



ANVIL  
AWARDS

2024



# PRSA Anvil Awards Ceremony

May 9, 2024

*Celebrating the 80<sup>th</sup> Annual Anvil Awards!*

Edison Ballroom • New York City

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**PRSA**



# Linda Thomas Brooks

Chief Executive Officer  
PRSA

In her role as PRSA's Chief Executive Officer, Linda Thomas Brooks is responsible for all program, financial and operational aspects of the organization. Reporting to and collaborating closely with PRSA's Board of Directors, she guides the development and implementation of PRSA's strategic vision and plan as well as the programs and policy positions necessary to support the membership.

Throughout her multi-faceted career, Thomas Brooks has operated at the intersection of marketing, media, communications and technology. She was most recently a consultant working with media, marketing and trade organizations on systemic change, structural alignment and member services. Her roles include being Interim Managing Director, Media and Publishing Divisions of SIIA, the Software & Information Industry Association, and a Corporate Fellow at GOOD/Upworthy. Thomas Brooks is also one of the founding executives of the nonprofit Institute for Advertising Ethics.

Her career highlights include a four-year term as President and CEO of the Association of Magazine Media, where the synthesis of her experiences created business advantage for complex media companies. In her role, she led an organization which provided business, research, marketing and government affairs support to hundreds of media client brands. She represented the interests of media companies ranging from large public companies to small, privately held corporations.

Previously, Thomas Brooks was Executive Vice President, Managing Director of General Motors Mediaworks, a media strategy and investment unit representing all the divisions and brands within General Motors. She and her team were responsible for approximately \$750 million in annual media spending.

Thomas Brooks formerly served as President, Ingenuity Media at The Martin Agency and has also worked with innovative technology companies such as Trilogy and Gear Digital, an omni-channel, full-service agency which she co-founded and served as President.

An award-winning executive, Thomas Brooks has been named an Ad Age Women to Watch, a PR News Top Women honoree in the Industry Champions category, and was honored as one of Folio's Top 100 Execs. She has also been presented an AWNY Impact Award for Mentoring and was inducted into the AAF Advertising Hall of Achievement.





# Joseph Abreu, APR, CPRC

PRSA 2024 Chair

Chief Communications Officer

Clerk of the Court & Comptroller of Lee County in Fort Myers, Fla

Joseph Abreu, APR, CPRC, is an award-winning public relations professional who currently serves as the Chief Communications Officer for the Clerk of the Court & Comptroller of Lee County in Fort Myers, Fla. In his role, he is responsible for strategic communications, public affairs, media relations, emergency management, and reputation/brand management.

Abreu previously managed communications campaigns and strategies for the Clerk & Comptrollers of St. Lucie and Palm Beach counties. Prior to joining the public sector, Abreu directed communications, special events and development for Compass, one of the largest LGBTQ community centers in the country.

Chair-elect in 2023, Abreu has served in leadership roles with the organization since 2006, including Treasurer in 2022 and Secretary in 2021. He is a recipient of the PRSA Sunshine District's Trailblazer Award and the PRSA Palm Beach Chapter's Hall of Fame Award. His PR campaigns and tactics have earned more than 40 national, state and local awards. Abreu has also earned a certificate in PRSA's crisis communications program.

Abreu is accredited in public relations, a certified public relations counselor, a FEMA-certified Advanced Public Information Officer, and has a bachelor's degree in public relations from the University of Florida.





# Ann Andrews Morris

PRSA 2024 Honors and Awards Committee Chair  
Chief Communications and Marketing Officer  
NAMI: The National Alliance on Mental Illness

With more than 20 years of experience in nonprofit communications and marketing leadership, Ann Andrews Morris is the Chief Communications and Marketing Officer at NAMI: The National Alliance on Mental Illness. She oversees all internal and external communications, public relations, marketing and advertising efforts.

In addition, Morris chairs PRSA's Honors and Awards Committee as well as the Mid-Atlantic District. She is a senior judge for the Anvil Awards and has previously served as a board member for PRSA's National Capital Chapter (NCC). In December, she was honored with the 2023 Senior Professional Award from PRSA NCC.

Morris began her career as a journalist at ABC News and U.S. News & World Report. She has since led integrated branding and communications teams, driving increased awareness, media impact and stakeholder engagement at organizations such as AAA National, Ogilvy PR, United Way, and World Food Program USA. Morris has been recognized with 15 industry achievement awards for her outstanding work in strategic communications, marketing and brand leadership.

She holds a bachelor's degree from Miami University and a certification in sustainable business strategy from Harvard Business School Online.



**“Chairing PRSA’s Honors and Awards committee is a true privilege. Witnessing the remarkable endeavors of my fellow PR professionals is a constant inspiration. Their dedication to effecting positive change in our society, all while upholding the highest ethical standards, is truly commendable. As co-host for the awards ceremony, I feel doubly privileged to be in the room with so many accomplished professionals!”**  
*- Ann Andrews Morris*



# Michael S. Gross, APR

Chair of the PRSA 2023 Honors and Awards Committee & President, AKCG - Public Relations Counselors

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

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

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

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

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





# Molly McPherson, APR

PR + Crisis Communication Strategist  
Molly Baker McPherson LLC

In Molly McPherson's world, just about anything is a tell. That's how the Boston Globe described Molly's work as a crisis communications expert who moonlights as a celebrity PR whisperer on TikTok.

A crisis management and public relations expert, she holds the Accredited in Public Relations credential. Molly has a deep understanding of media culture that she puts to good use for her clients, as well as her half a million followers, who look to Molly to provide insight into celebrity actions, whether genuine or part of a PR stunt.

She is the author of "Indestructible: Reclaim Control and Respond With Confidence in a Media Crisis" and is currently developing her second book.

In her career, Molly is known as a PR visionary for updating crisis communication tactics, from pioneering FEMA's first digital media initiatives to creating some of the first online crisis web pages for the press as the director of communications for cruise lines during pivotal events such as the 9/11 attacks and the Norovirus outbreaks in 2002. Molly has appeared on NPR, NBC News, ABC's Impact x Nightline, TMZ Live and Access Hollywood, and has commented for numerous publications such as the New York Times, Los Angeles Times, and the Wall Street Journal.

In addition to being a popular keynote speaker, Molly is an Adweek Creative Visionary Award recipient and a Forbes contributor on crisis management. Her crisis communication mantra, "own it, explain it, promise it," underscores her position as a trusted authority in the field.



# Anvil Awards Sponsors

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# Table of Contents

2024 Honors & Awards Committee

2024 Anvil Categories

2024 Anvil Finalists

2024 Anvil Awards Judges





# 2024 Honors & Awards Committee

## Chair

### **Ann Andrews Morris**

Chief Communications and Marketing Officer  
NAMI: The National Alliance on Mental Illness  
Arlington, VA

## Past Chair

### **Michael S. Gross, APR**

President  
AKCG - Public Relations Counselors  
Glassboro, NJ

### **Karen Dipnarine-Saroop, MA, APR**

President  
PRiyaCOMM Public Relations LLC  
Poughkeepsie, NY

### **Dawn M. Doty, APR**

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Boulder, CO

### **Jill G. Hollingsworth, APR**

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### **Maria Rodriguez**

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Vanguard Communications  
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### **Hilary Fussell Sisco, Ph.D., APR**

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Carnival Corporation  
Plano, TX

### **Jeffery M. Wilson, APR**

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

## Board Liaison

### **Scott Wesley Thornburg, APR**

Senior Director, Global Marketing  
and Communications  
Sojern  
Sausalito, CA



# 2024 Anvil Award Categories

## Silver Anvil Strategic Campaign Awards

### 1. Community Relations

1A. Associations/Nonprofit Organizations

1B. Government

1C. Business

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

### 2. Content Marketing

2A. Associations/Government/Nonprofit Organizations

2B. Business to Business

2C. Business to Consumer

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

### 3. Crisis Communications

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

### 4. Events and Observances

4A. More Than Seven Days

4AA. Associations/Government/Nonprofit Organizations

4AB. Business

4B. Seven Or Fewer Days

4BA. Associations/Government/Nonprofit Organizations

4BB. Business

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

### 5. Financial Communications

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

### 6. Global Communications

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



# 2024 Anvil Award Categories

## 7. Influencer Marketing

7A. Macro-Influencers

7B. Micro-Influencers

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

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

## 8. Integrated Communications

8A. Associations/Nonprofit Organizations

8B. Government

8C. Business to Business

8D. Consumer Products

8E. Consumer Services

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

## 9. Internal Communications

9A. Associations/Government/Nonprofit Organizations

9B. Business

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

## 10. Issues Management

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

## 11. Marketing

11A. Business to Business

11B. Consumer Products – Regional Focus

11C. Consumer Products – National/International Focus

11D. Consumer Services

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

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

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

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

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

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

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



# 2024 Anvil Award Categories

## 15. Climate Action & Environmental Sustainability

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

## 16. Corporate Citizenship

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

## 17. Multicultural Public Relations

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

## 18. Public Affairs

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

## 19. Public Service

19A. Associations/Government/Nonprofit Organizations

19B. Business

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

## 20. Reputation/Brand Management

20A. Associations/Government/Nonprofit Organizations

20B. Business

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

### Best of Silver Anvil

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

### Silver Anvil Organizational Awards

#### 1. Best In-House Team

1A. Associations/Nonprofit Organizations

1B. Government

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

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

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



# 2024 Anvil Award Categories

## 2. Best Agency

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

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

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

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

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

An agency team that demonstrates excellence in public relations.

## 3. Best Solution Provider/Vendor **NEW FOR 2024!**

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

3A. Media Monitoring

3B. AI-Automation Resource

3C. Media Database and Intelligence

3D. Analytics

## 4. Organization with the Most Impactful DEI Program

4A. Agency

4B. In-House

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

## 5. Best College/University Communications Program/Department

5A. Undergraduate Program

5B. Graduate Program

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

## 6. Best AI Integration and Digital Innovations **NEW FOR 2024!**

6A. In-House

6B. Agency

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

## 7. Oak Award **NEW FOR 2024!**

As the Anvil Awards celebrates its 80th Oak Anniversary as the most coveted, longest running and esteemed award program in the industry, we will be presenting special Oak Anvil Awards to companies, organizations and institutions that have demonstrated the symbols of Oak, strength and longevity, and the ability to evolve and improve over the course of their histories. Entries must show the organization's sustained growth and overall impact on the industry.

7A. In-House

7B. Agency

7C. Educational Institution



# 2024 Anvil Award Categories

## Bronze Anvil Tactical Awards

### Paid:

#### 1. Paid Promotion

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

### Earned:

#### 2. Media Relations

2A. Associations/ Nonprofit Organizations

2B. Government

2C. Business-To-Business

2D. Consumer Products

2DA. Non-Packaged Goods

2DB. Packaged Goods

2E. Consumer Services

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

such as clothing, appliances, furniture, etc. The Packaged Goods subcategory refers to traditional consumer products sold in packages, such as food products, pet products, household goods, toiletries, cosmetics, etc.

