amid overwhelmed U.S. healthcare systems, routine vaccination rates declined significantly across populations in the U.S., with demand plummeting as much as 95% for certain vaccines. While the world embarked on campaigns to address COVID-19 vaccine acceleration, Merck challenged us to help them protect families from a co-existing triple threat: the pandemic, endemic flare-ups of diseases like measles, and erosion of progress made by vaccines. Don't Skip is a campaign rooted in empathy that encourages families to reprioritize well-doctor visits and routine vaccinations.



## Michigan Association of School Boards for LeaderBoard

LeaderBoard is MASB's 44-page print magazine, which is distributed three times a year, focused on a theme that is relevant to public school board members in Michigan. Having just completed its seventh full year, the publication works to talk about cutting-edge issues and challenges facing school districts that otherwise aren't typically discussed. MASB pushed the envelope this year with issues focused on how inequity in public education has been exacerbated by the COVID-19 pandemic; showing diversity, equity and inclusion in different lights; and a revisit of the fundamentals of school board service.

## Missile Defense Agency, Department of the Air Force and Federal Aviation Administration with HDR for Why Zoom When You Can Go 3D?!

The Missile Defense Agency, in cooperation with Department of the Air and the Federal Aviation Administration, needed to host a public meeting for a homeland security project in Alaska. Due to public gatherings restrictions, the clients turned to HDR to create a 3D virtual public meeting website or "Online Open House." This "almost like a video game" website complies with federal guidelines for public meetings but far surpassed expectations for accessibility, public convenience access, and content on demand. It had a 1000% increase in participation and won the PRSA AK Chapter website award.

## Mixte Communications

Mixte is a virtual boutique digital marketing and PR agency headquartered in San Diego, California. Our team of 18 live across the U.S. and arrive to work each day to serve our changemaker clients – the people on the ground in communities fighting for justice. Our multicultural team effectively develops public relations programs for our clients by relying on our lived and professional experiences to create campaigns that amplify the voices of the underrepresented.

**mixte**  
communications

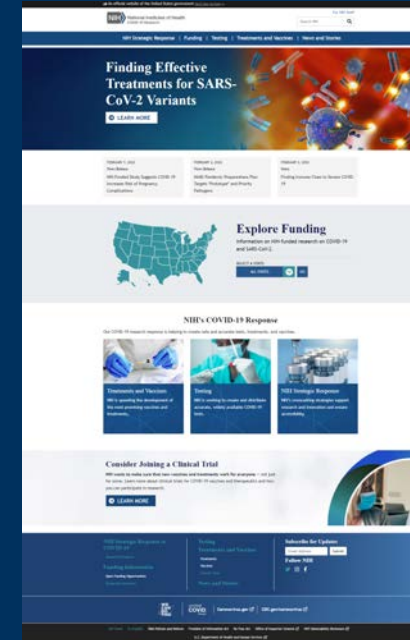
## Monster with MullenLowe PR for MullenLowe PR x Monster Employment Index

A once-prominent category leader, Monster, a 25-year veteran and creator of the online job board category, was seeing a decades-long decline in relevance given new entrants like Indeed, LinkedIn and Glassdoor. An entire generation of young job seekers was up to 3X more likely to be aware of Indeed than Monster. New to the Monster business, MLPR got to work to build relationships and credibility quickly to secure the targeted amount of coverage. MLPR saw an opportunity to provide answers to consumers and media with vital snapshots into the jobs market at an uneasy and unpredictable time.

**MONSTER**

## National Cattlemen's Beef Association, a contractor to the Beef Checkoff for Beefing Up Sustainability

Sustainability is a growing topic of importance for consumers and media, and many don't realize that beef can be part of the climate solution. To protect and enhance the reputation of the beef industry, we launched a bold reputation management campaign, directly taking on negative headlines with science-driven messaging in high-impact outlets. Through a mix of paid, earned and owned media, our goal was to educate and debunk common misconceptions about beef. This campaign exceeded objectives, reaching more than 60 million people, driving traffic for further engagement and by participating in a global climate event.



## National Institutes of Health with Palladian Partners for National Institutes of Health COVID-19 Research Website

The NIH COVID-19 Research website was developed over the past year and a half to showcase the compelling work of the nation's research institute in response to the unprecedented COVID-19 crisis. This was a pivotal moment for NIH. Never before had the name of the research agency been on the tongues of almost every American almost every day. The goal for this website was to help NIH capitalize on this important moment in public health by telling the NIH story to a broader audience, while also helping people find the information and answers they sought quickly and easily.

## Newark Symphony Hall with Violet PR for Revitalizing Newark Symphony Hall

Despite its status as one of New Jersey's oldest, largest, and most historic entertainment venues, Newark Symphony Hall (NSH) badly needed attention to raise funds for its capital improvement program, develop new programming, and – most critically – stay afloat during COVID-19 when no revenue was coming in from live performances. Violet PR's media relations campaign secured over 180 news stories about NSH between October 2020 and December 2021. The media attention led to a wave of support from legislators and corporations, convincing N.J. Governor Murphy to allocate \$5 million for NSH in the state's 2022 budget.



## Newell Brands for Building Better Together: Newell Brands Corporate Citizenship Report

Newell Brands' 2020 CCR was its second-ever since becoming a new company following an acquisition in 2016. Launched on March 31, 2021, our aspiration was to elevate report transparency and storytelling and to generate greater year-over-year awareness and engagement compared to Newell's first report by executing an integrated communications campaign.

