

JUNE 29, 2017

32ND ANNUAL
EXCALIBUR
AWARDS
GALA

WINNERS LIST

PRSA Public
Relations
Society of
America
Houston Chapter

Congratulations
2017
Excalibur Award
Winners

It was a fabulous night and we once again set the standard for excellence with several of our peers winning for outstanding work.

A big thank you to everyone who made the event a huge success. Especially our event chairs, sponsors, and volunteers. See you in 2018.

Special Awards

2017 Legacy Award Winner

Philip Morabito

Philip Morabito founded Pierpont Communications in 1987 after leaving New York City and a prestigious Madison Avenue public relations firm. Hiring his first employee in 1992, Phil now oversees the state's largest independent integrated marketing and PR firm – with offices in Houston, Austin, Dallas and San Antonio.

Phil has more than 30 years of experience in public relations and marketing, beginning with the firm of Robert Marston & Associates. Passionate about education, he is an adjunct professor at the University of Houston Bauer School of Business, where he teaches integrated marketing communications to graduate students. Phil also serves on the Advisory Board of the Houston Technology Center and on the boards of directors for the University of Houston Small Business Development Center and University of Houston's College of Liberal Arts, as well the Board of Trustees for University of Charleston in West Virginia. Locally, he serves on the Board of Directors for the San Jose Clinic, Theater Under the Stars (TUTS) and John Paul II Catholic School.

Phil was selected as the 1999 Entrepreneur of the Year by the Greater Houston Partnership CEO Roundtables for small businesses. In 2006, he was named the Ernst & Young Entrepreneur of the Year in the Services category. Phil earned a Bachelor's of Science in Marketing from the University of Charleston and an MBA from the University of South Florida.

Under Phil's leadership Pierpont has consistently been named a "Best Place to Work" and in 2005 was named Houston's No. 1 Best Places to Work by the Houston Business Journal.. The firm is a five-time Houston 100 company, a finalist for PRWeek's 2002 and 2013 Mid-Size Agency of the Year, and was named on the Inc. 500 list in 2001 and the Inc. 5000 in 2007, 2008 and 2009.

Government Communications Team of the Year

City of Pearland Communications Department

Pearland's Communications Department serves as the City's Public Information Office, keeping residents and employees informed of events and activities occurring throughout Pearland. The Department's efforts have given residents more reliable and efficient access to more of the information that they want and need by consistently striving to meet the needs of residents both young and young at heart.

Public Relations Professional of the Year

P'nina Topham, University of Houston

One future President of the United States. One NASA Astronaut jet-lagged from outer space. One Super Bowl sized charity event. What do these things have in common? One incredible PR and Communications expert, P'nina Topham. As Director of Media Relations and Social Media, Topham's passionate and tireless work on the front lines of PR and Communications resulted in unparalleled achievements for the University of Houston (UH) in 2016. Between bringing a national Presidential Candidates' Debate, the Taste of the NFL and commencement speaker Scott Kelly to campus, she also transformed and revitalized UH's social media, generating record-breaking annual growth rates.

Non-Profit Communications Team of the Year

Space Center Houston

This mighty seven-person crew brilliantly conveyed the organization's mission through targeted mass communications plans to increase the awareness of the center as a 501c3 nonprofit organization and drive more visitors to the center for what ended as a record-breaking year of attendance with more than one million visitors. It showed that it was the Little Nonprofit Team That Could.

CEO Communicator of the Year

Elizabeth Killinger, Reliant, an NRG Company

As president of Reliant and NRG Retail, Elizabeth Killinger is responsible for all of NRG's \$5 billion multi-brand competitive retail business that provides consumer power like electricity, natural gas, rooftop solar and back-up generation, as well as services like home security. The retail business also includes Goal Zero, the leading portable solar and battery power business in the U.S. In more than 15 years with NRG, Killinger's proven success with delivering financial results, customer growth, operations excellence and employee development ultimately led to her promotion to executive vice president and the consolidation of all NRG's retail businesses under her leadership.

Young Public Relations Professional of the Year

Megan Talley, Reliant, an NRG Company

For nearly three years, Megan Talley has practiced public relations, specializing in media and community relations, thought leadership communications, event planning, social media and public relations writing. In May 2014, Megan graduated from Louisiana State University with a bachelor's degree in mass communication and minors in business administration and leadership development. As communications specialist for NRG Energy Inc., a Fortune 200 company, Megan supports external communications for the company's retail electricity brands Reliant and Green Mountain Energy.

2017

Grand Excalibur

Events and Observances

Elmore Public Relations

Gold

Repurposed Architectural Relic Revealed: Public Debut of the Buffalo Bayou Park Cistern

When Buffalo Bayou Park opened in October 2015, few features were more buzzed about than the Cistern, an underground cavernous structure featuring 221 25-foot tall columns. In late 2015 and early 2016, Buffalo Bayou Partnership (BBP) began renovating the space for public enjoyment. Elmore Public Relations assisted the non-profit with announcing and generating publicity for the opening of the space, driving ticket sales for tours, and positioning the Cistern as one of the city's most unique, historic, and beautiful spaces. On May 13, 2016, the Cistern officially opened to sell-out crowds and universal praise from local, regional, and national media.