#### 3. Feature Stories

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

#### 4. Executive Communications

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

### Shared:

#### 5. Social Media

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

5A. Single Channel Use

5B. Multichannel Use



# 2024 Anvil Award Categories

## 6. Influencer Marketing

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

## 7. Best Use of AI **NEW FOR 2024!**

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

7A. Direct Audience Engagement

7B. Media Relations

7C. Social Media

## Owned:

## 8. Digital Platform

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

## 9. Data Insights

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

## 10. Websites

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

## 11. Non-Traditional Tactics

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

## 12. Annual Reports

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

## 13. Blogs/Vlogs

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



# 2024 Anvil Award Categories

## 14. Newsletters

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

## 15. Single-Issue Publications

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

## 16. Magazines

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

## 17. Video

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

## 18. Branded Content

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

## 19. Podcasts

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

# 2024 Anvil Finalists





## 7-Eleven with Edible, Inc, Dentsu and Intersport for 7-Eleven Brings Slurpee to a New Generation

7-Eleven is a legacy brand that needed to sustain its growth into the next 50 years by winning over its growth target of Gen Z and younger Millennials. They issued a clear assignment: create a culturally relevant new vibe and point of view for its iconic Slurpee drink that would usher in a new generation of Slurpee fans across its 13,000 stores. Everything about Slurpee presented an opportunity for it to stand out from the category with its bright colors and bold flavors, self-serve ritual and beloved annual holiday built on the brand DNA – Slurpee Day on 7/11



## Aflac Incorporated with RockOrange for Remisión Con Una Misión (Remission with a Mission): Empowering U.S. Hispanics to Take Charge of Their Health

In 2023, Aflac facilitated its first Wellness Matters Survey that revealed many Americans – 1 in 2 U.S. adults – are skipping common health screenings that can save their lives. However, 51% of respondents who have had cancer said their diagnosis came as the result of one of these screenings. For U.S. Hispanics (USH), that number is an alarming 72%. Armed with findings from primary, quantitative research, Aflac embarked on a mission to encourage consumers to take charge of their well-being by building good health habits, prioritizing routine wellness checkups and taking advantage of available supplemental insurance benefits, like Aflac's cancer product.

## Aflac Incorporated with Ketchum, KWI, RockOrange and Huck for Wellness Matters: Aflac Drives Importance of Preventive Care with Younger Consumers, Hispanics

Too many U.S. adults are skipping wellness appointments that can help save their lives. Aflac's first Wellness Matters survey – conducted to examine attitudes, habits and opinions about health and preventive care among U.S. adults – uncovered alarming statistics, actionable insights and an urgent need to educate Americans on the importance of proactive health care habits, particularly among younger generations and Hispanics. Aflac forged a partnership with prominent health and wellness advocates, Olympic multi-gold medalist Shannon Miller and Hispanic celebrity Adamari López, to execute a Wellness Matters campaign



## Agoro Carbon Alliance with Padilla for Reducing Ag's Carbon Footprint 1 Million Acres at a Time

Agriculture contributes 18% of global greenhouse gas emissions, while producing food, fuel and fiber for the world's growing population. Agriculture can play a significant role in reducing greenhouse gas emissions and making our global food system more sustainable. Recognizing this opportunity, Agoro Carbon was created to accelerate the global transition to climate-smart agriculture practices. The company needed to build trust as an authentic partner ready to support producers. Their goal was bold: to enroll 1 million acres of farm and pastureland in the company's first 18 months. And that's what Padilla helped achieve – one field at a time.



## Allianz Partners USA with FINN Partners for Allianz Partners' Vacation Confidence Index Earns Media Dividends with New "Pay-cation" Travel Trend

By sourcing and packaging timely consumer travel data and trends for the media, Allianz Partners USA has successfully secured editorial coverage and elevated its brand awareness beyond its product offerings. In 2023, the travel and assistance company also identified an emerging new trend and coined a catchy new term –the “pay-cation”– to help catapult it into the mainstream media. Arcing beyond “bleisure” to characterize intentional travel to a vacation destination that leverages remote work policies enacted during the pandemic, the trend positively positioned Allianz as a travel news leader and resource, reaching both new markets and potential customers.

## American Forces Network and Defense Media Activity for AFN Content Marketing Campaign for AFN Now App Launch

Defense Media Activity led the innovation of communication platforms to evolve the delivery of internal Command Information (CI) via their American Forces Network (AFN) to target publics of overseas U.S. service members and families. AFN started development of a new app, AFN Now, due to their modern audience's differing in media consumption habits, patterns, and preferences from those offered by traditional, legacy media platforms. With the streaming app's “soft launch” in the fall of 2022, AFN created a communication campaign to attract, acquire, and engage target audiences in adopting the new AFN Now platform as a valued mechanism for receiving CI.



## American Forces Network and Defense Media Activity for AFN Now App Launch - Campaign for Overseas U.S. Military Audiences

The Defense Media Activity led the innovation of communication platforms to evolve the delivery of internal Command Information (CI) via their American Forces Network (AFN) to target publics of overseas U.S. service members and families. AFN started development of a new app, AFN Now, due to their modern audience's differing in media consumption habits, patterns, and preferences from those offered by traditional, legacy media platforms. With the streaming app's “soft launch” in the fall of 2022, AFN created a communication campaign to attract, acquire, and engage target audiences to adopt the new AFN Now platform as a mechanism for receiving CI.



## American Forces Network and Defense Media Activity for American Forces Network - Maintaining the Legacy while Innovating for our Future Forces

The American Forces Network (AFN) meets a crucial strategic communication requirement for the U.S. Department of Defense. Serving as an indispensable overseas communication channel, the AFN team delivers news, information, sports, and entertainment to an internal audience of more than 425,000 U.S. military personnel and families around the world. The recent launch of AFN's streaming video service, AFN Now, demonstrates innovation and engagement while enhancing connectivity for audiences in dispersed, often remote military communities. Through strategic narrative crafting, innovative content delivery, and a steadfast focus on organizational culture enhancement amidst fiscal prudence, the personnel of AFN exemplify public affairs excellence.





## American Forces Network and Defense Media Activity for American Forces Network: 82 Years of Strength, Evolution & Impact

The American Forces Network (AFN) exemplifies a rich history of strength and sustained impact in strategic communication. AFN initiated radio broadcasts for troops in WWII, later added television services, and recently added streaming media, providing news, sports, and entertainment to 425,000+ U.S. military and their families stationed overseas. AFN's evolution from vinyl records and Betamax tapes to digital and high-definition broadcasts, to streaming services, demonstrates sustained growth and impact. With global expansion and continuous innovation, AFN remains a crucial internal information tool, connecting Americans serving abroad with a sense of home while maintaining morale and supporting military objectives.

### 82 Years of Strength, Innovation, and Impact



## American Forces Network and Defense Media Activity for Global AFN Now App Launch - Campaign for Overseas U.S. Military Audiences

The Defense Media Activity led the innovation of communication platforms to evolve the delivery of internal Command Information (CI) via their American Forces Network (AFN) to target publics of overseas U.S. service members and families. With the streaming app's "soft launch" in Fall 2022, AFN created a global communication campaign for 2023 to attract, acquire, and engage current and new target audiences across 24 affiliate locations in 12 countries, and beyond on network platforms. AFN demonstrated a globally responsible and locally responsive communication strategy - converting a unified, global campaign and creating bespoke communication plans for the European and Pacific regions.



## American Gastroenterological Association with Schmidt Public Affairs for David vs. Goliath: When the nation's most profitable insurer launched shocking new barriers to care, America's GI doctors rallied together — and won

In March 2023, UnitedHealthcare announced plans to require prior authorization for diagnostic and surveillance colonoscopies and many endoscopies for its 27 million commercial beneficiaries. The American Gastroenterological Association partnered with Schmidt Public Affairs to launch a successful campaign to reverse this policy. Through a "David vs. Goliath" effort, engaging doctors, patients, and lawmakers, the campaign secured high-level media coverage. UHC backed down from prior authorization hours before it was scheduled to go into effect, a victory for millions of Americans needing timely, lifesaving care. To convince UHC to permanently cancel the policy, we kept up the media pressure throughout 2023.



## Atlantic City Electric with AKCG - Public Relations Counselors for That's Smart: Atlantic City Electric Advances New Jersey's Energy Infrastructure

Atlantic City Electric partnered with AKCG to manage the comprehensive, multi-channel public outreach effort to educate customers, stakeholders and the communities it serves about the Smart Energy Network, an initiative to help New Jersey meet its clean energy goals.



## Baptist Health with Stone Ward for A Healthcare Campaign for Women by Baptist Health

Baptist Health's Women's Campaign, orchestrated by Stone Ward, skillfully addressed Arkansas women's unique healthcare needs, positioning the brand as a pivotal partner across all life stages. Acknowledging women as key healthcare decision-makers, it combined emotional storytelling, diverse representation, and strategic paid and organic media to resonate deeply with its target audience. With significant boosts in service inquiries and web traffic, the campaign underscores the effectiveness of PR-driven, empathetic marketing in the healthcare sector.



## Blue Cross and Blue Shield of Minnesota and ThreeSixty Journalism with Padilla for Disrupting the Mainstream Narrative on Racial Health Equity

In 2023, as the nation reeled from the pandemic, America's youth continued to experience serious mental health issues. These trends served as further momentum for Blue Cross and Blue Shield of Minnesota and ThreeSixty Journalism's annual TV broadcast camp. Nine high school students participated and created video packages focused on mental health and racial and health equity issues in Minnesota. Students were paired with industry leaders from prominent media outlets and universities – mastering everything from scriptwriting to on-camera interviewing. Students' stories were amplified by local media – further disrupting the mainstream narrative in Minnesota and empowering youth voices.

## BRACH'S with Agency H5 for BRACH'S Debuts First-Ever Candy Corn Club

BRACH'S, America's #1 Candy Corn brand, tapped Agency H5 to help the brand grow consideration during the key Halloween sales period. The team leaned into fan culture and the candy's cult-following popularity by creating the first-ever official BRACH'S Candy Corn Club, giving superfans of the candy a chance to become inaugural members and celebrate with year-round access to the treat that is typically only available during the Halloween/fall season. The program exceeded expectations, generating millions of impressions, and driving awareness of the brand's core candy portfolio and innovations ahead of Halloween, while cementing seasonal leadership in priority outlets.



## BRACH'S and Warner Bros. Discovery Global Consumer Products with Agency H5 for The One Where BRACH'S Launched FRIENDS Conversation Hearts

BRACH'S, America's #1 Conversation Heart brand, tapped Agency H5 to help the brand establish leadership and grow consideration during the key Valentine's Day sales period. To do so, the team leveraged the cultural phenomenon of its latest product innovation: limited-edition FRIENDS Conversation Hearts featuring fan-favorite references from the iconic television show. Through a two-phase strategic media relations plan, BRACH'S demonstrated leadership and drove awareness of the brand's seasonal portfolio with unique storytelling angles focused on nostalgia, legacy, usage occasions and moments of celebration. The campaign exceeded expectations, generating a billion+ impressions and an increase in sales vs prior year.





## BRG Communications for BRG Communications

With four consecutive years of double-digit revenue growth, single digit voluntary turnover and a robust client roster, BRG Communications is thriving. This women-owned agency creates award-winning campaigns that raise awareness and help move the needle on some of the most pressing health, wellness, and societal issues, with capabilities reflecting the needs of mission-focused associations, non-profits, and enterprises. BRG has strengthened its leadership team and continues to foster an environment of personal and professional growth for its team. For more than two decades, the agency's continuous momentum, expansion, care for clients, team members and community make everything Better at BRG.