## Novartis and the MDS Alliance with RXMOSAIC for MDS. New Understanding. New Possibilities.



Myelodysplastic syndromes (MDS) are a group of rare blood cancers that affect more than 4 in 100,000 people in the U.S.; the majority are seniors taken by surprise as they're planning to live the best years of their lives. To help MDS patients feel less scared, overwhelmed, and alone, Novartis used empathy infused storytelling to create new understanding. Prolific graphic artist, Noma Bar, created a 2-minute video that uncomplicated the science of MDS and educated on the potential for new, promising treatment possibilities. The MDS community embraced this resource that offered hope and an active role in their journey.

## Novo Nordisk with FleishmanHillard for It's Bigger Than Me

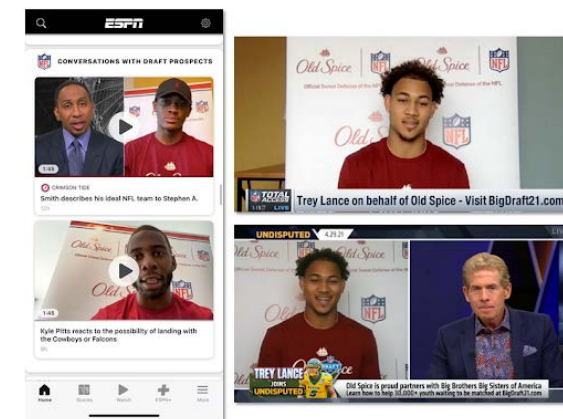


Despite the fact that over 40% of adult Americans live with obesity – which is associated with over 60 serious health conditions – this stigmatized disease is not seen or treated in the same light as any other medical condition, like heart disease or diabetes. To ensure people living with obesity receive the empathy and care they deserve, Novo Nordisk, together with partners, introduced It's Bigger Than Me to spark conversations that replace shame and blame with facts and science. With 143B+ impressions and 7M+ engagements at launch, our movement has just begun.

## Office of Attorney General Keith Ellison with Finsbury Glover Hering (FGH) for Communications and legal support for the State of Minnesota v. Derek Michael Chauvin



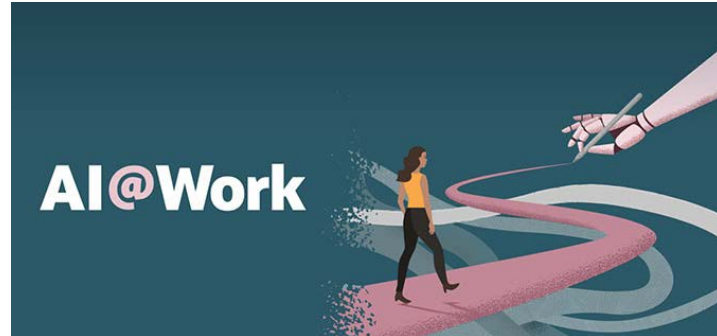
## Old Spice and Big Brothers Big Sisters of America with Citizen Relations for Driving Awareness with the NFL Draft: Rookies Inspire Next Gen Mentorship



As a long-time NFL partner, quintessential grooming brand Old Spice plays an annual role at the NFL Draft to help rookies prepare for the launch of their pro careers. In 2021, Old Spice combined its NFL Draft program with its 10-year Ambition initiative aimed at helping increase graduation rates 10% by 2030 among young guys in underserved communities. Old Spice, in partnership with Big Brothers Big Sisters, focused on driving a mentorship campaign to millions of Americans with NFL stars and creative content resulting in hugely increased website traffic and sign-ups for Big Brothers Big Sisters during the NFL Draft.

## Oracle withWorkplace Intelligence for AI@Work Report Campaign

In order to build awareness and drive sales for the Oracle Fusion Cloud Human Capital Management product lines, the company issued the 2021 Oracle AI@Work report. The report helped build a platform for thought leadership with a broad audience about the Future of Work and build credibility with potential customers about the company's knowledge of the industry.

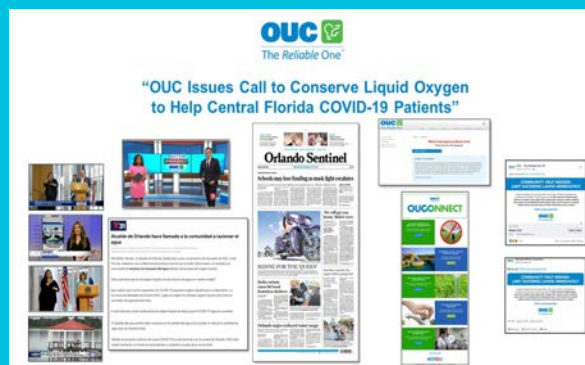


## Orange County, FL Government for #IGotMyShot Campaign to Combat Vaccine Hesitancy



In April 2021, COVID-19 vaccines became available to Florida residents 16+. Research revealed that hesitancy was growing, especially with minorities under 50 years old, due to the spread of misinformation and speed of vaccine development. However, research also uncovered that this demographic could be swayed once armed with facts. The Orange County Government Communications team set out to reach minority residents and encourage vaccination through the #IGotMyShot public safety campaign. Our efforts paid off as Orange County minority vaccinations more than doubled and the overall vaccination percentage increased from 28% to 71% by the campaign's conclusion on September 14, 2021.

## Orlando Utilities Commission for "OUC Issues Call TO Conserve Liquid Oxygen to Help Central Florida COVID-19 Patients"



In response to the surging COVID-19 pandemic and subsequent liquid oxygen shortage, OUC launched a crisis communications strategy to ask customers to reduce demand for water by limiting nonessential water use, leveraging integrated external communications and marketing methods, including PR, social media, web and blog communications, as well as direct-to-audience communications for residential and commercial customers, employees, industry peers and other interested parties.

