

PUGET SOUND CHAPTER, PUBLIC RELATIONS SOCIETY OF AMERICA 2009 TOTEM AWARD WINNERS

Best of Show

Colehour+Cohen; for “Northwest Energy Efficiency Alliance Stakeholder Relations Program,” developed on behalf of Northwest Energy Efficiency Alliance

People’s Choice

Nyhus Communications, Porter Novelli, DDB & PRR, Inc.; for “Seeds of Compassion.”

Young Professional

Jeanine Dellinger, Weber Shandwick, for her work on the Hitting Terminal Velocity for Velocity Mobile

2009 PRSA Totem Awards | Public Relations Component Award Winners

Writing – Editorials / op-ed columns

- *Totem Award*: Puget Sound Energy for the “Ask Andy” column
- *Totem Award*: Colehour+Cohen for Northwest Energy Efficiency Alliance

Emerging Technology - Internet

- *Certificate of Excellence*: Delaunay Washington Restaurant Team for Fresh SuperBlues are Here

Emerging Technology – E-Zines and Other On-Line Publications

- *Totem Award*: Providence Health & Services for Across Providence Employee Newsletter

Annual Reports – Non-Profit

- *Totem Award*: Colehour+Cohen for Northwest Energy Efficiency Annual Report

Media Relations Components – News Releases

- *Totem Award*: Fred Hutchinson Cancer Research Center for Researchers Document “Reverse Evolution” in the Threespine Stickleback Fish

Media Relations Components – Media Kits

- *Certificate of Excellence*: Porter Novelli for Emily's Chocolates’ Chocolate Lover's Survival Guide

Communication Audits

- *Totem Award*: Weber Shandwick for Honeywell - Measuring to Turbocharge Success
- *Totem Award*: Porter Novelli Hewlett Packard Team for HPWatch: A Swiss Army Knife for Measurement & Evaluation

2009 PRSA Totem Awards | Public Relations Component Award Winners

Community Relations – Business / Manufacturing

- *Totem Award*: Happonen Communications for Ocean Protein Community Outreach Campaign

Community Relations – Business / Services

- *Totem Award*: Firmani + Associates for PEMCO Insurance’s Energizing the PEMCO Brand

Community Relations – Government

- *Totem Award*: PRR, Inc. for Washington State Department of Transportation’s I-405 Wilburton Tunnel Removal Community Relations
- *Certificate of Excellence*: PRR, Inc. for Sound Transit’s Sound Transit Central Link Light Rail Safety Fair
- *Certificate of Excellence*: Colehour+Cohen for Department of Ecology and Sharp Hartwig, A Tale of Two Trucks
- *Certificate of Excellence*: King County Parks - in partnership with Redmond Town Center for Movies@Maymoor Outdoor Summer Cinema

Community Relations – Government Cont.

- *Certificate of Excellence:* Nyhus Communications for City of Bremerton - Bremerton Harborside District

Community Relations – Associations / Non-Profit Organizations

- *Totem Award:* Weber Shandwick for The Moyer Foundation's Camp Erin Awareness Campaign - Bringing Bereavement Camps to Kids Nationwide
- *Totem Award:* Seattle Children's Hospital for The Campaign for Children's

Institutional Programs – Business / Manufacturing

- *Totem Award:* Boeing Gives a Behind-the-Scenes Look at a Big Fix
- *Totem Award:* Publicis Consultants | PR for Nestle USA Food Editor Outreach Campaign

Institutional Programs – Business / Service

- *Totem Award:* Rockey Hill & Knowlton for Hewlett Packard's Changing Perceptions: HP Labs Relaunch

Institutional Programs – Government

- *Totem Award:* Frause for City of Tukwila's Tukwila Life Campaign

Institutional Programs – Associations / Non-Profit Organization

- *Totem Award:* Colehour+Cohen for Northwest Energy Efficiency Alliance Stakeholder Relations Program

Special Events and Observances (7 or fewer days) – Business / Services

- *Totem Award:* Team Soapbox for SWERVE Driver Training's Drive Nice Day 2008 and the Drive Nice City Challenge
- *Totem Award:* Evergreen Speech & Clinic, Inc. for Turn it Down: An EAR-responsible Concert

Special Events and Observances (7 or fewer days) – Government

- *Totem Award:* Port of Seattle for Sea-Tac Airport Third Runway Grand Opening
- *Totem Award:* Frause for City of Tukwila's Tukwila Centennial Kick-off Event

Special Events and Observances (7 or fewer days) – Government cont.