## C+C for 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 104, with employees in 18 states and 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, doing impactful work, and just flat out being there for our clients. In 2023 we continued to thrive, growing 18% and creating some of our best work ever.

## CareSource for 2023 CareSource Homecoming

The CareSource Homecoming campaign was a weeklong corporate spirit week, punctuated by 48 hours of employee focused events meant to bring the national workforce to the Dayton, Ohio-based campus. Timing was driven by the existing all-staff meeting schedule. The overarching goal of the Homecoming campaign was to remind all 4,500 nationally located employees of the personal joys and corporate advantages of in-person work and the benefits of working at CareSource. This was achieved by generating intentional moments that built engagement, boosted pride in the company culture, and helped employees renew and create relationships that support future collaboration



## City of Southlake - Southlake Departments of Public Safety for Spontaneous & Safe on Southlake DPS's Socials

Picture this: 2023 rolls in, and Southlake DPS is ready for another opportunity to educate, communicate, and inform. Instead, they faced a frosty curveball with numerous winter weather events that wreaked havoc and a citizenry that needed roundabout education, along with the usual day-in-day-out posts that tell Southlake's safety and security story. Guess what? They didn't skip a beat. Instead, they unleashed their social media wizardry to educate and connect with the community. In 2023, Southlake DPS embraced the challenge and ramped up its online presence, turning every platform into a virtual town square for vital tips and information.



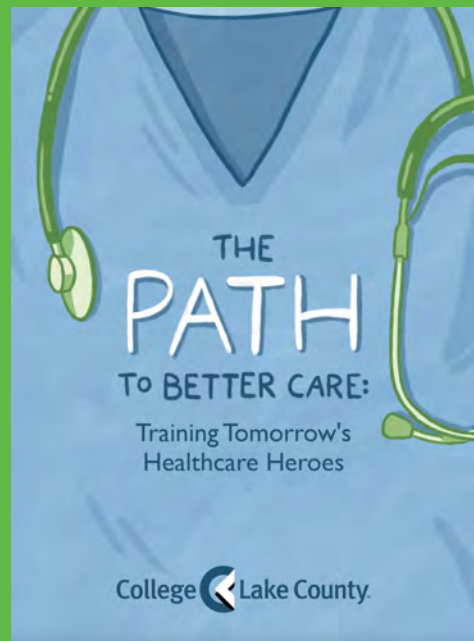
## Cleveland Clinic with The Ferraro Group for Getting AHEAD of Alzheimer's disease - The Lou Ruvo Center for Brain Health's lecanemab campaign

Guided by research from a previous Alzheimer's drug approval, this campaign 'newsjacked' each milestone as the disease-modifying therapy, lecanemab, progressed from Phase 3 research to a historic U.S. Food and Drug Administration approval, to get 'ahead' of inquiries for the drug's clinical use and drive participant leads to its ongoing study in the AHEAD prevention trial. Utilizing key earned media measurement tactics to correlate AHEAD participant leads to secured media placements, the campaign generated 596 leads, equating to 144 candidates screened, 18 enrolled and Cleveland Clinic Nevada becoming one of the country's top enrolling AHEAD trial sites at minimal cost.



## Cohen Veterans Network for Cohen Veterans Network's 2023 Reverse The Ripple Suicide Prevention Campaign

Suicide creates a ripple effect, resulting in many people being impacted. It has devastating impacts that extend far beyond the individual who is lost. It is estimated that for every suicide, up to 135 people are affected. Suicide sends shockwaves through communities. But suicide is preventable. During September's Suicide Prevention Month in 2023, Cohen Veterans Network, a not-for-profit philanthropic organization that serves post-9/11 veterans, service members and military families, through a nationwide system of mental health clinics, launched their "Reverse The Ripple" campaign, which urged Americans, especially those in military communities, to take a proactive approach to suicide prevention.



## College of Lake County for A Path to Better Healthcare

Representation matters, especially in healthcare. The strongest healthcare systems have ethnographically diverse practitioners. Simply put, they look like the people they serve. As a partner in the regional workforce ecosystem, College of Lake County (CLC) became an inaugural member of the Illinois Pipeline for the Advancement of Healthcare Workforce (PATH) initiative. The state-wide grant program's purpose was to create, support and expand opportunities for individuals, especially in communities that have been historically overlooked, to obtain credentials and degrees, allowing them to enter or advance their careers in the healthcare industry.

## Colorado Tourism Office with Handlebar PR for Driving Visitation to Leadville and Putting the Colorado Historic Opera Houses Circuit on the Map

With a new Tourism Director in Leadville motivated to elevate the destination, the launch of a unique new offering with the Colorado Historic Opera Houses Circuit (CHOHC) and the designation of a new national monument, Handlebar PR, on behalf of the Colorado Tourism Office, set out to develop a campaign to help drive visitation to the Leadville area and put the destination and its unique offerings on the map. The campaign resulted in 22 travel story placements in top target outlets including AFAR, Forbes, National Geographic, Smithsonian, Budget Travel, Barron's Penta, The Week, Travel + Leisure, Thrillist, AARP and more.





### Crest Industries for The Culture Corps - Living our values & strengthening workplace culture

After exponential growth in the electric power delivery industry, our research revealed gaps in vital company culture metrics. We identified the opportunity to create an interactive employee recognition campaign centered around highlighting team members to better engage employees and promote our new purpose and values. Crest Industries implemented the Culture Corps values in action campaign to strengthen company culture, and connect, empower and retain employees. The campaign helped to generate ROI including boosts to employee engagement KPIs and 95% of employees feeling values and important to the company, ultimately increasing retention and reducing turnover costs for Crest Industries



### Dairy Farmers of Wisconsin with S/B Strategic Marketing and Spool Marketing for From Cheese Ball to Cheese Crawl, Art of Cheese Festival Has It All - Elevating Brand Perception Through Epic Interaction

When it comes to cheese, foodies believe imports are superior to domestic cheeses, and Wisconsin is just plain cheddar. In reality, Wisconsin wins more awards than any European competitor and makes over 50% of all specialty cheese in the U.S.. But how do you change the perception of the entire foodie world? We needed to capture the attention of the most elite foodies, Food Fanatics, who believe food is core to their identity. They represent only 3% of the population. With them in mind, our research led us to create an un-brie-lievable weekend-long experience tailored to cheese lovers across the globe.



### Danone Light + Fit with FoodMinds for Fit to EmpowHER

Millions of Americans are affected by food insecurity and diet-related diseases. The toll disproportionately impacts underserved communities and women. Danone's Light + Fit brand, in collaboration with FoodMinds, launched Fit to EmpowHER - a women's health educational initiative supporting female leaders dedicated to fostering a culture of wellness while championing equitable access to nutrition education for women and girls in their communities. Our campaign exceeded goals of leveling the playing field on health and nutrition by raising awareness about Light + Fit's commitment to empowering women and girls and inspiring high-quality applications from health and nutrition education leaders.

### DAV (Disabled American Veterans) with Crosby Marketing Communications for Victories for Veterans PSA Campaign

DAV (Disabled American Veterans) is a leading nonprofit that helps America's veterans and their families overcome obstacles and achieve personal victories both big and small. Crosby was charged with creating a national PSA campaign to raise awareness of DAV and its services among the public as well as veterans and their families. A key element of the program was a public service campaign that showcased powerful stories of real veterans who found their personal victories with help from DAV, and asked the public to support more "Victories for Veterans."



## Dayton Children's Hospital for Dayton Children's Hospital: 'when to be concerned' blog series

Dayton Children's 'when to be concerned' blog series was developed because we understand how tough it can be for parents to navigate the internet searching for information when their child is sick or injured. Utilizing our experts in pediatric healthcare, the marketing communications team developed a library of resources to give parents trustworthy information about common childhood illnesses and injuries so they know when to seek medical attention for their child. To date, there are 39 blog posts in the series that outline information about conditions, symptoms and how to schedule an appointment with a Dayton Children's specialist.



## Defense Media Activity for Defense Media Activity: Embracing Innovation and Emerging Technology to Elevate Storytelling

The Defense Media Activity (DMA) provides enterprise employee communication for the world's largest employer – the U.S. Department of Defense (DoD) and leads the DoD's training for all Public Affairs professionals. To increase value to our clients and customers, innovation and integrating technology—from the incremental to needing to take a long view became our journey. The goals: 1) Elevate storytelling and integrate emerging technology; 2) Enhance organization use, and client understanding of emerging technology; 3) Advance AI literacy, storytelling, and demonstrate responsible use; and 4) Innovate digitally while expanding audiences and client possibilities.



## Delta Air Lines for Keep Climbing Together: Rebuilding Delta from the inside out

Delta Air Lines is the world's leading airline, employing nearly 100,000 people, operating 4,000+ flights per day and serving approximately 200 million customers. The organization spent the last two years growing operations by 40% following the devastating effects of the pandemic, which included a significant investment in its employee and corporate communications to ensure Delta people feel inspired to deliver the company's mission and its customers remain loyal to the nearly 100-year-old brand. Continuous improvement and innovation fuel the team, with the company's mantra top of mind: Keep Climbing.

## Delta Air Lines for Ready for a Rainy Day: Delta Air Lines Introduces Innovative Investment in Financial Wellness

Delta Air Lines believes that financial wellness is an essential component of Delta people's overall wellness and engagement. While Delta is proud to offer industry-leading compensation and generous retirement savings benefits, the last several years were tough for the airline industry and the people who keep it running. In January 2023, the company launched a first-of-its-kind emergency savings program to help Delta people strengthen their financial wellness through online instruction, one-on-one coaching and an emergency savings safety net. This program also supports Delta's efforts to close wealth gaps between the diversity of frontline employees and leadership within the company.



## DHL Supply Chain for DHL Supply Chain Shares Stories and Connects Listeners with its Brand in First-of-its-Kind Podcast



## DHL Supply Chain for Driving Value for DHL Supply Chain with Cross-Functional Partnerships and Impactful Initiatives



## Ditto with Marcus Thomas LLC for Launching Ditto™ on Instagram: Disruptive Ideas for Sewing's Most Disruptive Tech

In 2023, Ditto™ disrupted the sewing industry as the biggest evolution in sewing since paper patterns were invented in 1860. The tech held big promise, but without a big budget. As a startup brand and a new technology, skepticism was likely. Ditto had to build credibility and brand relationships with zero paid ad support. Focusing on a strong Instagram community would make it possible. We tapped into Fashion Week with a pop-up event, partnered with sewing influencers, and literally projected Ditto's revolutionary capabilities around Manhattan. The effort grew a sizable Instagram community and drove 8% of the brand's year-one sales goals.

## Ditto with Marcus Thomas LLC for Not Your Size, You Sized: Launching Ditto™, The Tech Bringing Ease and Inclusivity to Home Sewists



In 2023, Ditto™ disrupted sewing as the biggest evolution in paper patterns since their invention in 1860. Ditto's tech compresses hours into minutes and makes pattern sewing more inclusive for all body types. It held big promise without a big budget. As a startup and a new technology, skepticism was likely. Ditto had to build credibility and brand relationships with zero paid advertising. Partnering with leading sewists would make it possible. We held a pop-up event during NY Fashion Week where influencers launched the Ditto revolution. The effort quickly grew a sizable Instagram community and drove 8% of year-one sales goals.