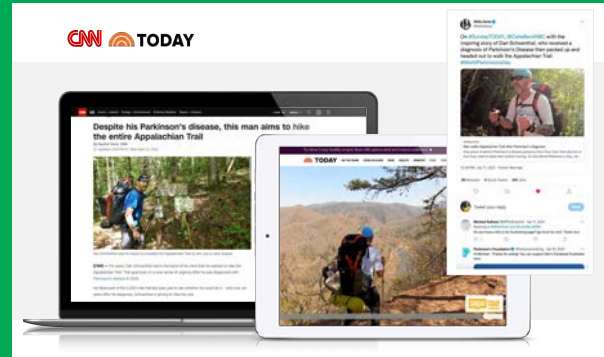
## Papitto Opportunity Connection with The Perry Group, Providence, RI, New Flavor Media, Providence, RI, Figmint, Providence RI and Ian Travis Barnard for Here to Listen. Here to Help



The Perry Group  
Public Relations | Public Affairs

In the past two years, America has begun to face a long overdue reckoning for the systemic racism that has created measurable socio-economic disparities between white communities and communities of color. The Papitto Opportunity Connection was established to change that narrative and empower Black, Indigenous and People of Color in education, skills-training and entrepreneurship in Rhode Island. The Perry Group created a comprehensive community relations campaign to overcome significant trust hurdles and encourage BIPOC nonprofits to apply for grants. By the end of 2021, 100+ non-profits serving BIPOC communities would seek funding and POC would commit more than \$50 million.

## Parkinson's Foundation with Fahlgren Mortine for Hiker's Journey Brings Awareness of Parkinson's Disease to New Heights



Fahlgren Mortine sought to bolster awareness for the Parkinson's Foundation and Parkinson's disease, but needed a strong hook in the absence of major news. After identifying a compelling human interest story about a man with Parkinson's disease hiking the Appalachian Trail to raise money for the Foundation, Fahlgren Mortine earned feature stories in outlets including Sunday TODAY, CNN.com, and on the websites of more than 30 local television stations. The coverage resulted in driving a record number of visits to the client's website, as well as doubling the hiker's fundraising efforts.



## Parkview Health for Parkview Health administers Indiana's first COVID-19 vaccines, grows community vaccination through ongoing education

Operating northeast Indiana's largest COVID-19 vaccine clinic, Parkview Health administered the state's first vaccinations to healthcare workers. Although media weren't allowed in the clinic due to safety concerns, Parkview deployed a multi-faceted media relations plan that allowed them to share that momentous moment with the public. Over the next seven months, Parkview continued to partner with media to educate the public on the importance of vaccination, all while adapting to the media's changing needs as COVID activity fluctuated. In the end, they successfully met their goal of delivering 1,000 vaccine doses per day through public education and combatting misinformation.

## Penn Medicine Princeton Health With Ronin for Cancer is No Match for Me

Penn Medicine Princeton Health launched its multi-pronged "Cancer is No Match for Me" marketing campaign in May 2021 with the overall objective of raising consumer awareness about Princeton Health's cancer program and building patient preference in anticipation of the opening of a new comprehensive cancer center in the next three to four years. The campaign got results. At least 64% of the calls to the Penn Medicine Princeton Cancer Center were attributable to the campaign and most notably, the number of patients selecting Penn Medicine Princeton Cancer Center for their care increased by 30%.



## PepsiCo with Ketchum for Fundamentally transforming PepsiCo's business through pep+ (PepsiCo Positive)

With climate change and inequality escalating, PepsiCo knew it had a responsibility to accelerate its mission to help build a more regenerative and inclusive food system. But how would a global leader of its scale, best known for beloved snacks and drinks, communicate the scope of its fundamental and authentic transformation? pep+ (PepsiCo Positive) was the culmination of years of planning, design and development. With its launch, the communications team achieved billions of global earned and social media impressions and helped PepsiCo enhance its reputation, as reflected in an improved rank on the 2022 Most Just Companies list.





### Post Consumer Brands with Carmichael Lynch Relate for Grape-Nuts Shortage: A Tale of Newsjacking

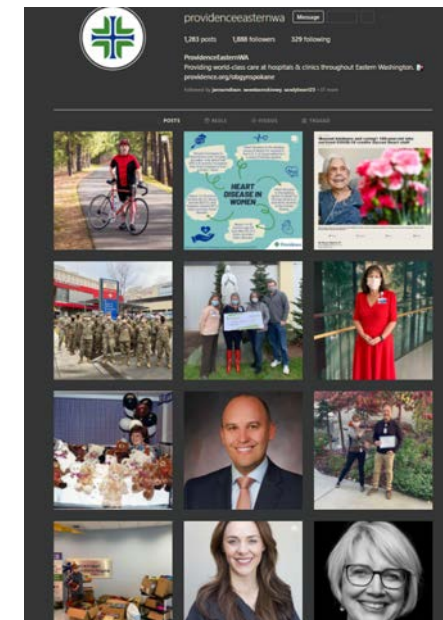


### Post Consumer Brands with HUNTER for Honey Bunch of Oats “Make a Bunch Happen”

Honey Bunch of Oats launched its “Make a Bunch Happen” creative campaign. Taking inspiration from the cereal’s unique bunch of ingredients, the brand set out to celebrate the uniqueness we all bring to the world by shining a light on people making a bunch happen in the world. To help lift the brand beyond just product efficacy, HUNTER was asked to amplify the creative campaign’s core purpose. We identified a broadcast integration with ABC as an ideal showcase to spotlight a group of unique individuals who are making a difference in the world and living into the brand’s mission.

