



2018 TOTEM AWARDS WINNERS

OUTSTANDING YOUNG PROFESSIONAL:

Delaney Berreth with the Pacific Science Center

PUBLIC RELATIONS PROFESSIONAL OF THE YEAR:

Janelle Guthrie, APR, Fellow PRSA

PRESIDENTS' CHOICE AWARD:

Live Like the Mountain is Out by Jay Ray for South Sound Together

BEST OF SHOW:

Great American Eclipse Flight by C+C for Alaska Airlines

PUBLIC RELATIONS COMPONENTS:

Writing: Features

- Totem Award - C+C for Alaska Airlines' Catching the Great American Eclipse at 35,000 Feet.

Editorials/Op-Eds

- Certificate of Excellence - Quinn Thomas for CHI Franciscan's Medical Center Expansion: David Schultz Op-Ed.

Internal Newsletters

- Totem Award - Washington State Employment Security Department for the Rumor Busters Employee Newsletter/Blog
- Totem Award - Quinn Thomas for CHI Franciscan's An Expanded Hospital in Kitsap

Video

- Certificate of Excellence - Allison+Partners for NW Innovation Works Make Your Voice Count
- Certificate of Excellence - AMP Agency and Delta Dental of Washington for Smile Power Videos
- Certificate of Excellence - Team Soapbox for Seattle Department of Transportation's Play Like a Parking Pro Video
- Certificate of Excellence - C+C for BECU's Official Card of Sounders FC Fans Video
- Certificate of Excellence - AMP Agency for Amazon Echo Petlexa: April Fool's Day Video
- Totem Award - C+C for Alaska Airlines' Great American Eclipse Flight Video

Graphic Illustration

- Totem Award - Stepherson & Associates for Seattle City Light's World's Coolest Substation: Visuals Tell its Story
- Totem Award - C+C for Alaska Airlines' Eclipse Flight Map Graphic

Social Media

- Totem Award - Firmani + Associates for Compass Health's Bridging Communities in Behavioral Health
- Totem Award - C+C for Washington State Traffic Safety Commission Distracted Driving
- Totem Award - Barokas PR for Socializing The Shop
- Totem Award - C+C for Kline Galland's Testimonial Video Series

News Releases

- Totem Award - Firmani + Associates for PWRFL Law's Vindicating a Wrongfully Convicted Man
- Totem Award - Quinn Thomas for CHI Franciscan's Mental Health First Press Aid Release
- Totem Award - Firmani + Associates for Pemco Insurance's Using Proprietary Data to Earn Positive Media Coverage

Media Kits

- Totem Award - Microsoft and Assembly, Inc. for Reviews: Making Xbox One X Real for Media
- Totem Award - Barokas PR for CanPay's Media Relations
- Totem Award - Barokas PR for VICIS, Inc.'s ZERO1 Helmut Debut in the NFL

MultiCultural Communications

- Totem Award - C+C for King County Solid Waste's Recicla mas Social Media

Annual Reports

- Certificate of Excellence - What's Your Avocado Marketing and Public Relations for the Washington State Potato Commission Annual Report

Communications Audits

- Certificate of Excellence - Quinn Thomas for CHI Franciscan's Q1 Communications Audit

Communications Plans

- Certificate of Excellence - Allstate Northwest Corporate Relations for the New Beginnings: Ending Domestic Violence in Alaska Communications Plan
- Totem Award - Allstate Northwest Corporate Relations for the Airplanes from Allstate: Ending Distracted Driving Communications Plan
- Totem Award - Allstate Northwest Corporate Relations for the Hawaii Hurricane Preparedness Campaign Communications Plan
- Totem Award - Allstate Northwest Corporate Relations for the Pack to School: Portland School Supply Drive Communications Plan

PUBLIC RELATIONS PROGRAMS:

Community Relations

- Certificate of Excellence - Stepherson and Associates for Seattle City Light's Denny Substation – The Public Process Surrounding the World's Coolest Substation
- Totem Award - Allstate Northwest Corporate Relations for Airplanes from Allstate: Ending Distracted Driving