### Duracell with Citizen Relations, VaynerMedia and EssenceMediacom for Ariana Madix x Duracell “I Buy My Own Batteries”



### EvClay Public Relations for EvClay PR: A Legacy of Values, Adaptability and Community Impact

Over 84 years, EvClay Public Relations has evolved from being Florida's first male-dominated PR firm to a thriving woman and minority-owned bilingual powerhouse. Founder Everett Clay aimed to be “the best” and daughter Dana championed his vision. Current president Melisa Mendez Chantres led the firm's 2015 rebranding efforts and winning PR Week's Best Places to Work award in 2022. Commitment to community service is also exemplified through the Ev Clay/PRSA Miami Chapter Endowment Fund, the nation's largest PRSA scholarship fund. Rooted in the same values as when it started, the firm has evolved and is more relevant than ever.



### Eviation with FINN Partners for Fasten your Seatbelts - Ushering in the Sustainable Era of Aviation with Eviation's All-Electric Alice Aircraft

Did you know aviation is the fastest-growing source of greenhouse gas emissions, tracking to account for 25-50% of all carbon emissions by 2050? Electrification is a path forward - and is now proven. Eviation tasked us with transforming the perception of electric aviation from a future prospect to a present reality. Our PR campaign had to build confidence in electric aviation and demand for Eviation's Alice aircraft, which hadn't yet flown. We spearheaded all communications for the world's first all-electric commuter flight, cementing Eviation's industry leadership and helping the company reach a staggering \$5 billion / 500 aircraft order book.



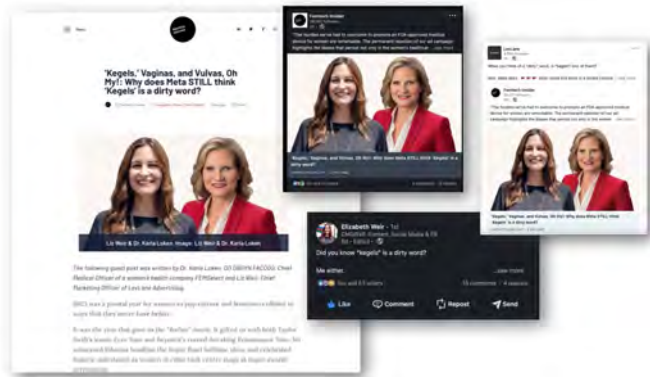
### Fahlgren Mortine for Improving the World One Client at a Time

The past twelve months marked a period of reimagination and reinvention for Fahlgren Mortine, which achieved greater success than any time in the agency's 62-year history. By combining innovation with acquisition and consolidation, the firm introduced several new services to fulfill ever-changing client demands. This led to award-winning client work for such envied brands as Sonoma County Tourism, DHL Supply Chain, Goodyear Tire & Rubber, Travel Nevada and others. Business performance followed suit by reaching the high-water mark for financial results, new business wins, client-loyalty, high associate-engagement, and diversity, equity and inclusion (DEI) metrics that tripled from just three years ago.



## FEMSelect with LevLane for 'Kegels,' Vaginas, and Vulvas, Oh My!: Why does Meta STILL think 'Kegels' is a dirty word?

Our project aimed to spotlight gender disparities in healthcare advertising, and was sparked by Meta's rejection of an FEMSelect EnPlace ad due to use of the term "Kegel." The FEMSelect and LevLane collaboration evolved into a thought-provoking feature article challenging societal norms in women's health communication. Co-authored by Dr. Karla Loken and Liz Weir, the article strategically addressed censorship issues on platforms like Facebook. The goal was to elevate Dr. Loken's and LevLane's profiles, positioning them as thought leaders. Results included extensive earned media coverage, increased thought leadership, and engaging social media interactions.



## Florida Victorious with rbb Communications for Changing the NIL Narrative to Unite Gator Nation for Good

In a transformative moment for college sports, student athletes were officially allowed to profit from their Name, Image, and Likeness (NIL) beginning in July 2021. However, after a public scandal in January 2023, the University of Florida needed a NIL reset and new lead organization to reignite fan support and repair the reputational damage. The 501c-3 Florida Achievement Support Trust (FAST) decided to step-up. To definitively turn the page and shift the narrative as the rebranded, Florida Victorious, the launch video aimed to spark fan excitement, build emotional connections, and reinforce University support.

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## Food Bank of Northern Nevada with The Abbi Agency for Imagine Ending Hunger

As part of the company's Do Good Sh\*t (DGS) initiative offering pro bono work that works towards bettering communities, The Abbi Agency worked alongside the Food Bank of Northern Nevada (FBNN) to bring the 'Imagine Ending Hunger' campaign to life throughout 2023. This was a pivotal year for the Food Bank, as it celebrated 40 years of serving communities across Northern Nevada and Eastern California. The Abbi Agency developed a campaign to educate the public about the Food Bank's services, offerings and contributions to the community at large; and raise money for the Food Bank's 40th Anniversary fundraising event.

## Fullintel/Johnson & Johnson Innovative Medicine (J&J IM) for PRSA Anvil Submission - 3D Analytics (J&J IM & Fullintel)

Johnson & Johnson Innovative Medicine (J&J IM) partnered with Fullintel to address the challenges of inconsistent media analytics across their global pharmaceutical operations. Faced with varied methodologies from multiple agencies, J&J IM sought a unified approach to enhance decision-making and measure PR value effectively. Fullintel's solution offered a consistent methodology, a custom Media Impact Score (MIS) for quality assessment, and centralized media monitoring to improve efficiency and reduce costs. This strategic partnership led to increased trust in data, a 7% rise in MIS, and significant cost savings, empowering J&J IM with data-driven insights for innovation and improved patient outcomes in a complex, regulated industry.

**Fullintel**  
News That Matters

## Goodwill Industries of the Southern Piedmont for Goodwill's Annual Bridal Event

As one of Charlotte's largest nonprofits, Goodwill Industries of the Southern Piedmont turns community donations into career services to help people on their pathway to prosperity. While many know Goodwill stores, the organization achieved significant attention for a unique event to fund its mission – the Bridal Pop-Up – offering pre-loved and new gowns at incredible prices. In its second year back after COVID-19, partnership and integrated communications strategy supported incredible outcomes – doubling sales, increasing the line of eager brides, and doubling both media coverage and digital engagement – all to support local brides' budgets, and the nonprofit's impactful mission.



## GSK with Chandler Chicco Agency for Sideline RSV



## GSK and Lifetime with Chandler Chicco Agency for Ask2BSure's Short Film: "I Never Thought to Ask: A Mom's Quest for Answers"

GSK and Lifetime's short film, "I Never Thought to Ask: A Mom's Quest for Answers" follows former child star and mom of teens Soleil Moon Frye on her journey of discovery as she learns about meningitis B, a rare but potentially deadly disease that most commonly strikes between the ages of 16-23. The short film intends to raise awareness about the importance of meningitis B vaccination.





## Harris Health System for \$2.5 Billion Bond Referendum for the Health System

A \$2.5 billion public bond was sought for the Harris Health System, a fully integrated healthcare system that cares for all residents of Harris County, Texas. These funds are needed to rebuild Lyndon B. Johnson Hospital, the state's first verified Level III trauma center and the state's busiest Level III trauma center, and Ben Taub Hospital, known to save the lives of some of the most critically injured. Harris Health had never pursued a public bond proposal before this initiative. Outreach Strategists played a crucial role in guiding the Harris Health System through its bond referendum efforts, to secure \$2.5 billion.



## Holland America Line with The Decker/Royal Agency and NewmanPR for Holland America 150 – Harnessing our Past to Sail into the Future

After an unprecedented year-plus shutdown, cruising was slowly resuming with ships still not sold to capacity and employees coming back to work after a long layoff. In September 2022, the final ship in Holland America's fleet returned to service just as the line was set to mark its 150th anniversary. Holland America developed a multi-faceted program that generated consistent buzz during the 15 months of the anniversary period, breaking through to new audiences and creating a lift in reputation, employee engagement, and consumer demand.



## Hostess Brands with Carmichael Lynch Relate for Introducing Hostess Kazbars to Snack-Obsessed America

Hostess Brands was preparing to launch its biggest consumer product innovation of 2023 – Hostess Kazbars – and wanted to make a big splash across multiple audiences. Our challenge was to effectively build buzz at launch and also create sustained conversation and excitement over the months to follow. Through PR, we launched Kazbars as the newest snacking innovation in the Hostess Brands portfolio as part of the broader Hostess Brands corporate innovation story and pitched Kazbars as the “must-have” snack to consumer media and earned snack influencers. All campaign objectives were exceeded, and initial sales outpaced the company's expectation.



## HUNTER for HUNTER Oak Award

HUNTER's 35-year legacy is a story of helping to evolve the very definition of a modern public relations agency and expanding the audiences we reach while, driving innovation and growth, championing diversity, and setting new benchmarks for excellence and service in the modern practice of public relations. In short, HUNTER will continue to EARN IT -- as we persist on our mission to be THE place where we create, share, and amplify the narratives of the world's best companies and brands.



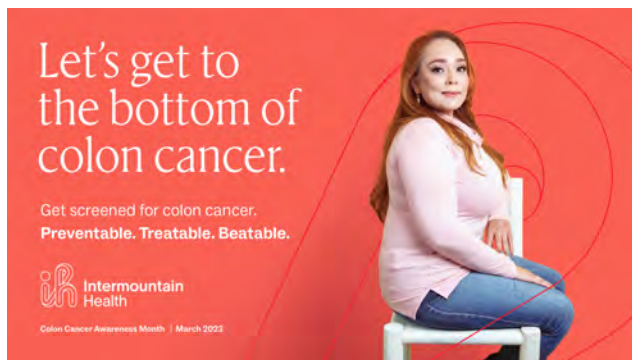
## IDRA with MVW Communications for IDRA at 50 – Celebrating a Bold Legacy and Bright Future

Over the span of 50 years, millions of students, their families and communities have been impacted by IDRA. This national non-profit advocates educational justice through legal and policy advocacy, research, community engagement, and student and educator leadership development. In 2023, we set out to position our 50th anniversary as a catalyst for demonstrating trustworthiness and thought leadership to expand support for excellence in education for all students. Through messaging, engaging events, content development and a 207% increase in media coverage, IDRA established new strategic partner relationships, received high level endorsements and raised over \$3 million for future work.



## Ingalls Shipbuilding for Ingalls Family Day 2023

Family Day is an annual event held at Ingalls Shipbuilding. This event celebrates the hard work of Ingalls' shipbuilders and the support of their families. It also provides a unique opportunity for shipbuilders to bring their families into their workplace for a firsthand look at their unique and complex job roles. During the event shipbuilders and their guests can experience many hands-on activities, virtual simulations, lunch, and a ship tour. By the end of the day, families have a better understanding of Ingalls' scope of work and a sense of community pride in the company's mission and purpose.



## Intermountain Health for Intermountain Colon Tour

Screening colonoscopies save lives. However, not enough Utah residents were getting the life-saving screenings to catch colon cancer early enough to treat it before it became life-threatening. National recommendations were recently updated, advising all individuals 45 and older to be screened for colon cancer. Intermountain Health organized a Colon Tour across the state, helping to normalize the conversations about this important screening - that many people don't like to talk about - and made it easy for those age 45+ to schedule the procedure at their nearest hospital. The effort achieved a 17% increase of screening colonoscopies from the prior year.