### Prevent Cancer Foundation with 4media group for “Back on the Books” for Prevent Cancer Foundation

After a year of COVID-19 lockdowns, Prevent Cancer Foundation’s “Back on the Books” campaign was a call for people to get their routine cancer screenings rescheduled. As the Foundation’s strategic partner, 4media group was asked to further the campaign and motivate women to schedule/reschedule their mammogram and gynecological appointments. The teams felt that an influencer-led campaign would deliver an authentic voice and produce content that could be amplified via digital/social platforms, as well as through traditional public relations and media relations tactics. The campaign exceeded target metrics, reached new audiences, and raised the profile of the non-profit across the country.



### Providence for Putting People First

During a year of isolation, division, and uncertainty, Providence harnessed the power of storytelling on social media to create an engaging community of caregivers, build brand awareness for our most profitable service lines, and strengthen mindfulness of our Mission to be steadfast in serving all, especially those who are poor and vulnerable. We shadowed caregivers and patients across our community to capture their stories so we could present them to the world. That work, coupled with social-listening strategy, resulted in unprecedented engagement across our social media channels and a renewed sense of comradery among our caregivers.



## Providence Health & Services Alaska COVID-19 Vaccine Videos

### Providence Health & Services Alaska COVID-19 Vaccine Communications

As Providence Health & Services Alaska anticipated FDA approval for emergency use of the first COVID-19 vaccine, the health care system knew that providing accurate, timely information about the vaccine's safety and efficacy from trusted sources was critical as its caregivers decided whether to be inoculated. As part of a 2021 campaign, videos were created to address caregiver vaccine hesitancy and support the state's broader vaccination efforts. By mid-year, 72% of caregivers participated in the program voluntarily. After the policy became mandatory, 100% of Providence caregivers became compliant, a vast majority of which were fully vaccinated.

## Royal Caribbean Group with Weber Shandwick for From "Floating Petri Dish" to "Safer than Main Street" - Navigating the Pandemic, Regaining Trust and a Healthy Return to Sailing

In March 2020, as the pandemic surged worldwide, Royal Caribbean Group's Corporate Communications team had to help restore an industry facing an existential challenge. As a result of the Centers for Disease Control and Prevention's "No Sail Order," cruise companies spent months navigating uncertain waters and the possibility of industry-wide bankruptcy. The effort to build confidence, provide reassurance and regain trust in the industry's commitment to safety required an incredibly coherent communications machine that could change the narrative from "Floating Petri Dish" to "Safer than Main Street." Royal Caribbean Group achieved this with a plan unlike any other.



## Reese's Brand with FleishmanHillard for Reese's Goes After the Whole Pie with Thanksgiving Launch

Reese's knows the best part of Thanksgiving dinner is what comes after - the dessert! This year, Reese's gave families the ultimate showstopper for their table spreads: a pie in the form of 3.25 pounds of pure peanut butter and chocolate goodness. Peanut butter lovers, rejoice! Reese's' Thanksgiving Pie took the holiday (and media) by storm and made sweet waves as the largest Reese's Peanut Butter Cup ever. News of the earthshattering pie was covered by almost every major U.S. news outlet and dished out 45B+ impressions. Reese's' pie sold out in under two hours while Reese's category sales tripled.



## Schleich USA with Brilliant PR & Marketing for Schleich "Chief Storytelling Officer" Campaign

Animal figurine manufacturer, Schleich, sought holiday awareness with parents and demand from kids. Noting a conflict between the desires of the groups, Brilliant PR & Marketing sought to rally parents to give kids gifts that help them become change-makers while giving kids an unexpected way to get what they want. After searching for a kid to fill the role, Schleich's new Chief Storytelling Officer drove the message home in a holiday video series. Coverage included a feature on The Kelly Clarkson Show. 19% of the brand's audience reported seeing advertising during the campaign window and Schleich's holiday sales increased 77%.

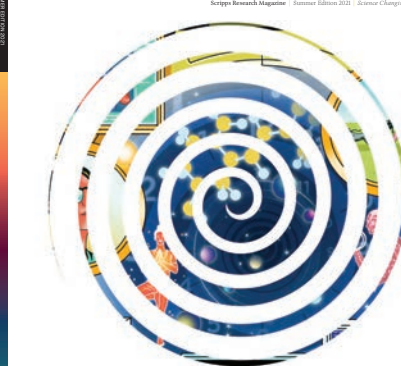


## Schlottzsky's with M Booth for Schlottzsky's Training for a Mouthful

In the spring of 2021, Schlottzsky's unveiled the addition of new, meatier sandwiches to its menu— making its oven-baked sandwiches more craveable than ever. Schlottzsky's had to develop a campaign that would captivate both current consumers and new ones through generating awareness and cultural relevance for the Schlottzsky's brand and the "Training for a Mouthful" campaign.



## SCRIPPS RESEARCH



14 | Healthy Aging  
Time warp: Changing our views about aging

## Scripps Research Communications Office with DesignAranda for Scripps Research Magazine

Scripps Research magazine is a biannual, award-winning print and digital magazine that showcases the ideas-driven science we are renowned for. Scripps Research is ranked the most influential institution in the world for its impact on innovation. We expand basic knowledge in the biosciences, and use these fundamental advancements to develop profound innovations that improve global wellbeing. Our researchers address the world's most pressing health concerns ranging from COVID, infectious diseases, cancer, brain diseases and more. The biannual magazine showcases our critical discoveries and how we accelerate the creation and delivery of medical breakthroughs to better human health around the globe.



