



## 2017 TOTEM AWARDS WINNERS

### **OUTSTANDING YOUNG PROFESSIONAL:**

Samantha Leeds of C+C.

### **PRESIDENTS' CHOICE AWARD:**

KidsTrek at Northwest Trek Wildlife Park

### **BEST OF SHOW:**

C+C for the Better Buildings Challenge SWAP

### **PUBLIC RELATIONS PROFESSIONAL OF THE YEAR:**

Bill Dugovich

### **PUBLIC RELATIONS COMPONENTS:**

#### Features

- Totem Award - Metro Parks Tacoma AZA Connect Magazine for Government of the People, for the Animals

#### Editorials/Op-Eds

- Totem Award - C+C for Good Young Boys Club – Val Trask Op-Ed

#### Internal Newsletter

- Totem Award - Aegis Living for hello: Aegis!

#### External Newsletter

- Totem Award - Port of Seattle for Port of Seattle Connections

#### Books

- Totem Award - C+C for King County E-911's Emery and the Ice Carnival

#### Advertisements

- Totem Award - Team Soapbox for Valley Cities "Living with" Advertising Campaign

#### Video

- Certificate of Excellence - Skanska USA for their "Care for Life"
- Totem Award - DNA & Puget Sound Energy for their Happy to Help Campaign video

#### Websites

- Certificate of Excellence - University of Washington for Seeds of Hope

- Totem Award - University of Washington for Helping the Body Heal, Feel and Move Again

#### Electronic Publications

- Totem Award - Aegis Living for their Life Enrichment e-Brochure

#### Social Media

- Certificate of Excellence - C+C for BECU and Seattle Storm Empower Girls
- Totem Award - LCA for the Commons Spanish Facebook.
- Totem Award - Jay Ray and Travel Tacoma for their #NPS100 InstaFam 2016.

#### MultiCultural Communications

- Certificate of Excellence - Washington State Employment Security Department for their Dedicated Spanish Language Facebook Page
- Totem Award - C+C for the King County E-911 “Emery’s 9-1-1 All Stars”
- Totem Award - C+C for the City of Seattle Office of Sustainability and Environment’s Fresh Bucks

#### News Releases

- Totem Award - Edelman for Savers Challenges Seattle to Rethink Reuse

#### Communications Plans

- Totem Award - Allstate Northwest Corporate Relations for 5 Minutes to Disaster: Wildfire Preparedness
- Totem Award - Allstate Northwest Corporate Relations for Allstate Reality Rides: Fighting Distracted Driving
- Totem Award - Allstate Northwest Corporate Relations for Allstate’s Helping Hands: A Force for Good

### **PUBLIC RELATIONS PROGRAMS:**

#### Community Relations

- Certificate of Excellence - C+C for King County E-911’s Emery’s Storybook Tour
- Certificate of Excellence - Chelan County Public Utility District for Saving Energy is a Piece of Cake
- Certificate of Excellence - Allstate Northwest Corporate Relations for Allstate’s Helping Hands: A Force for Good
- Totem Award Excellence - S&A Communications for the Seattle Department of Transportation’s What moves You, Seattle?
- Totem Award - C+C for the BECU Spokane Market Launch
- Totem Award - EnviroIssues for Washington State Department of Transportation’s #99closure campaign
- Totem Award - C+C for their Central Co-op #CoopTheStation

- Totem Award - Allstate Northwest Corporate Relations for their 5 Minutes to Disaster: Wildlife Preparedness Campaign
- Totem Award - C+C for Puget Sound Energy's Energy Upgrades program
- Totem Award - PRR, Inc. for the Group Health Foundation Catch Every Kid program
- Totem Award - C+C for Public Health – Seattle & King County PrEP: The Pill That Prevents HIV
- Totem Award - LCA for the Make-A-Wish in Yakima and Tri-Cities
- Totem Award - Washington State Employment Security Department with the Department of Veteran Affairs for YesVets: Washington Veterans Hiring Initiative
- Totem Award - C+C for Waste Management Puget Sound Community Relations program

#### Institutional Programs

- Totem Award - RH Strategic Communications for Securing Super Bowl 50
- Totem Award - C+C for the US Department of Energy's Better Buildings Challenge SWAP

#### Special Events & Observances

- Totem Award - C+C for St. Joseph Medical Center Celebrates 125<sup>th</sup> Anniversary
- Totem Award - EnviroIssues for Washington State Department of Transportation's New SR 520 Floating Bridge Grand Opening
- Totem Award - C+C for Seattle Central College's 50<sup>th</sup> Anniversary

#### Public Service

- Totem Award - C+C for King County Metro's Capitol Hill in Motion program
- Totem Award - PRR, Inc. for Seattle Department of Transportation's Helping Seattle Achieve Vision Zero
- Totem Award - Public Service goes to C+C for Puget Sound Energy's Safe at Home program

#### Public Affairs

- Totem Award - Seattle Restaurant Alliance for the Seattle Restaurant Workers Survey
- Totem Award - LCA and Moxie Media for Yes on Initiative 124 – Seattle Protects Women

#### Marketing Communications

- Certificate of Excellence – What's Your Avocado? for Zeon Zoysia and the Rio Olympic Golf Course
- Totem Award - Avvo for Catching Recruits with Pokemon Go
- Totem Award - Washington State Employment Security Department for WorkSourceWA.com Look Smart for Washington Jobs and Talent
- Totem Award - Marketing Communications goes to Metro Parks Tacoma and Northwest Trek Wildlife Park for Kids' Trek at Northwest Trek Wildlife Park

#### Crisis Communications

- Certificate of Excellence - Snohomish Public Utilities District for their Cybersecurity Program

### Internal Communications

- Totem Award - Washington State Employment OSecurity Department for ESD's Employee Survey: We're All Ears

### Reputation/Brand Management

- Certificate of Excellence - Allstate Northwest Corporate Relations for Allstate Reality Rides: Fighting Distracted Driving
- Certificate of Excellence - Aegis Living for Fighting Ageism: An Uphill Battle
- Totem Award - Allstate Northwest Corporate Relations for 5 Minutes to Disaster: Wildfire Preparedness
- Totem Award - Allstate Northwest Corporate Relations for Allstate's Helping Hands: A Force for Good
- Totem Award - Reputation/Brand Management - PRR, Inc. for City of Shoreline Surprised by Shoreline