## Jacobsen Construction Company with STRUCK Creative Agency for Jacobsen's New Website Launch: "Built for Life Digital Debut: Bridging Connections, Enriching Lives"

Jacobsen Construction Company completely re-imagined its online presence at [www.jacobsenconstruction.com](http://www.jacobsenconstruction.com). With reinvented design, improved functionality and intuitive wayfinding, the new website positions Jacobsen better than ever before to engage clients, business partners and current and prospective employees from the first click. The website is a quantum leap ahead of Jacobsen's previous online presence. Extensive use of auto-play video; larger, more frequent jobsite photos; and a layout with several calls-to-action per page make each visit an interactive discovery of Jacobsen. It's brimming with actionable features helping subcontractors submit bids, job seekers browse openings and employees use the online store.



## Kaiser Permanente Diablo Service Area with Brown•Miller Communications for From “No” to “Now,” Kaiser Permanente Leads Coalition to Shift Affordable Housing Attitudes

Skyrocketing rents and home prices in San Francisco’s East Bay have priced middle-income families out of the market, pushing people to live far from their workplace and jeopardizing the vitality, diversity and health of local families and communities. As one of the region’s largest employers and healthcare providers, Kaiser Permanente stepped forward to raise awareness of this issue while also charting innovative new approaches and community-wide partnerships that are successfully addressing this major societal issue.



## Kaiser Permanente Diablo Service Area with Brown•Miller Communications for Kaiser Permanente Rallies a Community to Address Affordable Housing

Skyrocketing rents and home prices in San Francisco’s East Bay have priced middle-income families out of the market, pushing people to live far from their workplace and jeopardizing the vitality, diversity and health of local families and communities. As one of the region’s largest employers and healthcare providers, Kaiser Permanente felt compelled to address this critical issue. By drawing together disparate partners, showcasing the need for affordable housing and shifting public opinion in support of affordable housing, KP successfully launched a community-wide initiative that illustrates what collective action can yield.



## Kansas City Area Development Council with Violet PR for Flyover Country No More: Putting Kansas City on the Map

To elevate Kansas City’s profile, Violet PR orchestrated a strategic PR campaign, seizing the city’s momentous developments, including a \$1.5B airport terminal upgrade and major sporting events. The campaign aimed to secure national media coverage, highlight the city’s inclusive assets and align it with current trends. The airport’s inclusive features garnered significant attention from top-tier outlets, while timely pitches capitalized on events like the FIFA World Cup and celebrity romance. Results exceeded expectations, with 52 national features and a surge in airport visitors and regional interest. Kansas City has transcended its “flyover” status, firmly establishing itself on the global stage.



## Krispy Kreme Doughnuts with FleishmanHillard for Krispy Kreme Turns Losing Lottery Tickets into ‘Dough’

In summer 2023, Krispy Kreme seized a mega-opportunity that was a lottery ticket – literally – when the Mega Millions jackpot reached \$1 billion. As “lotterymania” took over, Krispy Kreme inserted the brand as a protagonist in the news cycle with a clever quick-strike earned campaign: turn all (losing) lottery tickets into “dough” for America by giving every guest who showed a lottery ticket one free iconic Original Glazed® Doughnut. Krispy Kreme’s “Mega Glaze Days” campaign hit the jackpot, earning more than 1,000 stories and 1.5 billion impressions in just 48 hours, driving a double-digit percentage increase in year-over-year sales.





## Landscape Structures Inc. with Padilla for Playground Manufacturer Makes Its Media Moon Shot

Landscape Structures is a commercial playground manufacturer. Padilla had success with local media using the company's creative director and inclusive play specialist as subject matter experts. In 2023, Padilla was tasked with an expanded effort to educate audiences about the company's leadership in design and inclusive play with the goal of maximizing the visibility of Landscape Structures' experts through earned channels. Landscape Structures identified Fast Company as a dream target. Padilla delivered that and more. Through a blend of proactive and reactive media relations, Padilla drove results that pleased customers, sales representatives and internal audiences alike.



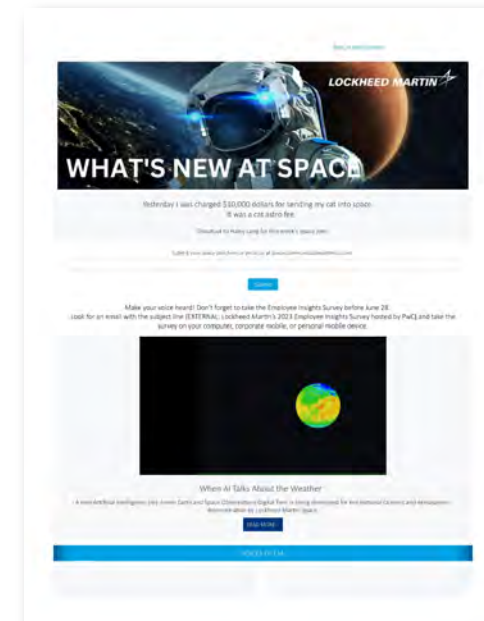
## Lane Community College for Level Up at Lane Community College

Lane Community College (LCC) successfully countered enrollment decline with a strategic campaign, "Level Up at Lane." Focusing on digital and social media, informed by extensive student surveys, LCC targeted traditional and non-traditional students, as well as marginalized communities. Key tactics included a centralized online platform, targeted social media, and student portal notifications. With a budget of \$110,500, the campaign emphasized retargeted digital ads and social media post boosting. The result was a significant increase in student interactions, social media reach, and an 8% rise in Summer 2023 enrollment, surpassing their objectives and demonstrating the effectiveness of their multifaceted approach.



## Library of Congress for Success Off the Shelf: The Library of Congress Office of Communications

The Library of Congress' Office of Communications opens the institution's treasure chest to share its delightful and surprising holdings with the public. This talented team, including former journalists, graphics specialists, marketing professionals, public affairs specialists and a photographer, regularly delights at what they discover and share every day at work, and that shines through in the voice they've created for the institution. With each new announcement, event, ad or social media post, OC helps the Library meet its mission to engage, inspire, and inform Congress and the American people with a universal and enduring source of knowledge and creativity.



## Lockheed Martin for I'm Throwing a Party in Space, Can You Help Me Planet?

As a supplement to Lockheed Martin's intranet platform insideLM, the Lockheed Martin Space Communications team relaunched a weekly news roundup called "What's New at Space," which launched in February 2022. What started as a non-interactive bulleted list of links needed to transform to an employee engagement tool. With upgrades "What's New at Space" has become a robust and impactful storytelling platform and employee outreach tool. After initial phase rollout, we evaluated, updated, and redispersed the latest version in May 2023, revitalizing the template and increasing focus on the themes of space, business awareness, employee interaction and employee recognition.





## Maine Center for Disease Control with Rinck Advertising for “Sipping Point”

Alcohol is the most widely available and consumed substance in Maine. Risky alcohol use continues to have a substantial impact on the health and safety of Mainers and their families. For this reason, the Maine Center for Disease Control and Prevention implemented a responsible drinking campaign to educate Mainers and draw awareness of the risks of overconsumption. Rinck combined a paid social campaign with influencer marketing to reach viewers with authentic content from “a person like me,” which 61% of people find to be credible, showing more trust in peer versus branded content.



## McDonald’s USA with BODEN Agency, Alma, Loud And Live, Starcom and Navigation Blvd for McDonald’s USA x BODEN Agency: HACER® - Inspiring Hispanic Students to Reach for the Stars

The McDonald’s HACER® National Scholarship, a leading initiative for Hispanics, has awarded over \$33 million to 17,000 students. For the 2022-2023 academic year, the focus shifted to expand HACER® into an education program. The objective was to enhance Hispanic students’ future readiness beyond financial aid and encourage them to pursue their higher education dreams. To elevate awareness, McDonald’s partnered with Katya Echazarreta, the first Mexican-born woman in space. Katya engaged with students through in-person and virtual sessions, fostering inspiration and overcoming educational barriers. This multi-channel approach aimed to increase scholarship applications and motivate Hispanic students nationwide.

## Meharry Medical College, Organ Donation Advocacy Group (ODAG) and DCI Donor Services with FINN Partners for OrganEquity: the HBCU and OPO Partnership to Save Black Lives

Black Americans suffer from kidney disease at higher rates than Whites but donate organs and receive transplants less. Why? Lack of trust in medicine rooted in a legacy of abuse. Black Americans trust providers who look like them, yet 5% of transplant surgeons are Black. To change this, we connected three clients - Tennessee Donor Services, the Organ Donation Advocacy Group and Meharry Medical College. Together, they built programs to create an organ donation system Black Americans can trust by increasing the number of Black professionals in the field. In two years, the programs have gone from inception to nationwide expansion.



## Methodist Healthcare Ministries of South Texas, Inc. for Methodist Healthcare Ministries’ Communications Team

Methodist Healthcare Ministries (MHM) is broadening the definition of health care by providing low-cost clinical care and by supporting community-led efforts that improve living conditions that cause people to be sick in the first place. MHM’s communications needs are extremely diverse as the team provides content to support different departments with distinct target audiences. Each presented its own set of communications challenges such as calls to action and audience literacy levels. In 2023, MHM’s communication team proved itself worthy of distinction by leading an expansive brand refresh process and communicating the organization’s message and progress to internal and external audiences.

## Michigan Consensus Policy Project, Michigan Future Inc. and Michigan League for Public Policy with Martin Waymire for Expanding Michigan's Earned Income Tax Credit for Working Families

The Earned Income Tax Credit provides a tax credit to low-income working households to help make ends meet, covering costs like childcare, gas and auto repairs, and home necessities. Michigan implemented a state match of the federal EITC to 20% of the federal credit in 2006, which was later slashed to 6% in a series of severe budget cuts in 2011. In 2022, Martin Waymire developed a strategic advocacy campaign that brought together a diverse, bipartisan coalition of nonprofits, business groups, religious and health organizations, and other stakeholders to expand Michigan's EITC to a 30% match of the federal credit.



## Nationwide Children's Hospital for Pediatrics Nationwide Magazine

Pediatrics Nationwide is a print and online magazine that positions Nationwide Children's Hospital as a national leader in pediatric medicine and research. It is a channel for knowledge exchange among our target audience — pediatric clinicians, scientists, thought leaders, and government officials — facilitating discussion on topics that are important to them in a format that is appealing and engaging. As a key component of Nationwide Children's peer content marketing strategy, each article supports a specific hospital strategic initiative, including recruitment, population health and health equity, behavioral health, genomics and U.S. News and World Report reputation rankings.



## Milwaukee Diaper Mission with Serve Marketing and BVK for Milwaukee Diaper Mission Scores Big with NBA Star Partnership

One in two U.S. families with young children struggle with diaper need. In 2020, Meagan Johnson launched Milwaukee Diaper Mission to ensure that no family must choose between food and diapers each week. BVK Serve Marketing developed a comprehensive PR plan for Milwaukee Diaper Mission in 2022 and took them on as client. A key collaboration with Milwaukee Bucks NBA star Giannis Antetokounmpo and his fiancé elevated this campaign. Today, the organization has a warehouse, offices, full-time staff, volunteers, and more than 20 corporate sponsors. This year, Milwaukee Diaper Mission hit a huge milestone of one million diapers distributed.