## Seattle Metro Chamber of Commerce and Public Health - Seattle & King County with Monument Advocacy for #KCVaxVerified: Business + Public Health Partner for Vaccine Verification Success

A vaccine verification requirement at King County restaurants, bars, and fitness centers could prevent up to 75,900 infections, 1,760 hospitalizations, and 257 deaths locally over six months amid the Delta COVID-19 wave in 2021. Seattle Metro Chamber of Commerce partnered with Public Health - Seattle & King County on a tight timeline to change business operations, train staff, and comply. Research showed we needed communications in a broad range of languages, and a pivot to fight misinformation one month in, added to the challenge. The 5.5-week hustle to prepare businesses paid off with "widespread compliance by customers and businesses alike."

## SEGA of America, Inc. for SEGA Brings a Fresh Hue to a Nintendo Wii Classic in Sonic Colors: Ultimate



In 2021, SEGA launched a remastered version of the fan-favorite game, "Sonic Colors," for current generation consoles. To promote "Sonic Colors: Ultimate," SEGA created a series of videos to appeal to Sonic fans new and old, which were disseminated through PR to key games, entertainment and technology outlets. The video assets included a mix of cinematic trailers, gameplay spotlight videos, and an animated short titled, "Sonic Colors: Rise of the Wisps." The PR campaign resulted in 12.3B impressions through 1,809 earned media placements (according to Meltwater) and 2,765,367 views on SEGA's Sonic the Hedgehog YouTube channel.



## Southwest Strategies for Falck Ambulance Unseats 23-Year Emergency Medical Service Incumbent -Twice

Southwest Strategies (SWS) led a comprehensive and successful public affairs campaign for its client, Falck, to unseat a 20+ year incumbent ambulance provider from the City of San Diego's Emergency Ambulance Services contract. Over the course of a two-year request for proposal (RFP) process, Falck was awarded the contract twice. Despite an aggressive misinformation campaign and an RFP process that was interrupted and restarted, SWS navigated Falck to victory after a unanimous (9-0) City Council vote in April 2021. The success of this campaign is attributed to SWS' public affairs strategies, community coalition, and Falck's world renowned reputation.



## St. Jude Children's Research Hospital for Vaccines Bring Us Closer Campaign: The Importance of Educating Employees About COVID-19 Vaccines

To provide a safe treatment environment for patients with cancer and catastrophic diseases, St. Jude Children's Research Hospital took decisive action and required all employees to receive the COVID-19 vaccine. The institution's mandate occurred when few in the region had made this difficult, and sometimes controversial, decision. Partnering with experts across the hospital over two months, the internal communications team developed an agile and analytical approach when addressing employee concerns. Using a variety of storytelling methods and educational materials to combat vaccine hesitancy and misinformation, the team successfully implemented tactics to achieve the institution's goal of 98% employee vaccination adherence.



## Stacy's Pita Chips with Ketchum, G9, David & Goliath, OMD and Hello Alice for Stacy's Rise Project: FoundedByHer

Stacy's Pita Chips is a female-founded brand and longtime advocate for female advancement. To launch the third Stacy's Rise project, they focused their efforts on helping female founders be found through financial investment/executive mentorship for 10 selected founders, partnerships with Hello Alice and Reese Witherspoon's Hello Sunshine, the creation of an online database for consumers to find and support female-owned businesses and through the distribution of an educational infographic. The program garnered 814MM+ media impressions, including interviews for the founders with top-tier media outlets.



## Syngenta with G&S Business Communications for Syngenta 2021 GIS: Choose-Your-Own-Adventure Video

Every year, Syngenta highlights its latest turf management innovations at the annual Golf Industry Show (GIS). As one of the largest exhibitors, Syngenta is known for attracting its target audience of golf course superintendents and providing personalized turf management solutions. In a new virtual setting for 2021, Syngenta wanted to ensure it could still positively engage with its customers in a meaningful way while providing customized solutions. To do this, G&S developed a multi-tiered customer journey through an interactive video to drive engagement with attendees, setting Syngenta apart amidst a sea of virtual lookalike booths.

## TABASCO® Brand with HUNTER for TABASCO® Brand Enters the #HotSauceWars

HUNTER had been planning a TikTok debut for our client TABASCO® Brand for later in the year, but a “lightning strike” moment arose when Gen-Z consumer @Bwift13 posted a light-hearted video trying to fill a mini bottle of TABASCO. As her views soared to the millions, our HUNTER community managers saw an opening to gain attention and good f(l)avor among the Gen Z demographic while also stoking the flames of the budding #hotsaucewars.



## Tahoe Regional Planning Agency for The Lake Tahoe Commemorative Coin

Lake Tahoe’s spectacular, crystal clear waters are in peril. The states of California and Nevada created the Tahoe Regional Planning Agency through special legislation more than 50 years ago to protect the high-alpine lake that straddles their borders. When COVID-19 waylaid plans to celebrate the anniversary of the historic partnership, the small government agency pivoted to a unique idea for a silver commemorative coin to mark its 50th through an integrated communications campaign that would support critical environmental stewardship programs while bolstering the agency’s standing in the community during a difficult time.

## RAISING

Jean Bertozzi  
came to Texas to  
help her brother.  
She stayed to carry  
on his legacy.



