

## **BEST OF SHOW**

2020-2024 Strategic Plan by Chelan County Public Utilities District

## **PUBLIC RELATIONS COMPONENTS**

### **Communications Plans**

- Totem Award: 6 Signs of Abuse: Know Domestic Violence / No Domestic Violence by Allstate Northwest Corporate Relations
- Totem Award: Allstate America's Best Drivers Report by Allstate Northwest Corporate Relations
- Totem Award: Car Seat Safety Checkup by Allstate Northwest Corporate Relations

### **Digital Media > Social Media**

- Totem Award: 2019 AWB Federal Affairs Summit Social Media by Association for Washington Business

### **Digital Media > Websites**

- Certificate of Excellence: Northwest IMPACT: Iron Workers Employers Association Rebrand, Website and Contractor Database by Iron Workers District Council of the Pacific Northwest and Middle of Six

### **External Publications > Magazines**

- Totem Award: NWLawyer: Modernizing a 72-year-old Magazine by Washington State Bar Association NWLawyer Team

### **External Publications > Other**

- Totem Award: ThinkArctic Podcast Revamp: Elevating Arctic Issues through New Storytelling Techniques by GCI and Raffetto Herman Strategic Communications

### **Internal Publications > Newsletters**

- Certificate of Excellence: Leverage Red Dot Internal Newsletter to Instill Employee Sense of Ownership and Promote a Global Business Perspective by Red Dot Corporation and Firmani + Associates

### **Media Relations > News Releases**

- Certificate of Excellence: Kaiser Permanente Sponsors Revitalization of Dutch Jake's Park by Kaiser Permanente
- Certificate of Excellence: PEMCO Insurance Drivers Media Coverage with Proprietary Poll Data by PEMCO Insurance and Firmani + Associates
- Totem Award: 6 Signs of Abuse: Know Domestic Violence / No Domestic Violence by Allstate Northwest Corporate Relations
- Totem Award: Allstate America's Best Drivers Report by Allstate Northwest Corporate Relations
- Totem Award: PEMCO Insurance Supports Seattle's Safest Driver Competition by PEMCO Insurance and Firmani + Associates

### **Media Relations > Pitches**

- Totem Award: Mobilizing the Northwest for the 2020 Census by 2020 Census
- Totem Award: Swell Deals by Alaska Airlines and C+C and Mekanism

## Visual Presentations > Videos

- Certificate of Excellence: It's About Respect by Washington State Department of Health and C+C
- Totem Award: Quadrant Homes and NFL Pro Tyler Lockett by Quadrant Homes and C+C

## Writing > Features

- Totem Award: Who's a Good Boy! By King County Department of Adult and Juvenile Detention

## PUBLIC RELATIONS PROGRAMS

### Community Relations

- Certificate of Excellence: #FillBeforeYouFly by Alaska Airlines and C+C
- Certificate of Excellence: #Realign99Closure: Helping Travelers through Seattle's Longest-ever Highway Closure by Washington State Department of Transportation and EnviroIssues
- Certificate of Excellence: Rocky Reach Discovery Center: Join Us on the Journey to a New Discovery Center by Chelan Public Utilities District
- Certificate of Excellence: Car Seat Safety Checkup by Allstate Northwest Corporate Relations
- Totem Award: 6 Signs of Abuse: Know Domestic Violence / No Domestic Violence by Allstate Northwest Corporate Relations
- Totem Award: Back to School by Allstate Northwest Corporate Relations
- Totem Award: Family First Community Center by City of Renton and C+C
- Totem Award: Just One Trip by King County Metro and C+C
- Totem Award: Save Your Energy for the Things that Really Matter II (2019) by Chelan County Public Utilities District
- Totem Award: 2020-2024 Strategic Plan by Chelan County Public Utilities District

### Internal Communications

- Totem Award: Reimagining and Rebranding King County Jail from the Inside Out by the King County Department of Adult and Juvenile Detention

### Marketing Communications

- Certificate of Excellence: Elastic Path's Sci-Fi Shopper: How to Future-Proof Your Brand for the New Consumer by Elastic Path and Walker Sands
- Totem Award: Alaska Airlines North Satellite Lounge Opening by Alaska Airlines and C+C
- Totem Award: Launching the 2019 Integris Software Data Maturity Privacy Study to Build Thought Leadership and Engage Potential Customers by Integris Software and Raffetto Herman Strategic Communications
- Totem Award: Manufactured Homes Consumer Campaign by Northwest Energy Efficiency Alliance and C+C
- Totem Award: Super-Efficient Dryers Consumer Campaign by Northwest Energy Efficiency Alliance and C+C

## **Public Service**

- Certificate of Excellence: Guilt-free KC by Hazardous Waste Management and PRR
- Certificate of Excellence: Metallic Balloon Safety by Chelan County Public Utilities District
- Totem Award: Our Water Consumer Awareness Campaign by Clean Water Services and C+C
- Totem Award: Recycle Right by Washington State Department of Ecology and C+C
- Totem Award: It's About Respect by Washington State Department of Health and C+C

## **Reputation and Brand Management**

- Totem Award: Car Seat Safety Checkup by Allstate Northwest Corporate Relations
- Totem Award: 6 Signs of Abuse: Know Domestic Violence / No Domestic Violence by Allstate Northwest Corporate Relations
- Totem Award: Allstate America's Best Drivers Report by Allstate Northwest Corporate Relations
- Totem Award: Back to School by Allstate Northwest Corporate Relations

## **Special Events and Observances**

- Certificate of Excellence: Compass Health Harnesses Gala Fundraiser to Drive Awareness and Support of Youth Services by Compass Health and Firmani + Associates
- Certificate of Excellence: Step Forward: Your Portal to the Past, Present and Future: EnviroIssues Grand Opening Event for the Washington State Department of Transportation by Washington State Department of Transportation and EnviroIssues
- Certificate of Excellence: Virginia Mason – NHL Seattle Partnership Announcement by Virginia Mason and The Fearey Group