Campaigns

Community Relations

Elmore Public Relations

Silver

Building a Better Broadway: The Broadway/Hobby Corridor Redevelopment Project

In January 2017, Scenic Houston completed the year-long, \$6.2 million Broadway/Hobby Corridor Redevelopment Project. The non-profit's investment provided streetscape enhancements – including upgraded LED street lights, lush landscaping, paver enhanced crosswalks, trees, and developing a maintenance infrastructure – along the Broadway Street airport corridor. Elmore PR engaged a communications strategy to inform and excite the immediate community and all Houstonians from the planning, groundbreaking and construction phases to completion. Completed ahead of Super Bowl LI, the project created a new first impression for visitors, but more importantly, is making a lasting impact on the quality of life for nearby residents.

Community Relations

Reliant

Silver

Reliant Gives

In 2016, Reliant, an NRG company, launched an employee-nominated, crowd-sourced charitable giving program, Reliant Gives. The program puts the power of nonprofit advocacy in the hands of the public, letting people vote for Texas charities nominated by the company's employees they want to receive Reliant's charitable giving. In its successful inaugural year, the voting program occurred three separate times, positively impacted 120,000 people and donated \$350,000 to nine nonprofits across Texas.

Community Relations **Etched Communication**

Bronze

H-GAC: Road Warriors for Smarter Commutes

Houston-Galveston Area Council is a voluntary association of local governments from the 13- county Gulf Coast Planning Region. H-GAC is designated as the region's Metropolitan Planning Organization for transportation for the eight most populous counties in the region. With little success in improving Houston-area traffic, replaced their existing public relations agency with Etched Communication. To re-launch, the “Road Warriors For Smarter Commutes” initiative was formally announced with a news conference with visible support from regional elected officials and a festival was hosted in downtown Houston to take a community relations-centered approach.

Community Relations **Integrate Agency**

Bronze

Orangetheory Fitness Torture the Trainer

Integrate partnered with nonprofit, Big Brothers Big Sisters’ Greater Houston chapter to give Orangetheory Fitness clients the chance to get revenge on their favorite trainer, while connecting with a hard-to-reach target demographic. For every dollar clients gave to the charity, trainers had to do one of five excruciating exercises - a burpee, push-up, popjack, palms to elbows or jump squat - payback for the challenging workouts Orangetheory Fitness’ trainers had made their members suffer through the past year! Each studio hosted a watch party for trainers to complete their workouts with colleagues, members and charity partners cheering them on.

Crisis Communications and Issues Management

Edelman

Gold

Educating and Calming the Public During the Zika Crisis

By February 2016, the WHO declared the Zika outbreak a Public Health Emergency of International Concern as evidence grew that Zika can cause birth defects, including neurological problems. In early 2016 the Edelman team, in close partnership with the University of Texas Medical Branch (UTMB), identified an opportunity to educate the public about the Zika virus and position UTMB as a global thought leader on mosquito-borne illnesses and research. UTMB overwhelmingly dominated the national Zika conversation as a thought leader while at the same time, playing a key role in educating and calming the public about the crisis.

Crisis Communications and Issues Management

The Company

Silver

32nd Annual BP MS 150 Bike Ride – Day Two Cancellation

Continuing its role as the largest fundraising event for the National Multiple Sclerosis Society nationwide, the 32nd Annual BP MS 150 Bike Ride from Houston to Austin generated more than \$15.7 million to support those living with multiple sclerosis (MS) and attracted nearly 11,000 cyclists for the two-day, 180-mile journey. In 2016, The Company (The Co.) executed a comprehensive PR campaign, including media relations, crisis communications and social media initiatives. Crisis communications played a major role because the route was struck with inclement weather, and for the second year in a row one day of the ride was canceled.

Crisis Communications and Issues Management **Legacy Community Health**

Silver

Managing the Zika Threat in Houston

The Zika virus was an emerging public health threat to Houston last year. Yet in the early months of 2016, too little was being done to mitigate the risk. That's why Legacy Community Health launched a strategic communications campaign to educate (mostly) pregnant women on prevention efforts of this brand new disease and to encourage policymakers - at all levels of government - to take steps to reduce the looming threat. The dual track strategy through earned and owned media allowed us to drive the Zika-prevention conversation early and often.

Crisis Communications and Issues Management **City of Pearland**

Bronze

Honoring the Service of Officer Endy Ekpanya

In June of last year, City of Pearland Police Officer Endy Ekpanya was involved in a fatal car crash where he succumbed to his injuries. He was the first Pearland Police Department Officer in the past 40 years to die in the line of duty. His death was sudden and was a deeply tragic loss to residents of the City of Pearland, City of Pearland staff and his family and friends. In the wake of this tragedy, the City aimed to do everything we could to honor Endy's memory and his sacrifice as a public servant.

Events and Observances
UT MD Anderson Cancer Center
Silver

75 Years of Making Cancer History

In November 2016, The University of Texas MD Anderson Cancer Center invited cancer survivors and supporters from across the nation and around the world to join faculty, staff and volunteers in celebrating 75 years of Making Cancer History®. Thousands gathered for a series of events, Nov. 7-14, in the heart of the Texas Medical Center to mark MD Anderson's 75th anniversary. The week-long celebration paid tribute to the institution's faculty, staff, patients, survivors, volunteers and donors and raised nearly \$15 million to support MD Anderson's mission to end cancer.