BY GLENYS YOUNG PHOTO BY FASHLEY RODGERS

## Texas Tech University for Evermore

Evermore shares the stories of Texas Tech University’s best and brightest, from the pioneers who laid the foundation, driven by a bold vision, a century ago to those who now propel our national research institution into the future. As a university publication, it honors the alumni who have faithfully supported the university throughout its growth as well as the faculty and researchers conducting world-altering work and the students who will carry on the legacy. We endeavor to inspire our readers to take action, by reinforcing that quintessential Texas Tech ideal: From Here, It’s Possible.

## The Defense Health Agency's Connected Health Branch with Spire Communications and ASRC Federal for Digital Health Technology Thought Leadership Blog Series

The Public Affairs Office of the Defense Health Agency's Connected Health Branch created a blog to provide Military Health System providers and leaders a first-of-its-kind platform to share their expertise, passion for quality care, and actionable insights on implementing digital health technologies across the MHS. The blog helped redefine the branch as a key enabler of partnerships to improve providers' understanding and use of digital health technology, as well as bolster the branch's reputation. Through December 2021, the blog had achieved between 100% and 500% of its initial metrics for quantity and quality of the articles and supporting material produced.



## The First Americans Museum with Jones PR for First Americans Museum Integrated Communications

After three decades in the making, the First Americans Museum (FAM) was finally opening on Sept. 18-19, 2021. The 175,000-square-foot museum, a Smithsonian partner, boldly and intentionally controversially shares the collective stories of our nation's Indian Removal policies from Indigenous people's first-person perspectives. Challenges of public acceptance were real, and protests or unruly visitors were expected. Public relations strategies and tactics led the creative and integrated communications that resulted in a sold-out grand opening weekend, national media coverage, visitors from around the world who virtually attended through Facebook Live, and most important to the client, there were no protests.



## The MRKT

The MRKT is a multicultural brain trust that connects brands to diverse audiences that breathe life into them. We are passionate professionals who see accomplishment not only in the narratives we weave and the client roster we boast, but the real-life influence our work has on minority demographics. We know that media is a vehicle for change, and our work does just that: affect change. By mentoring publicists of color to propagate seats at the table, by consulting on the cultural authenticity of products/campaigns, and by ultimately elevating the distinctly wonderful Latinx, Black, and AAPI communities we come from.



## The New York Public Library

The New York Public Library's in-house PR team is a mini, full-service agency dedicated to promoting, supporting, and generating awareness of a beloved 126-year-old institution and its increasingly relevant and important mission: knowledge and opportunity for all. The creative and scrappy team of 28 experts in various divisions develops Communications strategy and designs and executes campaigns that have led to increases across all KPIs: public and private funding, general awareness, brand affinity, and usage. In short, the team cuts through the clutter of one of the world's most crowded media landscapes and keeps the public library top of mind.



## The PEEPS® Brand with Coyne Public Relations for PEEPS® Makes a Triumphant Return to Shelves for Easter

PEEPS® was noticeably missing from stores since spring 2020 as the brand shut down the factory to prioritize employee safety. With many 2020 holiday traditions uprooted, PEEPS® wanted to make Easter 2021 one to remember with the biggest comeback of all time. Coyne PR helped develop a multi-faceted campaign to announce the brand's return and leveraged social media, traditional media and influencers to sustain momentum and excitement ahead of Easter. New product announcements and unique partnerships like PEPSixPEEPS® made it hard to miss this sweet comeback, hitting every major news outlet, and saturating news cycles from January through April!



## The SCN Coalition with MorganMyers for The SCN Coalition: Battling A Bug to Improve America's Soybean Profitability and Sustainability

America's farmers are waging war against the soybean cyst nematode (SCN) to improve profitability and sustainability by harvesting more soybeans from less acres. These parasitic roundworms feed on soybean roots, robbing 23% of the plant's yield potential, requiring farmers to plant more acres to feed the world. Research showed many farmers were unaware of SCN's resistance to their management until The SCN Coalition, a public/private partnership, created a campaign to help farmers actively manage SCN. To date, this campaign has motivated up to 18% more farmers to actively manage SCN, enabling them to farm more sustainably and profitably.

## TourismOhio with Paul Werth Associates for Driving Record-Breaking Recovery for Ohio's Professional Golf Tournaments

Ohio's golf tournaments were hit hard by the pandemic, as was the entire tourism industry. Coming off 2020 with their lowest attendance numbers ever, the tournaments needed to rebound in 2021. Eager to reverse the pandemic-driven declines in tourism visits and tournament attendance, the TourismOhio team created the Ohio Professional Golf Trail to heavily promote the six professional golf tournaments scheduled that summer. Tournament directors and professional golfers worked in tandem with TourismOhio to execute media tactics, including a virtual media briefing that resulted in earned media coverage that contributed to record-breaking attendance and revenue figures at the tournaments.



## Tropicana with Cramer-Krasselt, MullenLowe and OMD for Tropicana Toothpaste

It is scientifically impossible to enjoy a glass of orange juice after brushing your teeth, due to a chemical in toothpaste called SLS (Sodium Lauryl Sulfate). It's a phenomenon that has plagued OJ brands like Tropicana for decades and had more than 20,000 mentions on social media last year alone. Rather than ignore this issue, Tropicana used social media to launch our own OJ-friendly toothpaste: Tropicana Toothpaste with Maximum OJ Flavor Protection.



