

**PUGET SOUND CHAPTER, PUBLIC RELATIONS SOCIETY OF AMERICA  
2008 TOTEM AWARD WINNERS**

**BEST OF SHOW**

**Publicis Consultants | PR;** for “Changing a Lifetime for America’s Foster Youth,” developed on behalf of National Foster Care Month.

**PEOPLE’S CHOICE**

**Porter Novelli,** for “Helping Teens Become Safer Drivers: Teensurance Launch” created for Safeco Insurance Corporation.

**YOUNG PROFESSIONAL**

**Brittany Turner, Edelman,** for her work on the Microsoft SideWinder Mouse Launch

**PUBLIC RELATIONS COMPONENTS**

**INTERNAL PUBLICATIONS – Magazines, one to two colors**

Certificate of Excellence: Holland America Line for “Inside Passages”

**SPECIAL PUBLICATIONS – Direct Mail**

Totem Award: The Fearey Group for Live Historic Advertorial

**SPECIAL PUBLICATIONS – TV Advertising**

Totem Award: Colehour + Cohen for King County Regional Recycling Campaign Television Advertisements

**VISUAL PRESENTATIONS – Videos**

Certificate of Excellence: Colehour + Cohen for “Lessons Learned from Katrina”

Certificate of Excellence: Waggener Edstrom Worldwide for Microsoft Windows Server Beta 3

**EMERGING TECHNOLOGIES – INTERNET**

Totem Award: Lake Washington School District for the district’s new website

**EMERGING TECHNOLOGIES – E-Zines and other on-line publications**

Certificate of Excellence: Holland America Line for Eurodam News Blog

**ANNUAL REPORTS - Non-Profits**

Certificate of Excellence: Seattle City Light’s 2006 Annual Report: Defining Stewardship

**MEDIA RELATIONS COMPONENTS – News Releases**

Totem Award: Fred Hutchinson Cancer Research Center, for Ancient Retrovirus Sheds Light on Modern Pandemic.

**MEDIA RELATIONS COMPONENTS – News Releases, consumer media**

Certificate of Excellence: Colehour + Cohen, for its work on the Deck Safety News Release 2007

Totem Award: Waggener Edstrom Worldwide for Microsoft Worldwide Anti-Piracy Enforcement: Raids in South China Target \$2 Billion Global Software Counterfeiting Syndicate

**MEDIA RELATIONS COMPONENTS – Media Kits**

Certificate of Excellence: The Fearey Group, Teragren Fine Bamboo Flooring Panels and Veneer

**PUBLIC RELATIONS PROGRAMS**

**COMMUNITY RELATIONS – GOVERNMENT**

Certificate of Excellence: PRR for “SunWise” developed for the U.S. Environmental Protection Agency;

King County Parks and Recreation Division for White Center Heights Park: Ultimate Park Makeover;

PRR for its work on the Metropolitan Washington Council of Governments' Clean Air Partners

Totem Award: Colehour + Cohen for the King County Regional Recycling Education Campaign;

Office of the Attorney General for Guard it! Washington Identity Theft Tour

**INSTITUTIONAL PROGRAMS – Associations, Non-Profit Organizations**

Totem Award: Jay Ray for Kitsap Credit Union's "Working Together for a Healthy Tomorrow;

Rockey Hill & Knowlton for Light Up The Fox Theater

**SPECIAL EVENTS AND OBSERVANCES (seven or fewer days) – Business Manufacturing, Products/Consumer Goods**

Certificate of Excellence: Waggener Edstrom Worldwide for Digitizing the Worldwide Partner Conference

Totem Award: The Boeing Company for the 787 Dreamliner Premiere

**SPECIAL EVENTS AND OBSERVANCES (seven or fewer days) – Business/Services**

Certificate of Excellence: Team Soapbox for Team Soapbox and SWERVES Driver Training's "Drive Nice Day"

Totem Award: Edelman for Brook Sports "Going for the Gold"

**SPECIAL EVENTS AND OBSERVANCES (seven or fewer days) – Associations/Non-Profit Organizations**

Certificate of Excellence: Bold Hat Productions for Kirkland Uncorked

Totem Award: Bold Hat Productions for Fremont Oktoberfest;

The Fearey Group for Allen Telescope Array Dedication;

JayRay for the St. Anthony's Hospital: A Weekend of Groundbreaking Events;

DDB for the Camp Korey Kickoff at Carnation Farm

**SPECIAL EVENTS AND OBSERVANCES (eight or more days) – Business/Manufacturing – Products/Consumer Goods**

Totem Award: Duo PR for Savers/Value Village Halloween Campaign

**SPECIAL EVENTS AND OBSERVANCES, eight or more days) – Business Services**

Totem Award: Evergreen Speech & Hearing Clinic for Better Hearing and Speech Month

**SPECIAL EVENTS AND OBSERVANCES, eight or more days) – Government**

Totem Award: Colehour + Cohen for "Change a light, change the world" Bus Tour developed for ENERGY STAR