Events and Observances
The Company
Silver

The Woman's Hospital of Texas 13th Annual Labor Day Luncheon & Style Show

In 2004, The Woman's Hospital of Texas challenged The Company to create an event designed to appeal to its core constituency, build brand awareness and differentiate the hospital from others in the market. Hence, The Woman's Hospital of Texas' annual Labor Day Luncheon & Style Show benefiting the March of Dimes was born. Over the years, the event has consistently attracted a nearly sell-out crowd. In 2016, the hospital again looked to The Company for event logistics coordination, vendor relations, media relations and creative development and production for the signature event that takes place the Saturday before Labor Day weekend.

Events and Observances

Carbonara Group

Silver

Arts Brookfield “Intrude”

Arts Brookfield, the cultural arm of commercial real estate company Brookfield, is an innovative leader in presenting world-class arts and cultural exhibitions at Brookfield’s premier properties around the world, including downtown Houston. In May 2016, Houston was one of four cities that hosted Australian artist Amanda Parer’s highly acclaimed installation, Intrude, in a national tour presented by Arts Brookfield. Consisting of five larger-than-life sculptural rabbit forms, the week-long installation became a focal point and “must see” attraction due to 20+ pieces of media coverage secured by Carbonara Group in local print, online and television outlets during the installation.

Events and Observances

The Company

Bronze

New A.D. Players Theater

A.D. Players, one of Houston’s oldest and largest resident theater companies, engaged The Company to spearhead a media outreach campaign for the grand opening of their brand new, multi-million dollar venue in conjunction with the first play, To Kill a Mockingbird, which would launch on the new stage. While the A.D. Players was a staple in the Houston theater community, the move to the new and improved facility was news-worthy not only to theater patrons, but to the Houston community as a whole.

Integrated Communications

NASA Johnson Space Center

Gold

Year in Space: Communicating NASA's Historic One-Year Mission from Space to Ground

Despite a reduction in budget, the NASA Johnson Space Center External Relations Office completed a record-setting year, honing traditional tactics and leveraging unique approaches to highlight its One-Year Mission, while partnering with groups such as TIME Magazine and 20th Century Fox's production of "The Martian" to extend its reach from "Space to Ground." Entrusted with managing the center's reputation, the team implemented new communications initiatives to instill confidence in internal and external audiences using social media, community outreach, internal information and media relations to meet and exceed NASA's goals of engaging all generations to advance human space exploration.

Integrated Communications

Space Center Houston

Silver

Our Space Is Your Space: Marketing a Space Museum Venue

The nonprofit Space Center Houston tasked the communications department with increasing private events in 2016. The evolving event communications plan grew industry knowledge of the center's event services by reaching thousands of event managers and planners through effective public relations via email, social media and digital advertising. The fresh content created and distributed by the communications team resulted in a 45 percent increase in the time industry professionals spent on the website. Overall, the communications plan resulted in a 32 percent increase in events hosted at the center in 2016. information and media relations to meet and exceed NASA's goals of engaging all generations to advance human space exploration.

Integrated Communications

Integrate Agency

Silver

Three Brothers Bakery Election Day Cookie Poll

Three Brothers Bakery is a local, fifth-generation, bakery with three locations in the Houston area, best known for its sweet treats. October is typically a slower month: it's post-wedding season and people aren't yet planning their holiday menus. With this in mind, Integrate decided to capitalize on the hype around the presidential election to drive sales. To "hijack" a piece of the local conversation, Three Brothers Bakery created their famous dip-dec cookies depicting Donald Trump and Hilary Clinton front and center. Customers could "cast their vote" for the election by purchasing the cookies of candidate they supported.

Integrated Communications

Memorial Hermann

Bronze

40 Years of Life Flight, 40 Days of Thanks

To celebrate the 40th anniversary of Memorial Hermann Life Flight®, our communications team launched a strategic campaign which we branded "40 Years of Life Flight, 40 Days of Thanks." We used all available channels to produce a drumbeat of excitement over a 40-day period: earned, owned and social media; marketing; and an array of internal and external events. Using the hashtag #LifeFlight40, the campaign also honored the program's late founder, Dr. James "Red" Duke, along with EMS partners, first responders, former patients and the community, while the Memorial Hermann Foundation encouraged philanthropic support by way of \$40 donations.

Integrated Communications

C.T. Bauer College of Business

Bronze

Inside Bauer

Through a stunning print product, enhanced digital edition and social media and in-house promotion, Inside Bauer magazine positions the C. T. Bauer College of Business at the University of Houston as a leading business school that serves as a connection between students and industry by providing opportunities to engage, learn and innovate.

Integrated Communications

The Company

Bronze

Direct Energy's "Hot Under the Blue Collar with Mike Rowe" Webisode Series

In order to combat a widening skills gap that was hindering recruitment efforts, Direct Energy Home Services created the "Hot Under the Blue Collar with Mike Rowe" webisode series to highlight the rewards, benefits and opportunities of jobs in the skilled trades. The campaign, which starred Mike Rowe from Discovery Channel's "Dirty Jobs," was supported with a combination of public relations, social media and digital advertising efforts. The webisodes were released and promoted over a seven-month window and garnered tremendous results in that short time frame, ultimately increasing job applications by 100% for the Direct Energy home services brands.

Internal Communications
NASA Johnson Space Center
Gold

NASA Johnson Space Center 2.016: Communicating a Culture of Change

NASA's Johnson Space Center has served as a hub of human spaceflight activity for more than half a century. Unfortunately, following the official retirement of the Space Shuttle Program, the agency budget was cut. Senior leadership understood that any organization that is not changing as quickly as its environment is falling behind. Seeking to engage employees to advance human spaceflight and remain on the cutting edge of innovation, JSC launched an internal communications campaign to advance human spaceflight by being adaptive to change. These efforts resulted in recognition as the "Best Place to Work in the Federal Government."