## Nemours Children's Health with ruckus for Well Beyond Medicine Podcast

Nemours Children's Health set an audacious goal. We challenged ourselves to change the landscape of children's health, to do everything in our power to shift momentum from a system that pays for complexity of medical services to one that pays for health. That meant going beyond lab tests, procedures, and medications. It meant fueling a discussion about what has an even bigger impact on a child's health: education, nutrition, safety, and other factors. Our Well Beyond Medicine podcast was created to elevate conversations around redefining children's health with our experts as well as industry peers, policy makers and others.







## Newell Brands for Project Phoenix Communications: Building a Company for the Future

Project Phoenix was a global restructuring program launched in January 2023 that involved a 13 percent reduction of the global office-based workforce, which was an unfortunate, albeit necessary, action to right-size overhead, reduce duplication and improve role clarity. Another complexity: it immediately followed a spate of sloppy technology industry layoffs in late 2022 and early 2023 that garnered considerable media coverage and public scrutiny for many companies' missteps. To avoid pitfalls, the Corporate Communications team developed a thoughtful, empathetic and transparent approach critical to managing reputation and ensuring exiting employees were treated with dignity and respect.



## Oceana for Oceana Annual Report 2022-2023

Oceana is the largest international advocacy organization dedicated solely to ocean conservation. Our annual report summarizes Oceana's efforts and accomplishments over a 1-year period from July 2022 to June 2023. The report is used as a marketing tool to reaffirm Oceana as a leader in ocean conservation, and to retain and grow support from major donors. We have submitted the annual report in the "media uploads" section to ensure the highest quality format.



## Norwegian Seafood Council with Padilla for an Epic Saga of Taste, Sustainability and Success

Consumers have a bewildering array of options to choose from in the seafood section. It's great for shoppers – but not ideal for brands fighting for space in their carts. The Norwegian Seafood Council is a world leader in responsible fishing practices, producing delicious, sustainably harvested salmon, which is 99% antibiotic- and GMO-free. Despite several inherent advantages, Norwegian salmon was failing to rise to the top of the U.S. seafood marketplace. Padilla was tasked with building preference among seafood lovers, visibility at supermarkets, and increase market share and sales. Our integrated campaign made a major splash – and met every objective.



## Oklahoma Human Services with Candor for Paid Promotions to Recruit Child Care Workers

Oklahoma Human Services partnered with Candor to address the state's critical shortage of child care professionals. The Care for Kids campaign aimed to recruit workers and highlight a hiring incentive. Built on a foundation of audience research and a compelling brand/creative, the campaign leveraged a mix of traditional/digital paid promotions. The results were 20,000 employment incentive applications; 255,623 page views; 16,465 exits to the job portal; 232,651 platform clicks and 81,468,016 tactical impressions. The campaign surpassed expectations by generating a flood of qualified applicants and increasing interest in the Child Care profession.



## Onyx Coffee Lab with MHP/Team SI for Brewing Awareness: Onyx's Advent Buzz and Product Experience Connect with Key Audiences

MHP/Team SI's objective was to devise a potent PR strategy for Onyx Coffee Lab's annual coffee holiday advent calendar to help the client meet its goal of selling 10,000 units by the end of 2023. The focus was on national exposure, leveraging affiliate marketing along with traditional PR methods to complement Onyx's marketing efforts. The PR campaign delivered exceptional results, exceeding goals with 81 mentions across major outlets like NBC News, TODAY Online, BuzzFeed, and others, generating an estimated 566 million potential impressions. The advent boxes sold out on Dec. 1, surpassing the sales target.

## Orange County Government for English Learning Pilot Program Elevates Tourism Workers & Employers in #1 U.S. Travel Destination

Facing low unemployment rates, employers in the International Drive tourism corridor needed to alleviate talent shortages and identify tactics to recruit and retain workers. The I-Drive Community Redevelopment Area (CRA) Advisory Group, which guides CRA strategy and spending for Orange County Government, identified a desire from non-native employees to learn English and recommended offering language classes to support employee upskilling for the #1 U.S. travel destination, Orlando, FL. To move this pilot forward to serve more residents and support tourism sustainability, more private businesses and partners were needed, and thus a communications strategy was put in place



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## PepsiCo Juntos Crecemos with BODEN Agency for Super Bowl

As Super Bowl LVII drew near, Phoenix-area Hispanic-owned small businesses recognized the huge opportunity to potentially double or even triple their typical weekend revenue, but were not fully equipped for the influx of the weekend. PepsiCo Juntos Crecemos saw an opportunity to give small business owners a financial boost in time for the Big Game to help them maximize this major moment. Through a multifaceted campaign launched in partnership with BODEN Agency, PepsiCo Juntos Crecemos provided five Hispanic-owned small businesses in the Phoenix area, \$10,000 checks and business-building services to rally consumer support and drive business to the restaurants.



## PhRMA with Bose Public Affairs Group for From Advocacy to Action: How “Share the Savings” Reformed Indiana Law to Help Hoosier Patients Save at the Pharmacy Counter

Bose Public Affairs Group (BPAG) established the Share the Savings coalition in 2022 to support ongoing legislative efforts to lower prescription medicine costs for Hoosier patients. In 2023, the coalition honed its focus on grassroots advocacy, social media, advertising and media relations in support of Indiana Senate Bill 8 (2023) to create a comprehensive public affairs campaign.

## Planned Parenthood of Orange and San Bernardino Counties with Scatena Daniels Communications for Planned Parenthood of Orange and San Bernardino Counties: Responding to the Overturn of Roe v. Wade

When the Supreme Court overturned Roe v. Wade, ending the federal right to abortion, Planned Parenthood of Orange and San Bernardino Counties (PPOSBC) was prepared. A comprehensive media relations plan prepared by PR agency partners Scatena Daniels Communications allowed PPOSBC (the largest affiliate in California by patient volume) to handle a record number of media inquiries; communicate effectively with donors and other external stakeholders; place high-profile thought leadership pieces; and highlight their efforts to treat hundreds of out-of-state patients. After a flurry of national attention, including a Good Morning America segment, PPOSBC received two anonymous, \$1 million donations.



## Rollins College with Costa Communications for Non-Speaking Valedictorian Speech Goes Viral

Rollins College's 2022 valedictorian Elizabeth Bonker is affected by non-speaking autism. Through a computer-generated voice, she urged fellow graduates to use their voices, serve others, and see the value in everyone they meet. Our external communications team, with assistance from Costa Communications, devised a campaign for earned media that included an extensive media kit. The story was pitched and ultimately went viral to a worldwide audience after appearing on ABC's World News Tonight. With a budget of \$4500 an impressive ROI was achieved: over 2.9 billion national impressions and more than 614 million international impressions were realized.



## Salk Institute with N/A for Inside Salk magazine 2023

Inside Salk is the Salk Institute's premier magazine, published three times per year with a print run of approximately 5,000 copies per issue. The magazine's main goals are to educate the public about Salk's scientific advances, profile the researchers behind the discoveries, steward donors, and generate awareness about the Institute and its critical mission to pursue research that addresses some of the world's most vexing problems. Thus, we create engaging, accessible editorial content and visuals that broadly cover the diverse subject areas in which we specialize and the fascinating breadth of researchers' life stories.

## Sanofi with Ruder Finn, Patients & Purpose and Havas Media for Launching The 1 Pledge Movement



## San Diego County for Better Together: County of San Diego 2022-23 Annual Report

The 2022-2023 San Diego County Annual Report highlights the most important accomplishments, advances, goals and commitments. This collective dedication to strengthening San Diego County has led us to take on the region's most pressing issues together. From affordable housing and climate change to sustainability, public and behavioral health, justice reform and homelessness. This report has it all.

## Saputo USA, Frigo Cheese Heads with Carmichael Lynch Relate for Frigo Cheese Heads: Tapping into Tween Creativity to Drive Brand Awareness



The Frigo Cheese Heads "We Are All Cheese Heads" campaign takes place in a fantastical, refrigerated world where a cast of cheese stick characters come to life, each with its own unique personality, embodying the creative ways tweens express themselves when they snack. We positioned Cheese Heads as the fun-to-eat snack that inspires tweens to do things their way, whether gaming online, streaming their favorite creators or dreaming up a new business. Strategic elements included custom media activations and partnerships, programmatic extensions, paid social, ongoing media outreach, influencer partnerships and paid search to reach tweens and their parents.





## Seminole County, FL for Paws & Claus: How Seminole County Animal Services promoted pet adoptions during an inaugural holiday event

For the past seven years, Seminole County Animal Services (SCAS) has proudly maintained a no-kill policy, ensuring that no domestic animals are euthanized due to prolonged stays or capacity constraints. However, over the last year SCAS experienced space constraints at its shelter due to both an increase in owner surrenders and an influx of dogs and cats from cruelty cases. To boost pet adoptions, SCAS and Seminole County's Office of Communications paired up to plan the inaugural Paws & Claus event, aiming to increase pet adoptions, enhance name recognition, and foster community goodwill, all while coming in under a limited budget

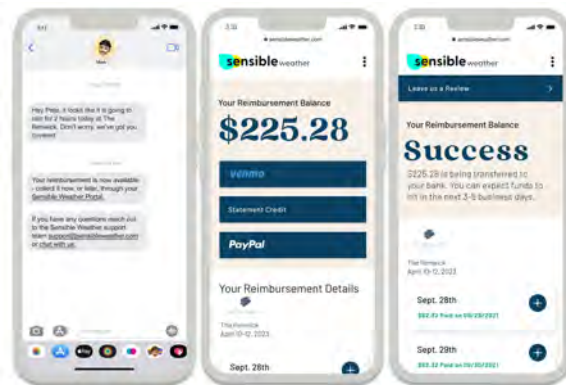


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## Sensible Weather with Maverick Creative/FINN Partners for Get Paid When It Rains: How Sensible Weather Is Changing The Way You Think of Travel and Unpredictable Weather

When it comes to booking travel, people are anxious that their time and money might be wasted due to bad weather, which is becoming more unpredictable with climate change. This is impacting the way we live and prevents us from exploring the world. But Sensible Weather has a solution. Travelers who add Sensible's Weather Guarantee when booking are paid back if it rains during their experience. The challenge we overcame: Not enough customers or partners knew about it. Our campaign convinced audiences to think differently and increased Weather Guarantee sales by 1,120%.



## Signal AI for Signal AI Uses Best In Class Technology to Bring Customers Powerful Insights and Great Customer Experience

Signal AI turns the world's data into knowledge to provide customers up-to-date media intelligence to uncover trends, risks, and opportunities and support critical decision-making. In comparison to traditional boolean, our AI-based technology and global content automatically translated into English provide customers with greater accuracy, relevance and consistency. Our cutting-edge advanced analysis capabilities mean customers can answer more complex business critical questions quickly and with confidence; Signal has been using AI for more than 10 years, which gives clients trust in data quality, accuracy and completeness. We empower customers to achieve their strategic communications goals.



## Southwest Transplant Alliance with Three Box Strategic Communications for Leveraging Influencers to Share a Lifesaving Message

Southwest Transplant Alliance (STA), a leading organ procurement organization (OPO), saves and heals lives through organ and tissue donation across 89 Texas counties that boast a significant Hispanic population. Every August, the donation community observes National Multicultural Donor Awareness Month (NMDAM) to inspire advocacy for organ donation in multicultural communities. The need for donation disproportionately impacts people of color, specifically Hispanic populations. While these individuals are more likely to need a lifesaving transplant, they are underrepresented on the official donor registry. As part of STA's 2023 NMDAM campaign, Three Box collaborated with influencers to shed light on this critical issue.



