

SPECIAL AWARDS

Best of Show

Colehour+Cohen for NEEA 2011 Annual Report

Presidents' Choice

Boeing Commercial Airplanes for "A Win for Everyone"

Outstand Young Professional

Wyatt Curtiss of Colehour+Cohen

PUBLIC RELATIONS COMPONENTS

Feature Writing

Certificate of Excellence: Colehour + Cohen for Carpet Recycling Successes Stack Up

Visual Presentations

Certificate of Excellence: Weber Shandwick for "Shockingly Simple" – Restart a Heart Prezi

Technology – Social Media

Totem Award: City of Covington for Emergency Management via Facebook

PUBLIC RELATIONS PROGRAMS

Multicultural Communications

Certificate of Excellence: Colehour+Cohen for Waste Management Recycling PSA

Annual Reports

Totem Award: Colehour+Cohen for NEEA 2011 Annual Report

Community Relations – Business/Services

Certificate of Excellence: Colehour+Cohen for Restore the Duwamish Shoreline Challenge

Community Relations – Business or Services

Totem Award: Colehour+Cohen for Puget Sound Energy Refrigerator Replacement Program

Community Relations – Associations or Non-Profits

Certificate of Excellence: PRR for the Pike Place Market "Thanks to You" program

Institutional Programs – Business/Manufacturing

Totem Award: Boeing Commercial Airplanes for their program “A Win for Everyone: How Boeing and the Machinists Union Turned a Potential Strike into an Historic Agreement.”

Institutional Programs - Business or Services

Certificate of Excellence: Weber Shandwick for the Concur: 2012 T&E Spend Report

Institutional Programs – Government

Certificate of Excellence: Weber Shandwick for U.S. Army Soldiers Go For Gold

Institutional Programs – Associations/Non-Profit Organizations

Certificate of Excellence: Colehour + Cohen for NEEA 2011-2012 Reputation Plan

Special Events and Observances fewer than 7 days

Certificate of Excellence: Colehour + Cohen for the Tehaleh Grand Opening Event

Certificate of Excellence: DMC PR for the Chihuly Garden and Glass Opening

Totem Award: Weber Shandwick for “Taking a Tech Detox: National Day of Unplugging”

Public Service – Government

Certificate of Excellence: Colehour+Cohen for Public Health of Seattle & King County’s “Syphilis is Rising” Campaign

Public Service – Partnerships

Totem Award: Colehour + Cohen for SPU and Cedar Grove Composting “Big Dig”

Totem Award: PRR for the Puget Sound Office of Emergency Management program “What To Do To Make It Through”

Public Affairs – Government

Certificate of Excellence: Seattle City Light for “Your Power Future”

Totem Award: King County Parks for their Camping Cargo Container Program

Marketing Communications – Consumer Products

Certificate of Excellence: Intellectual Ventures for The Cooking Lab’s “Modernist Cuisine”

Totem Award: Weber Shandwick for Motorola’s “Empower Your Workday”

Marketing Communications – Consumer Services

Certificate of Excellence: Fearey Group for Swedish Medical Center’s “Essential Tremor Awareness”

Marketing Communications – Business to Business

Certificate of Excellence: Weber Shandwick for “Shockingly Simple – Restart a Heart”

Crisis Communications

Certificate of Excellence: Colehour + Cohen for Newland Communities Crisis Plan

Totem Award: Puget Sound Energy for their Crisis Communication Strategy

Internal Communications

Totem Award: Virginia Mason for “Improving Organizational Goal Communications”