Marketing Business to Business
Integrate Agency
Gold

G&A Partners HR Tailgate

For nearly 20 years, G&A Partners, one of the nation's leading professional employer organizations, has provided comprehensive human resource and expert administrative solutions to businesses across various industries. G&A Partners challenged Integrate to come up with a strategy that would communicate the benefits that they provide to companies and HR professionals in a new and engaging way, while also differentiating them from competitors. Moreover, they wanted to position themselves as the expert in their field by building relationships with decision makers in their targeted industries while simultaneously captivating and growing their existing audience of influencers and cultivating new business opportunities.

Marketing Business to Business

Emerus

Bronze

Website Refresh, Emerus.com

Since its inception, Emerus has tripled its market-wide presence on a national level with over 20 micro-hospitals, comprising of several health care brands with several more to open in 2017. While Emerus continues exponential growth within the healthcare network, external analysis by conducting local focus groups, revealed there was a disconnect and lack of appeal to a significant percentage of our key target audiences, investment groups, prospective physicians and potential health-system partners. With these challenges, marketing's task was to strategically execute a unique marketing business-to-business website refresh with a budget of under \$7,000 and less than 60 days to execute.

Marketing Business to Business

Zintel Public Relations LLC

Bronze

Web Security Firm Cyren Illustrates Leadership in Identifying Phishing Threats – Company Discovers New Bitcoin-Related Phishing Campaigns

Web Security Firm Cyren Illustrates Leadership in Identifying Phishing Threats – Company Discovers New Bitcoin-Related Phishing Campaigns

Marketing Consumer Products and Services

METRO

Silver

NCAA Final Four Campaign

In 2016, Houston played host to the NCAA Final Four. With an expected influx of 75,000 visitors to the city, METRO partnered with the NCAA to promote its services so riders could travel to and from the downtown area events and NRG Park. The METRORail Red Line bisects downtown Houston, with the Fan Fest and Music Fest at one end and the games at NRG Stadium at the other. Our mission was to persuade game and event-goers to use METRORail during the four-day event. While METRO anticipated a 20% ridership increase, a total of 71,000 boardings increased ridership by 48%.

Marketing Consumer Products and Services

Space Center Houston

Silver

Space Center Houston Digital Discount Campaign

In 2016, Space Center Houston switched from a traditional coupon model to emphasize digital discounts. The first objective was to increase attendance. By offering discounts around big holidays throughout the year, the goal was to add to already-increased attendance. With an organizational push to reach 1 million visitors in 2016, every guest through the doors counted. The secondary objective was to increase the visibility of our digital channels and the subscriber base for our email list and social media channels. By offering these digital discounts exclusively through these channels, the goal was to funnel guests seeking discounts into those areas.

Marketing Consumer Products and Services

Emerus

Bronze

Online Check-In, Baylor Emergency Medical Center

Since its inception, Emerus has tripled its market-wide presence on a national level with over 20 micro-hospitals, comprising of several health care brands with several more to open in 2017. While Emerus continues exponential growth, external analysis by conducting local focus groups, revealed several negative perceptions from participants concerning their experiences with hospitals, emergency rooms and urgent cares. With that challenge, marketing's task was to execute a marketing campaign with a budget of under \$30,000 and less than 60 days to plan.

Marketing Consumer Products and Services

Reliant

Bronze

NRG Go Portable Power, Presented by Reliant, an NRG Company

The Reliant communications team publicly launched NRG Go, a solution that offers phone battery chargers for rent via stations across greater Houston and Katy, with secondary sites in Dallas, Austin and other Texas locations. The NRG Go launch had a timely news hook, rolling out for the 2016 NFL season with 12 stations at NRG Stadium (with free rentals on Houston Texans game days) and 12 more in high-foot traffic areas in Katy. With more than 50 stations now across Texas, we promoted the consumer-facing story by positioning Reliant as a customer-centric and innovative company.

Multicultural Public Relations

Medley Inc.

Bronze

Multicultural Public Relations

Breast cancer is the #1 cause of death among African American women and the second-leading cause of death among Latino women. Over the past two years, we've worked alongside the team at The Rose Houston to help reduce the amount of fatalities among minority women in Houston and beyond. The Rose is the leading nonprofit breast healthcare in Texas, providing access to women in 35 counties and last year alone they served 16,748 Latino women and 5,826 African American women. Through a targeted, multicultural campaign we significantly raised the client's public profile within minority populations.

Public Service/Non-Profit Campaigns

University of Houston

Silver

Defying Convention & Leading Global Conversations on Social Media

2016. The Brussels bombing, terrorism in Orlando, attack on Istanbul, and so on. The unprecedented civilian-targeted violence that erupted globally came as a shock. Respected social media blogs advocated silence: "The general rule of thumb observed is to avoid posting anything at all." - TapSnap.com, 'Brands on Social Media: How to Address National Tragedies' "Really, there should be a big red button that says 'STOP ALL POSTING'..." - MarketingLand.com, 'When Tragic News Strikes, Should Brands Adjust Their Social Media?' Defying convention, the University of Houston's social media team rejected that notion. We wrote our own playbook and used our voice.