- Totem Award - C+C for BECU's The Next Big Talk
- Totem Award - Allstate Northwest Corporate Relations for Pack to School: Portland School Supply Drive
- Totem Award - Chelan County PUD and North 40 Productions for Say Hello to Your New Roommate
- Totem Award - Allstate Northwest Corporate Relations for Hawaii Hurricane Preparedness Campaign
- Totem Award - C+C for Puget Sound Energy's Energy Upgrades Campaign
- Totem Award - Allstate Northwest Corporate Relations for New Beginnings: Ending Domestic Violence in Alaska
- Totem Award - JayRay for South Sound Together's Live Like The Mountain is Out

Institutional Programs

- Certificate of Excellence - AMP Agency and Delta Dental of Washington for Smile Power Tour
- Certificate of Excellence - C+C for Alaska Airlines' Aviation Day
- Certificate of Excellence - Team Soapbox for Valley Cities Behavioral Health Recruiting Employee Talent
- Certificate of Excellence - C+C for Central Co-op's Outsized Local Economic Impact
- Totem Award - RH Strategic for Media Pro's Exposing the Human Threat to Cybersecurity
- Totem Award - RH Strategic for Randstad Technologies the War for Top IT Talent

Special Events & Observances

- Certificate of Excellence - Washington State Employment Security Department for the ESD Hire-A-Vet Awards
- Totem Award - C+C for Alaska Airlines' Great American Eclipse Flight
- Totem Award - Pacific Science Center for their Total Solar Eclipse Event

Public Service

- Certificate of Excellence - Stormwater Outreach and Don't Drip and Drive Steering Committee for the Don't Drip and Drive Social Marketing Campaign to Fix Car Leaks
- Totem Award - C+C for the Washington Traffic Safety Commission's New Distracted Driving Law
- Totem Award - Team Soapbox for the Office of the Superintendent of Public Instruction's Teach WA Program
- Totem Award - C+C for King County Metro's Beacon Hill and Mount Baker In Motion
- Totem Award - King County Parks and Triangle Associates for the River Safety Roadshow
- Totem Award - C+C for the James Beard Foundation's Smart Catch Sustainable Seafood Program
- Totem Award - PRR, Inc. for the Washington State Department of Transportation's Amtrak Cascades Safety Campaign
- Totem Award - C+C for Puget Sound Energy's Safe at Home

Public Affairs

- Totem Award goes to Barokas PR for Apprenti 2017

Marketing Communications

- Certificate of Excellence - Washington State Employment Security Department, WorkSource and the Washington Hospitality Association for Washington Careers in Hospitality Month
- Certificate of Excellence - Allison + Partners for Kwontified
- Totem Award - The Fearey Group for the Next Level Burger Seattle Grand Opening Launch
- Totem Award - Microsoft and Assembly, Inc. for Tech Unveil: The World's Most Powerful Console

Crisis Communications

- Totem Award - Firmani + Associates for Ride the Ducks Reopening and Reposition a Seattle Landmark

Internal Communications

- Totem Award - Washington State Employment Security Department for Get in the Game! Employee Survey Participation Drive
- Totem Award - Boeing for How Boeing Made Safety Fun and Informative

For Investor Relations

- Totem Award - Zillow Group for Zillow Group Investor Relations

Multicultural Public Relations

- Certificate of Excellence - C+C for King County E-911 Program Office's Emery's Birthday Party
- Certificate of Excellence - C+C for King County EcoConsumer's Eco-Grandma
- Certificate of Excellence - C+C for Puget Sound Energy's Listo y Seguro con Puget Sound Energy
- Certificate of Excellence - C+C for Washington State Traffic Safety Commission's Distracted Driving Law Multicultural Communications
- Totem Award - C+C for King County Metro's Beacon Hill and Mount Baker in Motion Ambassador Program

Reputation/Brand Management

- Totem Award - Allstate Northwest Corporate Relations for New Beginnings: Ending Domestic Violence in Alaska
- Totem Award - RH Strategic for Dreambox's Journey to Redefine Learning
- Totem Award - Allstate Northwest Corporate Relations for their Hawaii Hurricane Preparedness Campaign
- Totem Award - Quinn Thomas for Schwabe, Williamson and Wyatt's Leadership Transition Plan and Announcement
- Totem Award - Allstate Northwest Corporate Relations for Pack to School: Portland School Supply Drive
- Totem Award - Allstate Northwest Corporate Relations for Airplanes from Allstate: Ending Distracted Driving