**SPECIAL EVENTS AND OBSERVANCES, eight or more days) – Associations/Non-Profit Organizations**

Totem Award: Publicis Consultants | PR for the National Foster Care Month's "Changing a Lifetime for America's Foster Youth"

**PUBLIC SERVICE – Government**

Totem Award: Seattle City Light for Skagit River Cleanup

**PUBLIC SERVICE – Associations/Non-Profit Organizations**

Totem Award: "Don't Just Look Away" awareness campaign developed by Family Services;

Virginia Mason Medical Center for Save Lives. Immunize! Influenza Immunization Campaign

**PUBLIC SERVICE – Partnerships**

*Totem Award:* Seattle Public Utilities for Puget Sound Water-Efficient Showerhead Giveaway

**PUBLIC AFFAIRS - Business**

*Certificate of Excellence:* “Safety is no game. Is your family set?” developed by Edelman

**MARKETING COMMUNICATIONS – Consumer Products/Healthcare**

*Totem Award:* Edelman for *Making Waves in the Power Toothbrush Category* developed for Ultreo

**MARKETING COMMUNICATIONS – Consumer Products/Technology**

*Totem Award:* Weber Shandwick for Entellium’s “Changing the Game: A New Player in Business Software;”

“HP & Porter Novelli Introduce HP TouchSmart PC” developed by Porter Novelli;

Edelman for the Microsoft SideWinder Mouse Launch;

Edelman for the Microsoft Surface, The Future of Computing at Your Fingertips;

Porter Novelli for Safeco’s Helping Teens Become Safe Drivers: Teensurance Launch;

Weber Shandwick for Turning the Tide for HD DVD

**MARKETING COMMUNICATIONS – Consumer Products/Food & Beverage**

*Totem Award:* Delaunay Communications, Inc. for the Chocolate Milk Recovery Drink developed for the Dairy Farmers of Washington;

Weber Shandwick for Kagome Comes to Seattle;

Publicis Consultants | PR for Nourish Your Joints. Love Your Moves: National Launch of Elations, A New Joint Health Drink developed for Elations

**MARKETING COMMUNICATIONS – Consumer Products/Other Packaged Goods**

*Certificate of Excellence:* Edelman for the “Halo 3” PR campaign;

Cranium for the Cranium WOW launch

*Totem Award:* Frause for the Duraflame Biowax Firelogs campaign;

Wizards of the Coast Magic: The Gathering 10<sup>th</sup> Edition Starter Set launch developed by Porter Novelli

**MARKETING COMMUNICATIONS – Consumer Products, Non-packaged goods**

*Certificate of Excellence:* Publicis Consultants | PR for Washington Lottery’s American Idol *Scratch!* product launch:

Porter Novelli for the Wizard of the Coast Gleemax launch announcement

*Totem Award:* “Millionaires Come in Threes – Washington’s Lottery Introduces 25<sup>th</sup> Anniversary Raffle Game” developed by Publicis Consultants | PR;

Porter Novelli for its “My Lucky Coinstar” developed for Coinstar

**MARKETING COMMUNICATIONS – Consumer Products, other products**

*Certificate of Excellence:* The Fearey Group for Teragren Fine Bamboo Flooring, Panels & Veneer Kitchen/Bath Industry Show & Conference 2007;

*Totem Award:* The Fearey Group for Live Historic developed for Pioneer Property Group

**MARKETING COMMUNICATIONS – Consumer Services: Travel & Tourism/Hospitality Services**

*Certificate of Excellence:* DDB for the Space Needle’s 45<sup>th</sup> Anniversary Celebration

**MARKETING COMMUNICATIONS – Consumer Services: Healthcare Services**

*Certificate of Excellence:* GA Creative for the Bariatric campaign developed for Franciscan Health System

*Totem Award:* LaBrue Communications for the MEND Clinic Launch – Hands, Shoulders, Knees and Toes. Have a New Place to Get Well.

**MARKETING COMMUNICATIONS - Business to Business: Professional and/or Financial Services**

*Certificate of Excellence:* Owen Media for its work on The Green Grid August 2007 Webcast

*Totem Award:* Frause for the Frause Identity Rebrand

**MARKETING COMMUNICATIONS – Business to Business: Products**

*Certificate of Excellence:* Text 100 Public Relations for “Popping the Cost Bubble on Color Printing” developed for the Xerox launch of Phaser 8860

*Totem Award:* Greenwood Public Relations for work developed for Fluke Corporation’s Education Grants Program

**MARKETING COMMUNICATIONS – Business to Business, other**

*Totem Award:* “Making Waves” in Renewable Energy developed by Weber Shandwick

Publicis Consultants | PR for its work with the U.S. Soybean Board on “Play Your Oil’s Future: U.S. Soybean Growers Deliver Healthy Options to the Food Industry”

**GLOBAL PUBLIC RELATIONS**

*Certificate of Excellence:* Weber Shandwick’s Microsoft Mobile Communications Business team for “Weber Shandwick Hits Windows Mobile 6 Jackpot”

**CRISIS COMMUNICATIONS**

*Certificate of Excellence:* City of Bothell for the “Every House Prepared” campaign