Reputation/Brand Management

University of Houston

Gold

University of Houston: Powering an Energy Reputation

The downturn in the energy industry, which began in 2014, made it critically important for the University of Houston to remain focused on its objective of offering a nationally competitive and internationally recognized energy program. As the industry and local economy experienced a decline, the UH media relations team ramped up its efforts. A revised 2016 reputation campaign focused on UH Energy, which had been an area of focus for several years, was developed to deliver strategic messaging to a targeted audience of media, academia, policymakers and industry to position UH as a leader in energy education and research.

Reputation/Brand Management

Carbonara Group

Silver

Houston Public Media Election Poll

In February 2016, Houston Public Media and the University of Houston Hobby Center for Public Policy partnered to conduct and publish the results of a statewide Presidential Campaign poll of Texas Republican voters, which would be released to the public as Texas headed into the last Republican Presidential Debate before the Super Tuesday primaries. With only eight days to prepare, Carbonara Group successfully obtained a substantial amount of national, regional and local media coverage on the poll results and drove visitors to the specially-designed election webpage, raising the profile of both organizations at this opportune time.

Reputation/Brand Management

Ten35

Silver

Blue Moon – Mosaics For Change

Committed to keeping its local roots, Blue Moon Brewing Co. moved into their new brewery into the River North Art District (RiNo) in Denver Colorado. Blue Moon wanted to make a positive, lasting difference in its new neighborhood, where some residents felt hesitant to welcome the brewery. Ten35 was selected to develop a campaign to support the brewery with this initiative. In addition to providing community support, the execution aligned the brand promise of 'creative inspiration,' inspired by Blue Moon's artfully crafted drinks. Ten35 executed an integrated campaign to enhance the client's brand value and image with a creative project.

Reputation/Brand Management

University of Houston

Bronze

The Presidential Candidates #DebateAtUH: an Experiential Social Media Event

*The 2016 political season delivered record engagement. As site-host of the last Presidential candidate's debate before Super Tuesday, an international spotlight shined on the University of Houston. There was just one problem: very few tickets were available to this historic event. In order to mitigate this exclusivity, and elevate UH's brand and reputation, the social media team designed a strategic, PR and communication strategy, driven by a social media event, that made *everyone* feel included. A two person team, armed only with their cell phones, delivered a unique social media experience to mass audiences, resulting in unprecedented exposure and engagement.*

Reputation/Brand Management

City of Pearland

Bronze

City of Pearland: Bridging the Gap Between Community and Police

In response to the police outrage that followed the incidents in Ferguson, Mo. and Baltimore, Maryland, it became clear that the Pearland Police Department needed to work to improved its relationship with residents and its visibility in the Pearland Community. The department wanted to take a proactive approach to ensure positive relationships in the community. The belief was that if successful in improving relations with the Pearland Police Department and the Pearland community, if a similar incident occurred in the Pearland City limits, positive police relations would ensure a different resident response.

Tactics

Annual Reports

LifeGift

Gold

LifeGift 2016 Annual Report / 2017 Calendar: “Together in Hope”

As the designated organ procurement organization for North, Southeast and West Texas, LifeGift partners with more than 200 hospitals to coordinate lifesaving transplants and works year-round to drive Texans to become organ and tissue donors through the Donate Life Texas Registry. Each year, LifeGift collaborates with Balcom Agency to develop the nonprofit’s annual report – a calendar featuring inspiring stories of organ and tissue donation. The 2016 Annual Report/2017 Calendar, “Together in Hope,” highlights stories that show the unique power of organ and tissue donation to connect us all.

Annual Reports

Memorial Hermann Health System

Bronze

Together, We Advance Health: Memorial Hermann 2015 Annual Report

Memorial Hermann Health System, a healthcare organization home to more than 25,000 employees, 5,500 affiliated physicians and over 250 care delivery sites, had unprecedented growth and success in 2015. The Annual Report was designed to not only showcase the accomplishments of the past year but also highlight the individual entities across the System. The theme, layout and design, photo selection and content was carefully considered and vetted to ensure this piece would serve not only a showpiece for the organization, but also a document that could be used for reference as a source of truth with validated content and information.

Annual Reports
San Jacinto College
Bronze

San Jacinto College 2016 Report to the Community

2016 was a banner year for San Jacinto College. The College was announced a Top 10 finalist for the Aspen Prize for Community College Excellence and opened its fourth campus, the Maritime Technology and Training Center. It was important to showcase this and other events in the 7th issue of the Report to the Community and have it in the hands of the community and elected officials during the 85th Texas legislative session. No. 7 needed its annual update, and we went for the full "Extreme Home Makeover," gutted all the content and rebuilt it page by page.

Blogs
Texas Children's Hospital
Silver

Texas Children's Blog

Texas Children's Hospital officially launched the blog in December 2010 as a platform to engage parents, caregivers and the community at large about various pediatric health topics. Through the blog, we provide our online readers with important and timely information and perspectives from experts at Texas Children's, as well as inspiring patient stories. Over the years, we've strived to grow the blog's readership and reach as a means to connect children and families with the expert care they need.