## St. Jude Children's Research Hospital with Creation Studios for 60 Years of St. Jude and Beyond

St. Jude Children's Research Hospital celebrated its 60th anniversary on Feb. 4, 2022. To commemorate the anniversary at the annual State of St. Jude employee address that October, the executive communications team worked with its internal video team and an external vendor to create a video to show during its annual employee address that highlights its historic past but also its innovative future with a video campaign that featured the lines: "I was at St. Jude when..." and "I want to be at St. Jude when..."



## St. Jude Children's Research Hospital for Living Our Values

In 2019, James R. Downing, MD, St. Jude president and CEO, announced a set of values for St. Jude Children's Research Hospital and launched the Living Our Values program. In 2021, St. Jude began a strategic plan expected to grow the workforce by 40%. Coupled with the COVID pandemic and the Great Resignation, instilling and cultivating the St. Jude values is critical in unifying and strengthening the overall workforce culture. A new campaign was launched to increase employees' awareness and engagement with the values.



## St. Jude Children's Research Hospital with West Monroe for St. Jude Hub: The Hub is your new Home

Since 2011, the St. Jude intranet has been a resource for over 5,000 employees. As the institution grew, the intranet expanded rapidly. Without a clear direction, this led to 7,000 pages of outdated, unreliable content. The risk was high: many employees were comfortable with the intranet, but Microsoft's support of the aging platform was expiring. Relying on employee input and testing, the team launched a modern, strategic and streamlined platform with 82% fewer pages. The Hub now serves as the "hub" of the institution's internal channel ecosystem and effortlessly connects to the employee mobile app, providing timely and relevant information.



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

Syracuse University's Newhouse School is the country's most comprehensive standalone school of communication, with "a reputation for excellence as a professional school," as pointed out in the 2022 Newhouse Accreditation Report from the Accrediting Council on Education in Journalism and Mass Communications (AECJMC). The residential master's program is an intensive 13 months of professional study, designed to allow students to specialize in their preferred areas, including professional tracks in social media, financial and investor communications, sports media and entertainment PR. In addition, we offer a residential master's in public diplomacy and online master's degrees in strategic communications and communications management.



## Syracuse University Newhouse School of Public Communications, Public Relations Department for Syracuse University Newhouse School of Communications, Undergraduate Public Relations Program

Syracuse University's Newhouse School of Public Communications and its Public Relations Department have a strong tradition of preparing students for successful careers in the profession, and of leading the way in curriculum innovations and providing a rich variety of student experiences. As noted in a recent AECJMC accreditation report: "Outstanding students, faculty, leadership, facilities, financial stability and a deep curriculum combine for an outstanding student experience...the school's alumni have set the bar high for incoming students...and new students...added that while the expectation is intimidating, the faculty have made even greater success possible."

## TABASCO® Brand with HUNTER for TABASCO® Brand x TINX Normalize Hot Sauce As Dressing

To drive relevance with Gen-Z consumers, TABASCO partnered with big sister of TikTok @tinx to launch TABASCO® Brand x TINX Avocado Jalapeño Hot Sauce Dressing. Any true Tinx fan knows she's obsessed with TABASCO Green Jalapeño Sauce and has been putting it on her salads for years along with a call to, normalize hot sauce as dressing. We saw this as a perfect opportunity to help TABASCO reach younger consumers in an authentic and creative way. The LTO-product marked the legacy brand's first-ever talent partner collaboration. The dressing achieved best seller status on Amazon within its first week.



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## TD SYNEX for Navigating Technology Tradewinds: 2023 Direction of Technology Report

The TD SYNEX Direction of Technology (DoT) Report campaign aimed to solidify TD SYNEX as an industry thought leader and enhance its global brand reputation. Leveraging insights from a global survey of technology resellers, the campaign focused on tailored messaging to address regional market priorities. With no paid media budget, the approach relied on Owned, Earned, and Shared media channels. Key objectives included increasing earned media coverage by 20%, boosting owned media content by 400%, and enhancing social media engagement by 100%. The campaign successfully surpassed targets, achieving significant increases in media coverage, social media engagement, and report downloads.



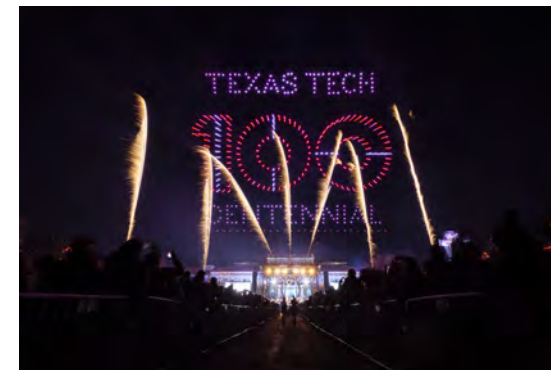
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## Tennessee Department of Transportation with Gray Public Relations, The Atkins Group and Step In Communication for 3rd Annual No Trash November



No Trash November was created in 2021 by Tennessee Department of Transportation's Nobody Trashes Tennessee litter prevention campaign in support of its mission to prevent and reduce litter. In its third year, the observance helps raise awareness about the state's litter problem and provides opportunities to get involved during a time of year when litter prevention efforts tend to wane. The comprehensive, cohesive campaign also serves to synergize litter prevention partners and make a large impact to tonnage collected. By rallying TDOT litter grant recipients, Keep TN Beautiful affiliates, Adopt-A-Highway participants and youth organizations, NTN continues to grow each year.



## Texas Tech University with TRG for Eyes on the Horizon: Texas Tech University Centennial Campaign

Texas Tech University's 2023 Centennial Celebration was a comprehensive, cross-platform marketing and communications campaign designed to engage its students, faculty, staff, and alumni around the world. This strategic campaign, the largest in university history, leveraged traditional public relations, paid media, web, social media, print, email, and special events to tell Texas Tech's unique and compelling story. The results far exceeded expectations with record participation, record engagement, record enrollment, record legislative investment, and record philanthropic giving.





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## The Boeing Company with TPN for Royal Sendoff – Delivery of the Last 747

We created an event that resonated with a global audience to celebrate more than a half century of aviation legend. Only the best would do for final sendoff of The Queen of the Skies – the Boeing 747. We combined the big stories that captured the imagination (Air Force One) with the small stories that connected individuals (three generations of employees). We amplified unique voices and brought surprise star power to commemorate the occasion. We created a day that no one who attended will forget – we got it right for our customers, our employees, our suppliers and our industry.



## The Contact Lens Institute with McDougall Communications for Eye Opening Insights Spark Contact Lens Growth

The Contact Lens Institute, the U.S. trade association for manufacturers, was tasked with growing prescribing habits among eye care professionals during 2023. The group commissioned two novel research studies – one focused on “dual wear” patients who may use both glasses and contact lenses, and the other centered on fostering positive contact lens cultures in eye doctors' offices. Through a combination of eye opening industry reports, unique partnerships, and trade media collaboration, CLI's See Tomorrow initiative significantly increased market volumes, boosted eye care professionals' confidence, and created momentum for practice and patient success in the years ahead.



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## The Department of Veterans Affairs Million Veteran Program with Dynamic Integrated Services for Million Milestone by Veterans Day

The Million Veteran Program (MVP), VA’s largest research effort and the world’s largest and most diverse genetic research program within a health care system, aimed to enroll 1 million Veterans by Veterans Day 2023 to better understand how genes, lifestyle, military experiences, and exposures affect health and wellness. Dynamic Integrated Services’ integrated communications campaign resulted in a 621% increase in MVP online enrollments, an 857% increase in MVP Online users, a 123% increase in earned media mentions, and an 80% increase in social media impressions (comparing August 2022 results to August 2023) and enrolled 1 million Veterans ahead of schedule.

## The Dyrt with Theirsay for The Dyrt’s 2023 Camping Report

The Dyrt is the leading source of camping information on the web with over 12 million reviews and photos across all 50,000 U.S. campgrounds. Yet, other players dominated media coverage about camping. Our solution was to create a camping survey for the 21st century. By surveying The Dyrt’s expansive community of users, Theirsay created and published a report on the camping industry in 2023, garnering rolling coverage from local and national media outlets and even influencing public policy in California.



## The Greater Topeka Partnership with Violet PR for The Hispanicization of Topeka, Kansas

Violet PR was tasked with marketing Topeka, Kansas’ Choose Topeka initiative to attract workers, particularly Hispanic immigrants, to address its workforce shortage. Violet PR successfully executed a targeted public relations strategy within a limited budget, securing extensive media coverage in both English and Spanish outlets. By showcasing Topeka’s job opportunities, bilingual education, affordable housing, and vibrant Hispanic community, the campaign reached millions and generated significant social media engagement. The success is evidenced by a surge in website traffic, resume submissions, and visitations, positioning Topeka as a welcoming destination for immigrants and a model for proactive economic development strategies.





## The V Foundation for Cancer Research with Coyne Public Relations for “Don’t Give Up...Don’t Ever Give Up!”: 30th Anniversary of the V Foundation

In 1993 – while experiencing significant pain from cancer – legendary college basketball coach Jim Valvano delivered a remarkable speech at the ESPYs. He announced the formation of the V Foundation for Cancer Research and inspired the world with his words: “Don’t Give Up. Don’t Ever Give Up!”® On its 30th anniversary, the V Foundation pursued a series of initiatives to pay tribute to its namesake while making inroads with new and diverse audiences. The V Foundation has solidified itself as one of the leading funders of research and has raised millions to accelerate the search for a cure.



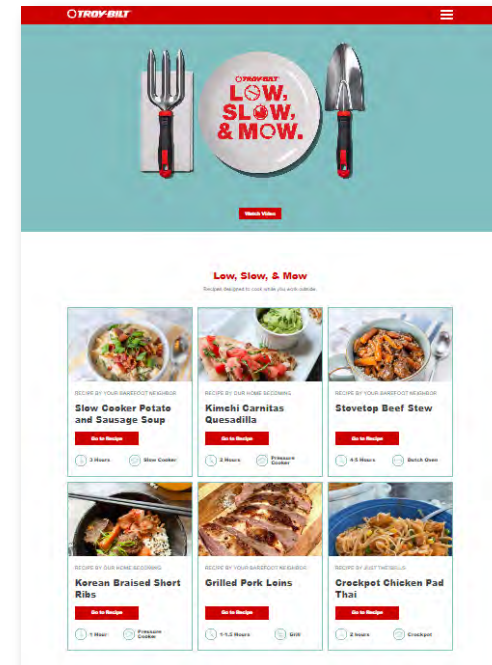
## The Wistar Institute with Tornek Design for Making Wistar Science more accessible: Focus magazine

Focus magazine is The Wistar Institute’s bi-annual publication designed to build greater awareness and understanding of the value of Wistar science. Our target audiences include donors, trustees and key elected officials. Focus highlights the key role Wistar science plays in advancing health worldwide by highlighting Wistar’s groundbreaking discoveries. Focus historically been very scientific in nature, with articles delving deep into the technical aspects of our research work. The Marketing & Communications team under new leadership revamped the magazine to make it more accessible to a diverse audience, giving it a progressive design and more accessible treatment of content



## TourismOhio with Great Lakes Publishing for 2023 Ohio Travel Guide

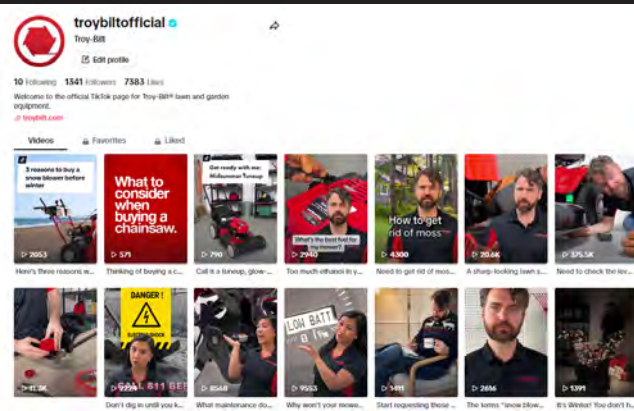
The Ohio Travel Guide is the ultimate guide to exploring Ohio. Inside the publication, local perspectives, inspirational ideas, stunning photos, and helpful travel planning tools entice visitors to choose the state as their travel destination.