## Troy-Bilt with Marcus Thomas LLC for Troy-Bilt Fence Talks Program

Troy-Bilt is on a mission to make yardwork less of a chore by being a helpful partner in the yard. Research revealed a serious need for content addressing common lawn and garden challenges, so Fence Talks launched in 2020 to meet that need. Influencers addressed yard questions driven by social listening insights, creating high engagement and building brand awareness during peak gardening season. Building initially on the pandemic lockdown-driven interest in outdoor projects, the program has continued through 2021 and has shown measurable increases in brand awareness, preference and perceptions of Troy-Bilt as helpful.



## UC San Diego Health for UC San Diego Health Discoveries Magazine 2021

In non-pandemic years, Discoveries magazine highlights the work and achievements of faculty, staff and students across the diverse spectrum of health sciences. This new issue focused only upon COVID-19. It told the stories of patients and health care workers coping with a new and deadly disease; the untiring brilliance of scientists developing new vaccines and treatments; the massive effort to reopen the locked-down university to its 40,000 students. We endeavored to describe a pandemic in the middle of a pandemic.



## Unistellar with Bospar for Bospar Takes Unistellar To New Heights



## United Soybean Board with MSL for Shifting Soy from Side Dish to Staple

The United Soybean Board (USB) is a soy checkoff governed by 78 farmer-leaders with the shared goal of increasing ROI for U.S. soybean farmers. At the height of the flexitarian movement, U.S.-grown soy was getting lost in the competitive landscape and conversation. USB engaged MSL to bolster its reputation and generate B2B soy ingredient sales. Armed with key consumer insights and benefits-packed messaging, USB formed strategic B2B partnerships that demonstrated the influence of soy-forward marketing and menu formulation. As a result, we achieved double digit soy sales increases – effectively shifting soy from side dish to staple.



## University of Florida for From Florida

The University of Florida's Office of Strategic Communications and Marketing launched the "From Florida" podcast in September 2021. Crafted to highlight the innovations, discoveries and advances taking place at the university, the podcast features UF faculty, staff, students, and administrative leaders. In addition to showcasing the stories of the University of Florida, which is based in Gainesville, the podcast also seeks to underscore UF's role as the state's flagship land-grant university and one of the nation's top 5 public institutions. Episodes provide the public with information about how to connect with—and access the resources of—the university.

## UPS with FleishmanHillard for The Greatest Delivery: UPS Healthcare Leads Worldwide COVID-19 Vaccine Logistics and Distribution



If COVID-19 was the global story for 2020, the rollout of the vaccines was its turning point – shifting the narrative from hardship to hope. As a preferred logistics provider, UPS saw this opportunity to showcase its role in a once-in-a-century, global event. UPS generated exposure for its growing healthcare services business, credit to the UPSers who made this massive effort possible, and support for philanthropic efforts to increase health equity worldwide. UPS met the moment – delivering more than one billion doses and generating 9,800 stories that positioned the company as a key driver of this century's "greatest delivery."



## Vienna Beef with Laughlin Constable for Hot Dog! Vienna Beef Aids Pandemic Relief with Beefy Challenge

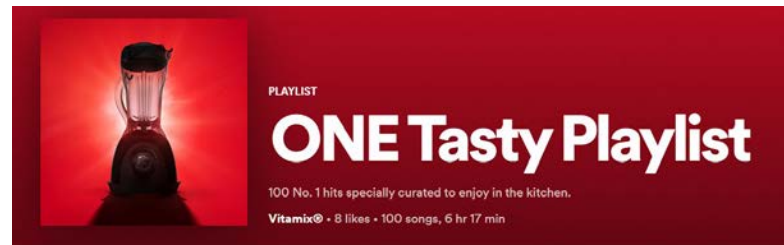
In 2021, Vienna Beef challenged its new agency partner Laughlin Constable to create an integrated marketing and PR campaign that would aid in the restaurant industry's economic recovery negatively impacted by the global pandemic. The business-boosting campaign, which included PR, advertising, marketing automation, influencer partnerships, a custom web experience and more, was the Vienna Beef Hot Dog Stand Challenge, a competition that embraced the company's brand and leveraged its iconic status as the market's leading hot dog purveyor. The challenge was created to help bring customers back to their favorite local Vienna Beef hot dog stands and discover new ones.

## Vitamix with Marcus Thomas LLC for Amplifying the Powerful Stories of the People Who Use Vitamix® Through Influencer Marketing

It's widely accepted that Vitamix® machines are the most powerful, high-performance blenders out there. But in honor of the company's 100th anniversary, Vitamix wanted to focus on something else: the powerful stories of the people who use them. We hand-selected eight influencer partners who aligned with Vitamix's evolving target audiences to share their personal wellness stories and to encourage others to begin or continue their whole-food journey with the brand.

## Vitamix® with Marcus Thomas for Meet the ONE™, from Vitamix®

To help mark 100 years, Vitamix® launched the Vitamix ONE™, its first-ever smaller-format blender. The ONE was unique – it didn't work like other premium Vitamix blenders, known for making everything from soup to nut butters. Vitamix had to set expectations that this was a different Vitamix – with the added challenge of launching during a pandemic, on an accelerated timeline, and to a new audience who wanted the benefits of a Vitamix at a more attainable price. We used media to tell our story and earned publicity and praise from national darlings, including Forbes, Rolling Stone and "TODAY."



## Washington Commanders with MikeWorldWide, Berk Communications and Code and Theory for Washington Commanders Name and Brand Identity Reveal

In July 2020, the Washington franchise announced that it would retire the Redskins name and operate under an interim name, the Washington Football Team, while it undertook an 18-month collaborative and comprehensive rebrand process. This process culminated on 2.2.22 with the multi-pronged national reveal of a new name and brand identity: The Washington Commanders. This new identity embodies the depth and meaning befitting a 90-year franchise, resonates broadly with fans, embodies the service and leadership values of the community and is a name that the team can make its own, tying the franchise's rich history to new traditions.