Brochures
Pierpont Communications
Silver

2016 Galveston Bay Report Card

In 2016, the Galveston Bay Foundation (GBF) and the Houston Advanced Research Center (HARC) partnered together to provide citizens of the Greater Houston area with critical information on the health of Galveston Bay to ensure that the Bay remains a healthy ecosystem for generations to come. The team evaluated key areas, including Water Quality, Pollution Events & Sources, Wildlife, Habitat, Human Health Risks, and Coastal Change, and compiled the information down into an easy-to-read document to protect the state's habitat for wildlife, as well as commercial and recreational activities that shape the region's economic growth.

Brochures
Space Center Houston
Bronze

From Black to Bright: Bringing the Map and Guide to Life

Space Center Houston's Map & Guide was a dark and gloomy document given to guests upon entering the center. It was sadly in need of a remake. The purpose of the four-panel Map & Guide is to help guests navigate the center, inform them of our exhibits and educational opportunities as well as provide information about our company and our status as a nonprofit space and science learning center. In addition to an English version, we also provide the map & guide in seven different languages for our international guests including Spanish, French, German, Hindi, Japanese, Mandarin and Portuguese.

Creative or Unconventional Tactics

Integrate Agency

Silver

Alamo Drafthouse Cinemas Houston Oscars Campaign

Developed by movie lovers for movie lovers, Alamo Drafthouse Cinemas has provided the highest caliber in movie experiences possible since 1997. Although Alamo Drafthouse Cinemas celebrates films from many different generations through in-theater experiences designed to allow fans to revel in their favorite cinematic moments, they are also a theater made up of true cinematic experts. In order to communicate its presence in Houston and passion for the local community and to subsequently, drive traffic to its two Houston-area locations, Integrate developed a campaign surrounding the 88th Academy Awards, positioning the brand as industry leaders in the local community.

Creative or Unconventional Tactics

Love Advertising

Bronze

Texas Renaissance Festival 2016 Food Blitz

Texas Renaissance Festival (TRF), the nation's largest and most acclaimed festival of its kind, tasked its agency of record, Love Advertising, to find unique and creative ways to generate buzz leading up to the festival's opening weekend. Food is a large part of the annual festival experience, and Love wanted to highlight that in 2016. Love Advertising implemented a highly successful media blitz highlighting the exciting foods of the festival, and achieved its goal of raising awareness about the Festival and its food offerings through earned media coverage that continued well through the eight weekends of the festival.

Editorials/Op-Ed Columns

Love Advertising

Silver

Celltex Op-ed: America Needs to Catch Up to 21st Century Cures

In 2016, the 21st Century Cures Act was a high-profile health bill that included provisions for regenerative medicine. Houston-based biotechnology company, Celltex, of one the only commercial stem cell companies in the U.S. to operate an FDA-registered laboratory, wanted to ensure that it was not equated with unregulated clinics in media coverage about the bill. Love Advertising developed an op-ed from the perspective of a Celltex client whose inspiring story had gained prior national media attention. The op-ed published successfully, highlighting the client's stem cell experience and differentiating Celltex's technology and compliance with regulators from unregulated clinics operating without oversight.

Feature Stories

C.T. Bauer College of Business

Bronze

Full Circle

In 2016, Bauer College set out to soften the image of business school — aiming to dispel the notion that b-school students are homogenized, suit-and-tie wearers who seek out the boardroom. With this feature, we told the story of Paulina Tobon, an alumna who wasn't sure upon graduation what she would do with her career or her life, until she revisited her family's native Colombia and recognized she could apply her business skills to making a difference there. "Full Circle" takes readers on a journey with Tobon as she navigates her future and realizes her potential to be a change-maker.

Feature Stories

Love Advertising

Bronze

Celltex and the Regenerative Future Feature Story

Celltex Therapeutics Corporation is a Houston-based commercial biotechnology company initiating breakthroughs in regenerative medicine, specifically in the area of adult stem cells that come from the individual's own body. In 2016, Love Advertising wrote a feature story about a Celltex client who experienced a reverse of major symptoms caused by Multiple Sclerosis, an incurable, degenerative disease. Love saw this inspirational transformation was worth sharing as a feature story, which appeared in a regional medical magazine called Texas MD Monthly, highlighting Celltex's client's improving health and supporting commentary from her treating neurologist.

Grass Roots Program/Guerilla Marketing

Emerus

Bronze

One Year Anniversary Event, SCL Health Community Hospital

Since its inception, Emerus has tripled its market-wide presence on a national level with over 20 micro-hospitals, comprising of several health care brands with several more to open in 2017. While Emerus continues exponential growth, external analysis by conducting local focus groups, revealed several negative perceptions from participants concerning their experiences with hospitals, emergency rooms and urgent cares. With that challenge, marketing's task was to create a grassroots marketing campaign to strategically execute a celebration in the community with a budget of under \$30,000 and less than 90 days to plan.

Grass Roots Program/Guerilla Marketing

Emerus

Bronze

Grand Opening Celebration, Baptist Emergency Hospital

Since its inception, Emerus has tripled its market-wide presence on a national level with over 20 micro-hospitals, comprising of several health care brands with several more to open in 2017. While Emerus continues exponential growth, external analysis by conducting local focus groups, revealed several negative perceptions from participants concerning their experiences with hospitals, emergency rooms and urgent cares. With that challenge, marketing's task was to create a grassroots marketing campaign to strategically execute a grand opening celebration with a budget of under \$50,000 and less than 90 days to plan.