- *Certificate of Excellence:* Frause for City of Tukwila's Tukwila Time Capsule Unearthing Event

Special Events and Observances (7 or fewer days) – Associations / Non-Profit Organizations

- *Totem Award:* The Fearey Group for Vulcan Inc.'s Flying Heritage Collection Grand Opening
- *Totem Award:* The Fearey Group for City of Seattle Department of Transportation's Seattle Streetcar Grand Opening
- *Totem Award:* The Fearey Group for the Allen Institute for Brain Science Unveils the Allen Spinal Cord Atlas
- *Certificate of Excellence:* Weber Shandwick, American Council on Renewable Energy Team for Moving West: The Launch of ACORE's REFF - West Conference

Special Events and Observances (8 days or more) – Business / Manufacturing; Consumer Goods

- *Totem Award:* Weber Shandwick Microsoft Mobile Communications Business Team for Sink for Pink Windows Mobile Helps Ellen for the Cure

Special Events and Observances (8 days or more) – Government

- *Totem Award:* Colehour+Cohen for King County Solid Waste Division's "Trash Dieters"

Special Events and Observances (8 days or more) – Associations / Non-Profit Organizations

- *Totem Award:* DDB for Fred Hutchinson Cancer Research Center's Big Expedition for Cancer Research

Public Service - Government

- *Totem Award:* City of Bellevue for Carbon Yeti Program

Public Service - Associations / Non-Profit Organizations

- *Totem Award:* Rockey Hill & Knowlton for Global HIV Vaccine Enterprise's AIDS Vaccine 2007 Conference

Public Service - Partnerships

- *Totem Award:* Weber Shandwick for Dorsey & Whitney Seattle: Voters' Rights: Make Every Vote Count

Marketing Communications – Consumer Products

- *Totem Award:* Weber Shandwick Velocity Mobile Team for Hitting Terminal Velocity
- *Totem Award:* Edelman & Taylor for Microsoft's The New XBOX Experience Launch
- *Totem Award:* Weber Shandwick Microsoft Mobile Communications Business Team for Thinking Outside Bins and Boxes: Organizing with Windows Mobile
- *Totem Award:* Edelman for Microsoft Hardware's Microsoft Blue Track Technology
- *Totem Award:* Porter Novelli for Hewlett Packard's HP iPAQ 910 Reviews Programs
- *Certificate of Excellence:* Edelman for Microsoft Zune's Version 3.0 Launch
- *Certificate of Excellence:* Porter Novelli for Hewlett Packard's HP Imaging and Printing Awards Program

Marketing Communications – Consumer Products

- *Certificate of Excellence:* Weber Shandwick for People to People Ambassador Programs National Awareness Campaign

Marketing Communications – Non-Packaged Goods

- *Certificate of Excellence:* Porter Novelli for Wizards of the Coast's Dungeons and Dragons 4th Edition Launch

Marketing Communications – Other Products

- *Totem Award:* Colehour+Cohen for Hadley Green Creates and TisBest, TisBest Launch
- *Totem Award:* DDB for McDonald's of Western Washington's Unsnobby Coffee
- *Certificate of Excellence:* Edelman for Brooks Sports - Going Green

Marketing Communications – Consumer Services – Technology Services

- *Certificate of Excellence:* Weber Shandwick for Microsoft Mediaroom: Generating Consumer Buzz for B-to-B Platform
- *Certificate of Excellence:* Porter Novelli for Hewlett Packard's Evergreen Innovation -

HP's "Closed Loop" Print Cartridge Recycling Process

Marketing Communications – Consumer Services – Other Services

- *Certificate of Excellence:* Colehour+Cohen for Walk Score America's Most Walkable Neighborhoods

Marketing Communications – Business to Business - Products

- *Totem Award:* Weber Shandwick Concur Team for Ending Concur's Run as Redmond's Low-Profile Quiet Giant
- *Certificate of Excellence:* Weber Shandwick Microsoft Mobile Communications Business Team for Windows Mobile Against Growing Competition

Marketing Communications – Business to Business - Other

- *Totem Award:* Weber Shandwick Zed Team for Industry Press Sing Zed's Song
- *Totem Award:* Publicis Consultants | PR for United Soybean Board's "Plan Your Oils Future: U.S. Soybean Growers Deliver Healthy Options to the Food Industry"

Crisis Communications

- *Certificate of Excellence:* DDB for The Dalai Lama Changes His Mind

Internal Communications

- *Totem Award:* City of Bellevue for Bellevue Recycles @ Work Campaign
- *Totem Award:* Virginia Mason Medical Center for Improving Executive Communications