## Troy-Bilt with Marcus Thomas, LLC for Troy-Bilt’s Low, Slow, & Mow Campaign Delivers Dinner and a Nice Yard

Should I spend my limited weekend time preparing dinner or doing yardwork? Troy-Bilt®, a leading manufacturer of outdoor power equipment, solved the dilemma with the Low, Slow, & Mow campaign, giving time-strapped homeowners no reason to choose. The brand partnered with four popular social influencers to share recipes that can roast, simmer or smoke while homeowners tackle various lawn and garden tasks. The campaign featured influencers’ easy, timesaving recipes – highlighted through social media and a landing page, where they showed the slow-cooking recipes and meal ideas that allowed them to get their yardwork done, too.





## Troy-Bilt with Marcus Thomas LLC for Troy-Bilt® takes the work out of yardwork with quick, easy TikTok hacks

As an expert in the outdoor space, Troy-Bilt, part of Stanley Black & Decker and leading manufacturer of outdoor power equipment, creates social content geared toward providing equipment maintenance, product recommendations, inspiration to improve outdoor spaces, and tips on how to tackle the biggest yard headaches. With the rapid growth of TikTok, it made strategic sense for Troy-Bilt to become a part of the TikTok community. With TikTok, we've been able to create short, digestible video content around quick tips consumers can use to elevate their space without sacrificing time or money to complete yard tasks.



## U.S. Navy, Chief of Naval Personnel for Chief of Naval Personnel 2023 Communication Strategy

The Navy faced several public personnel-related crises, including recruiting challenges, reported suicide clusters, backlogs in pay issues, and a perceived failure of the Navy's new evaluation software. Communication research included focus groups and interviews with Sailors and senior leaders to reach our internal audience better. We concluded that Sailors do not trust the Navy and that the Navy was not disseminating information in communication channels that Sailors use. That research led to the development of the 2023 Communication Strategy to build back Sailors' trust in MyNavy HR services and provide a seamless flow of information to Sailors.



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## United Airlines for United Airlines – Where Good Leads The Way

United Airlines is on an audacious mission to do the right thing for the planet, its passengers, and its people while reimagining itself as a top consumer brand. Its Communications team handles this with the skill of a stunt pilot, making the toughest challenges manageable and the most unexpected ideas a roaring success. From campaigns that feature Oscar the Grouch to weightier topics like an investment fund to decarbonize air travel or diversity in the flight deck, the in-house team has used communications strategically to help increase business performance and customer loyalty while setting new records for campaign results.





## University of Denver for Catch a Phish

The University of Denver (DU) thwarts its fair share of cybersecurity incidents yearly. Colleges and universities have felt the impact of ransomware, and those attacks have significant operational and financial costs. To protect the personal interests of members of our community and our institution's financial and operational assets, DU's IT department turned to the division of Marketing & Communications to create an engagement campaign to decrease the number of hacking opportunities created by students, faculty, and staff each year, mostly through email phishing attempts. The "Catch a Phish" campaign was extraordinarily successful, reducing engagement with phishing emails by nearly 87%.

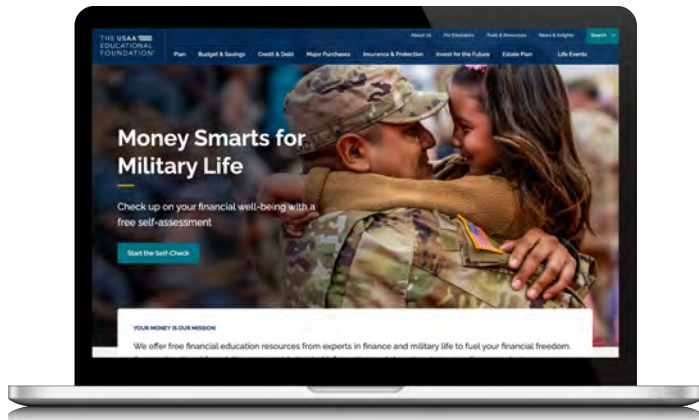


## University of Memphis, Department of Journalism and Strategic Media for Equipping Students for Job Readiness: Our Urban Advantage

The PRSA-certified undergraduate PR program in the Department of Journalism and Strategic Media at the University of Memphis is at the heart of Memphis, Tennessee. The program's comprehensive curriculum blends foundational courses with specialized industry skills, and students gain real-world experience through mandatory internships, participation in the student-run agency, and service-learning classes. The program's urban setting offers unique opportunities for professional growth, reflected in its impressive accolades, including the 2023 Equity and Diversity Award from the Association for Education in Journalism and Mass Communication. This dynamic environment fosters exceptional graduate employment rates and industry engagement, exemplifying academic and professional excellence.

## USAA Educational Foundation with Crosby Marketing Communications for The USAA Educational Foundation Website

In recent studies, 44% of active-duty service members say financial pressures have had a negative impact on their emotional and mental health. The USAA Educational Foundation was founded to help overcome these problems. With free financial education resources, the organization helps service members and their families make the best money decisions possible for financial success and freedom. Crosby was tapped in 2023 to help the organization define its brand and digital offering to the military community through the launch of the new USAAEF.org website.



## Utah Department of Transportation with Intrepid for Turning Antagonists to Advocates Using Facebook Groups

Nothing unites the public faster than a common enemy. With this campaign, UDOT flipped that idea on its head. Although road construction is typically a common enemy, the campaign found a way to turn antagonists into advocates in a united community. This was done through consistent educational content, a transparent, open forum, and humanizing the project. Instead of simply maintaining project support, the campaign helped push it to a record high, while uniting the group.





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## Violet PR for Empowering Underdogs: Violet PR's Journey to National Recognition in Economic Development PR

In just two years, Violet PR transformed from a small practice into a nationally recognized boutique agency specializing in economic development. Through targeted marketing efforts, including conference participation, SEO enhancement, and award wins, we secured major clients like the Moroccan National Tourist Office and Sugar Land, Texas, and expanded existing partnerships. Overcoming staffing hurdles after COVID, we nurtured talent and fostered a unique team culture. Our innovative media relations strategies garnered top-tier coverage, propelling client visibility. Violet PR's remarkable growth and impact position us as the premier boutique PR firm in economic development, championing underrepresented narratives on a national stage.

## Visit Alexandria for Powerhouse PR Team Elevates Small Virginia City Out of D.C.'s Shadows and Into National Spotlight

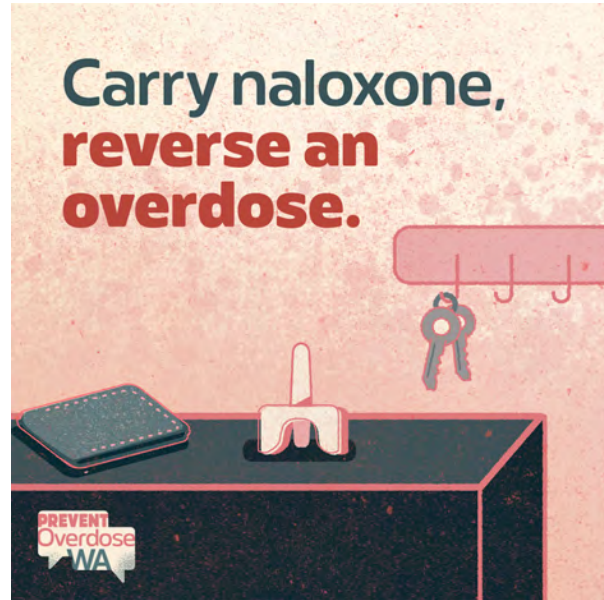
Visit Alexandria's in-house communications team has propelled the city of Alexandria, Virginia, to a new level, positioning the waterfront destination as a top city that stands strong on its own, outside the shadows of neighboring Washington, D.C. The team impacts Alexandria's visitor economy through strategic communications across media relations, digital content, promotions, events, visitor guides and more. Their record-breaking press coverage (1.3K media hits in Fiscal Year 2023) includes "Best Cities" accolades from Travel + Leisure, Condé Nast Traveler, Money and Southern Living, national features on Alexandria's Black history and broadcasts on NBC Nightly News, The Weather Channel and beyond.



## Washington State Department of Health with C+C for Prevent Overdose WA

C+C worked in partnership with the Washington State Department of Health on a campaign to help reduce overdose deaths caused by opioids. The campaign included six phases of research with priority audience groups including people who use opioids. This research helped the team narrow the campaign focus to the most immediate intervention that can help save lives - getting more people in the community to have and know how to use naloxone. The campaign led to a 98% increase in naloxone orders during the campaign period and a 14% increase in naloxone awareness.





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## WaterWipes with FleishmanHillard for Hallowclean

Halloween is full of messy moments—from gooey treats to chocolate-mustached monsters. This presented a clear opportunity for WaterWipes to position itself as the trick for Halloween’s messy treats and drive brand awareness beyond diaper changing. Enter: The Hallowclean Machine—the first-ever mess-detecting, wipe-dispensing machine. Debuted by Kelly Rowland and her son, Noah, this earned-led campaign also brought Hallowclean stations to neighborhoods across the U.S. stocked with free wipes for parents to find via the Nextdoor Treat Map while additional tactics seeded key messages across social media and retailer websites.



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## WM with BCW for WM + BCW: Rebrand from Waste Management to WM

To better reflect its commitment and focus on sustainability, in February 2022, WM announced its rebranding to WM (from Waste Management). With ‘waste’ part of its well-known company name, for years WM had been perceived as a ‘garbage company,’ or as a company that only manages waste at landfills. With WM’s business strategy focused on sustainability and new investments in recycling and renewable natural gas, WM knew it needed to follow the rebrand by strategically sharing a consistent brand narrative that told this story via a robust communications plan that incorporated earned, owned, and paid media.



## Wonderful Halos and The Wonderful Company for Hal The Halo Takes on TikTok

To remind consumers how much fun Wonderful Halos mandarins are to eat and enjoy, the brand launched a social campaign on TikTok to introduce Hal the Halo, a spinoff of the brand's mascot, and take him on various adventures in a fun video series, "Hal Has Fun," perfect for kids and parents alike.

Zurn Elkay Water Solutionsf or  
Zurn Elkay 2022 Sustainability Report



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## **Pattie Yu, MA**

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# 2025 ANVIL AWARDS

**Next year**, your name could appear on this list... Watch for the online entry form, which will be available in the fall!

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