Magazines

MD Anderson Cancer Center

Silver

Conquest

Conquest magazine is the flagship publication for telling stories and conveying news about the patient care and research breakthroughs that occur every day at The University of Texas MD Anderson Cancer Center. Through compelling narratives and striking visuals, the quarterly magazine explores how MD Anderson's medical and scientific trailblazers are advancing medicine, shaping policy, and saving lives. By highlighting MD Anderson's achievements and expertise in patient care, research, and education, the magazine builds awareness and recognition for MD Anderson among key constituencies, and supports the institution's marketing, fundraising, public education, patient recruiting and branding initiatives.

Magazines
C.T. Bauer College of Business
Bronze

Inside Bauer Magazine

In 2016, Bauer College set out to soften the image of business school — aiming to dispel the notion that b-school students are homogenized, suit-and-tie wearers who seek out victories in the boardroom. We used our largest integrated project — Inside Bauer magazine — to support this strategic key messaging. Our 2016 issues focused on faculty innovation, thought leadership and research, as well as service learning and community engagement.

Magazines
Episcopal High School
Bronze

Pillars Magazine

Pillars Magazine is a four-color magazine printed two times per year to showcase the achievements of Episcopal High School's students, teachers, and alumni. Their success is highlighted through articles and photos that tell the stories throughout the Four Pillars of academics, arts, athletics, and religion. The magazine is distributed to 7,000 readers, including current families, alumni, alumni parents, faculty and staff, and supporters.

News Release
Space Center Houston
Gold

One Giant Story of Phenomenal Feats

A colossal exhibit opening. One giant story of phenomenal feats. Space Center Houston set off on a mission to tell the world its major exhibit is “a must see.” From crafting the story to pitching news media, the public relations efforts to harness international news media coverage would achieve huge success and garner significant news coverage from publications including USA Today, CNN En Español, CNN.com and The Washington Post. The proactive public relations campaign resulted in more than 350 positive news hits and reached more than 890 million people earning nearly \$10 million in free media exposure.

News Release
YMCA of Greater Houston
Silver

Refugee Artists

The YMCA of Greater Houston has been resettling immigrants and refugees since 1978. Many were revered as prestigious artists in their home countries, only to start over in Houston as drivers and dishwashers. To highlight their plight, the YMCA hosted an art exhibit and silent auction to raise money for resettling these vulnerable populations. To draw the public to this inaugural event, a poignant press release was needed to achieve a wide range of publicity and to ensure that the fundraising event would be well-attended and successful so the YMCA can continue to serve those who want a better life.

News Release

Lisa K. Merkl, University of Houston

Silver

Sixth Sense Protects Drivers Except When Texting

This news release distills complex research to communicate results of a study that have practical applications for everyday life. It's an example of how clear writing and strategic planning can overcome scientific jargon found in academic journals to communicate findings of consequence to mainstream audiences, as well as media that cater to them.

News Release

Love Advertising

Bronze

Celltex Stem Cell Clients Address the FDA News Release

Celltex Therapeutics Corporation is a Houston-based commercial biotechnology company initiating breakthroughs in regenerative medicine, specifically in the area of adult stem cells. In September 2016, clients of Celltex (stem cell recipients who experienced major improvements in their health) addressed members of the U.S. FDA and NIH at a highly-publicized public forum covering the regulation of cellular therapies in the United States. Love Advertising developed a multimedia news release to educate the public and regulators about Celltex and differentiate their stem cell technology and highly-regulated laboratory in Houston from unregulated stem cell clinics, which resulted in national coverage for their client.

News Release

Lisa K. Merkl, University of Houston

Bronze

Lack of Sleep Increases Risk of Emotional Disorders

This news release is a successful example of publicizing one of the tangible health-related offerings at the University of Houston as the university strives to attain full Tier One research status among higher education institutions. The “UH Health” initiative is key in this mission, seeking to demonstrate what the university brings to the table for advancing the health/medical field.

Newsletters

Space Center Houston

Bronze

News from The Learning Space

In 2016, we executed a redesign of our bimonthly newsletter. Our goal was to increase engagement with the content of the newsletter, balancing informative pieces with marketing-heavy material. By altering the layout, our goal was to provide more content in smaller snippets. A collection of “briefs” at the bottom of the newsletter also would drive readers to our website through links to a full story. This new design resulted in an average of 1,374 content clicks per send as it drives more people to website.

Social Media
University of Houston
Gold

The Presidential Candidates #DebateAtUH: an Experiential Social Media Event

*The 2016 political season delivered record engagement. As site-host of the last Presidential candidate's debate before Super Tuesday, an international spotlight shined on the University of Houston. There was just one problem: very few tickets were available to this historic event. In order to mitigate this exclusivity, and elevate UH's brand and reputation, the social media team designed a strategic, PR and communication strategy, driven by a social media event, that made *everyone* feel included. A two person team, armed only with their cell phones, delivered a unique social media experience to mass audiences, resulting in unprecedented exposure and engagement.*

Social Media
C.T. Bauer College of Business
Bronze

Bauer College Social Media

Social media no doubt can boost your brand...if you're doing it right. Although from the outside, it might seem like if your job involves social media, you're "playing on the Internet all day," it takes a consistent, integrated and strategic effort to effectively use social media to build brand love and community engagement. The Office of Communications leads social media efforts for Bauer College (the University of Houston's business school), with a presence on platforms including Instagram, Facebook, Twitter, Snapchat, LinkedIn and Pinterest.