## Washington State Department of Health with C+C for Vaccinate WA "Ready for Summer"

In spring 2021, young adults lagged behind older people in COVID vaccinations. With a goal to get 70% of adults vaccinated, the Washington State DOH turned to C+C to help get more young adults to get their shots – and fast. Research showed most young adults weren't vaccine resistant, they just weren't making it a priority. To break through their apathy, we gave young adults a taste of what summer could feel like – if only they'd get vaccinated like their grandparents. Because let's face it: there's no FOMO quite like watching your grandma have a wilder summer than you.



## Washington State Department of Health with C+C for Vaccinate WA Young Adults

In Spring 2021, young adults lagged behind older people in COVID vaccinations. With a goal to get 70% of adults vaccinated, the Washington State Department of Health turned to C+C to help get more young adults to get their shots – and fast. Research showed most young adults weren't vaccine resistant, they just weren't making it a priority. To break through their apathy, we gave young adults a push of urgency around the vaccine—do it now so you can have the summer you want and get back to doing all the things you love to do.





## Washington State Department of Health with C+C for Vaccinate WA

The Washington State Department of Health (DOH) partnered with C+C to develop a social marketing initiative designed to get 70% of Washington adults vaccinated. Ongoing research informed all elements of the campaign. The campaign strategy hinged upon building receptivity, intention and action – including among hesitant populations. A wide suite of tactics supported the campaign strategy including, influencers, organic social advertising, expert panels, partnerships and materials. The result? As of the end of January 2022, 83.7% of Washington adults had initiated vaccination and progress to “close the gap” had been made among three of the hesitant population groups.



## Washington State Department of Health with C+C for Vacúnate Mijo/Mija

The Washington State Department of Health (DOH) partnered with C+C to develop a culturally relevant campaign to increase vaccination rates among Washington state’s Hispanic/Latinx population. The issue? By November 2021, only 50% of the Hispanic/Latinx community in the state had initiated vaccination (as compared to 79% of all adults 18+; a 29% gap!). The execution? A wide suite of tactics supported the campaign strategy including video, social advertising, digital banners, radio and print. The result? The campaign helped increase Hispanic/Latinx vaccination rates by 30% and close the gap by 10% in just 3 months.



## Washington State Department of Natural Resources with C+C for Wildfire Ready Neighbors

Washington doesn’t have to be in a wildfire crisis. Most of the 812,000 acres that burned in 2020 was preventable. The challenging is helping home and property owners understand how to prepare and take action. Washington State Department of Natural Resources (DNR) teamed up with C+C to develop a comprehensive wildfire prevention strategy at a pace and scale that met the moment. The project team piloted a new community-based social marketing program that applied integrated outreach tactics to change behaviors. It was a tremendous successes exceeded home visit goals by 78%.

## Wells Fargo for Wells Fargo Super Bowl Food Report

Wells Fargo’s Super Bowl Food Report was an omni-channel media campaign that reached key clients and prospects leveraging the Super Bowl news cycle for a consumer story. With zero budget, our non-NFL- affiliated communications team ‘scored’ more than 1,000 news placements nationwide in broadcast, online, and print media. We drove social conversation with more than 13 million Twitter impressions. The headline: “The Cost of Your Super Bowl Party May Be Up 14%.” Reporters need data-driven stories, and we gave it to them, along with compelling food and agriculture industry analysts, video, graphics, and Spanish-speaking spokespeople with in-language materials.



## Westchester County Tourism & Film with Mower for Beyond Connected to Westchester County Tourism

Bordered by the Hudson River and Long Island Sound, Westchester County in New York state is made up of big cities, small towns, villages, farms, and great natural beauty. While many people knew Westchester as an affluent commuting suburb of New York City, its 24,000 acres of parkland, Michelin-rated dining and iconic history and architecture weren't always top-of-mind. It was time to leverage Westchester County Tourism's Instagram page for a focused purpose: put Westchester on the map by spotlighting the towns, hamlets and communities—as well as the local artisans and thought leaders—that make Westchester a destination “beyond the everyday.”

## World Thrombosis Day with Stanton Communications for World Thrombosis Day Helps the World Learn “How to Save a Life”

World Thrombosis Day is a global health campaign that aims to spread awareness of the signs, symptoms and risk factors of one of the leading causes of preventable death worldwide: thrombosis, commonly known as blood clots. Through a strategic public relations plan incorporating partner agencies across the globe, World Thrombosis Day effectively secured over 6.1 billion global impressions, inevitably saving lives from this potentially fatal and often misunderstood health condition.



## WestRock with Edelman for The Fiber of Our Being: An Escape from a Sea of Sameness

Sustainable forestry is the fiber of our being. WestRock's foresters and fiber procurement professionals work alongside family landowners and environmental partners to maintain and enhance the forests we work with. With the increased demand for sustainable packaging materials and sustainable sourced timber, it was essential to show how to engage in forestry in a way that is sustainable for our team and the planet. While this video series lives on WestRock.com, we needed to ensure that it would reach our target audience. We leveraged a paid social media campaign across LinkedIn, resulting in 80,219 impressions, 464 clicks and 842 engagements.

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# 2023 ANVIL AWARDS

**Next year,**

your name could be on  
the Anvil Shortlist... watch  
for the online entry form,  
which will be available this fall!

PRSA