



2014 PRSA Puget Sound Totem Award Winners

SPECIAL AWARDS

Outstanding Young Professional

Jessica Blauert, Washington State Independent Auto Dealers Association

Presidents' Choice

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

Best of Show

Curator, Domino's Introduces Pizza Theater

PUBLIC RELATIONS COMPONENTS

Speech Writing

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

Video

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

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

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

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

For Graphic Illustration

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

Websites

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

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

Electronic Publications

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

Social Media

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

MultiCultural Communications

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

Annual Reports

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

Communications Plans

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

PUBLIC RELATIONS PROGRAMS

Community Relations

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

Institutional Programs

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

Special Events & Observances

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

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

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

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

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

Totem Award: ProQuest, ProQuest 75th Microfilm Anniversary Celebration

Public Service

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

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

Totem Award: Colehour + Cohen, Compost Days

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

Totem Award: Colehour + Cohen, Foodcycling

Marketing Communications

Totem Award: Colehour + Cohen, The Great Race Home

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

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

Totem Award: Curator, Domino's Introduces Pizza Theater

Multicultural Public Relations

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

Reputation/Brand Management

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