Social Media
Space Center Houston
Bronze

Marketing An International Landmark in a Social World

Space Center Houston opened the international landmark exhibit Independence Plaza on Jan. 23, 2016. The multi-million dollar exhibit needed to attract local, national and international attention. Space Center Houston used creative and consistent messaging via social media to communicate details for the massive new exhibit to millions of people.

Special Projects
The Company
Silver

Phillips 66 Aviation Social Media Audit

Phillips 66® Aviation was interested in launching on social media, following in the footsteps of its other brands, Phillips 66 Gas, 76, Conoco and Phillips 66 Aviation Lubricants, which already had established presences on social media sites. The Company was engaged to conduct a thorough, three-month audit to gather data on their main aviation competitors and gain an understanding of the online conversations taking place about Phillips 66 Aviation and the general aviation industry. With these findings, a strategic recommendation on how to best roll out social media accounts would be made and what campaigns and tactics should be implemented.

Special Projects

Space Center Houston

Silver

Enticing News Media to the Next Big Thing

The next big thing would unveil to the world and Space Center Houston was ready to celebrate it. But, first, people must know about it. The nonprofit Space Center Houston engaged news media from all over the world to attend its media access only events. The center strategically developed three dynamic events to engage news media and get in the news. Two media days were held in advance, one for English-speaking journalists and one for Spanish speakers. The dynamic opening day media event would introduce an unprecedented exhibit to the world and put Space Center Houston in the international spotlight.

Special Projects

Emerus

Bronze

Ribbon Cutting Media Tour, SCL Health Community Hospital

Since its inception, Emerus has tripled its market-wide presence on a national level with over 20 micro-hospitals, comprising of several health care brands with several more to open in 2017. While Emerus continues exponential growth, external analysis by conducting local focus groups, revealed several negative perceptions from participants concerning their experiences with hospitals, emergency rooms and urgent cares. With that challenge, marketing's task was to create a campaign to strategically execute a VIP ribbon cutting ceremony including a media tour with a budget of under \$15,000 and less than 60 days to plan.

Speech Writing/Speeches

Love Advertising

Silver

The Good Fight: The Celltex Journey to Make MSCs Mainstream

Love Advertising developed a speech and corresponding slide presentation for Celltex titled, “The Good Fight: The Celltex Journey to Make MSCs Mainstream,” in an effort to educate industry peers about Celltex, its regulation practices and compliance with the FDA, its stem cell technology and highly-regulated laboratory in Houston. The presentation was treated as a “debut” for Celltex and an opportunity to differentiate Celltex from unregulated stem cell clinics operating in the U.S.

Video

C.T. Bauer College of Business

Silver

Full Circle

The video tells the story of Bauer College alumna Paulina Tobon (BBA '13), describing her journey from unsure undergraduate to a vibrant young professional, dedicated to making a global impact with her business. Through Luca Love Bracelets, Tobon sells unique handcrafted bracelets and accessories made by Colombian women who otherwise struggle to support themselves and their families. Each bracelet sold also helps to fund Luca Love's charity projects benefitting low-income families and individuals.

Video
C.T. Bauer College of Business
Bronze

#IAmTheFaceofBusiness

This social media campaign started with a simple question — what does a CEO look like? If you ask that question to a group of people, you'll likely get a range of answers. But if you ask Google (as many young people do when looking for answers), you'll get a clear-cut visual of a CEO as an older, white man. The rhetoric doesn't yet match the reality. We aimed to start a conversation among our students, alumni and other stakeholders about the changing face of business with a campaign launched on International Women's Day, with this video as the centerpiece.

Video
City of Pearland
Bronze

Angry Tweets

Angry Tweets was developed as a mechanism to utilize public opinion in a more appealing to way that provided humor while still being informative.

Webcasts
City of Pearland
Bronze

PEARscope

In an effort to increase resident engagement and promote the City of Pearland's presence on the "Periscope" social media platform, the City of Pearland launched a PEARSCOPE webcast/campaign that focused on forging a stronger connection with our residents through social media.

Websites
Space Center Houston
Silver

Improving the Visitor Experience Pre-Visit

Space Center Houston uses its website to communicate over 400 things to see and do with millions of visitors. The evolving nonprofit needed to grow the website and content to attract more users and retain them for longer periods of time without overwhelming the user with a complicated interface. We significantly updated or created 128 pages of spacecenter.org and added hundreds of images resulting in significant increases in traffic and time spent on the site.

Websites
C.T. Bauer College of Business
Bronze

Bauer.uh.edu

A college's website is its most important marketing tool. Higher education thought leaders agree: websites are always available and just a click (actually, nowadays, more like a swipe) away for prospective students to determine if your institution is right for them. The most important page within a site that could contain hundreds, if not thousands, of subpages? The homepage. Our communications team determined in 2016 that the Bauer College homepage was overdue for a refresh to better convey to the prospective student audience the modern, diverse and engaged community within the college.

Websites

Emerus

Bronze

Website Refresh, Emerus.com

Since its inception, Emerus has tripled its market-wide presence on a national level with over 20 micro-hospitals, comprising of several health care brands with several more to open in 2017. While Emerus continues exponential growth within the healthcare network, external analysis revealed there was a disconnect and lack of appeal to a significant percentage of our key target audiences, investment groups, prospective physicians and potential health-system partners. With these challenges, marketing's task was to strategically execute a unique website refresh campaign to target investors utilizing a budget of under \$7,000 and less than 60 days to execute.

PRSA Public
Relations
Society of
America

Houston Chapter