



33rd Annual
Excalibur Awards Gala



#PRSTRONG



THURSDAY, JUNE 21, 2018

Norris Conference Center
in CityCentre

WINNERS LIST

PRSA Public
Relations
Society of
America

Houston Chapter

Congratulations
2018
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 committee, sponsors, and volunteers.*

See you in 2019.

Special Awards

2018 Legacy Award Winner

Lee Vela

As the vice president of Public Affairs for the Houston region of Clear Channel Outdoor, the leading outdoor advertising company in Texas and the nation, Lee Vela handles all the company's local public relations, community relations as well as new technological initiatives. Mr. Vela also served as Chief Communications Officer for the Houston Independent School district from 2008 to 2011 and re-joined Clear Channel Outdoor in 2011—prior to that he had worked at Clear Channel for 17 years.

For the past several years, he has focused on converting the company's existing assets to digital technology and established the "Gulf Coast Emergency Communications Network" which features emergency messages on the company's area digital billboards at no cost to emergency coordinators. It played a crucial role during Hurricane Harvey. Vela won an Excalibur Award for the creation of this program.

A PRSA member since 1986, he is a past president of the PRSA Houston Chapter, where he has served on the board of directors twice and chaired numerous committees. Mr. Vela is currently the chairman of the Fire Fighters Foundation of Houston, President of the Outdoor Advertising Association of Texas (OAAT); a board member of HEART, an organization that helps individuals with developmental deficiencies; he is on the advisory committee of Spaulding for Children and on the Greater Houston Partnership's Quality of Place and Governmental Advisory committees, as well as the marketing committee of Opportunity Houston.

CEO Communicator of the Year

The Honorable Sylvester Turner, Mayor of Houston

Elected in December 2015, Sylvester Turner is serving his first four-year term as Houston's 62nd mayor. Since taking office, Mayor Turner eliminated a \$160 million budget shortfall in record time; led the city's remarkable rebound from Hurricane Harvey; championed historic pension reform; cheered on the 2017 World Series-winning Houston Astros; hosted a successful Super Bowl LI; expanded municipal investments in renewable energy and led the winning bid to host the World Petroleum Congress in 2020.

As the head of the energy capital of the world and the most diverse city in the nation, Mayor Turner has brought a performance-driven approach to the job, creating more responsive, streamlined and efficient delivery of city services while shoring up Houston's financial future.

Mayor Turner's civic leadership has been nationally recognized through his service as a member of the U.S. Conference of Mayors Transportation and Communications Standing Committee, vice chair of the National Climate Action Agenda, member of the C40 and Global Covenant for Mayor's for Climate and Energy and an advisory board member of the African American Mayors Association. He is also the recipient of the Ohtli Award, the Mexican government's highest honor, and has been featured in numerous national and international publications and news outlets.

Prior to his election as mayor, Turner served for 27 years in the Texas House as the representative for District 139. He worked on the House Appropriations Committee for 21 years, served as Speaker Pro Tem for three terms and served on several Budget Conference Committees and the Legislative Budget Board.

Mayor Turner is a graduate of the University of Houston and earned a law degree from Harvard University. He began his law practice at Fulbright & Jaworski L.L.P. and later founded the Barnes & Turner Law Firm.

CEO Communicator of the Year

The Honorable Ed Emmett, Harris County Judge

Edward M. Emmett became Harris County Judge on March 6, 2007. In close collaboration with the county commissioners, Judge Emmett manages the nation's third largest county and also serves as director of Harris County's Office of Homeland Security and Emergency Management, chairman of the Harris County Juvenile Board and chairman of the Conference of Urban Counties Policy Committee.

A member of the Texas House of Representatives from 1979 to 1987, Judge Emmett was chairman of the Committee on Energy, a member of the Transportation Committee, and represented the state on numerous national committees relating to energy and transportation policy.

In 1989, President George H. W. Bush nominated Emmett as a Commissioner at the Interstate Commerce Commission, and after being confirmed unanimously by the US Senate, he served for three years.

Judge Emmett attended Bellaire High School. He graduated from Bellaire High School, then from Rice University with a Bachelor of Arts degree in Economics and the University of Texas at Austin with a Master of Public Affairs degree.

Judge Emmett has received numerous awards and honors, including Distinguished Alumnus of Rice University, the Distinguished Public Service Award from the Lyndon B. Johnson School of Public Affairs, and the Presidential Call to Service Award. He has received international recognition for his work in transportation and logistics policy, including being named Transportation Person of the Year by Transportation Clubs International and one of the Top 20 Logistics Professionals by Logistics Forum.

President's Award

Jeff Lindner, Meteorologist, Harris County Flood Control District

Jeff Lindner joined the Harris County Flood Control District in 2004 as the District's first meteorologist, setting one of many precedents. In his primary role as Director of the District's Flood Operations Program, Jeff initiates and manages regular communication efforts with the National Weather Service and the Harris County Office of Emergency Management (HCOEM) during flooding episodes while monitoring 154 rainfall and stage gages and collecting data at more than 450 bridges. Jeff has developed multiple presentations and preparedness materials on hurricane impacts, flooding and drought and how to prepare and respond to these weather episodes.

By providing a reassuring voice during a time when calm was needed most, Jeff found himself an overnight media and social-media sensation, local hero and household name to millions of Houstonians during Hurricane Harvey. Thanks in part to his televised news conferences and Twitter posts on rising water levels in local bayous and reservoirs from the 51 inches of rain dropped by Hurricane Harvey, people across the region came to rely on his quick, straightforward responses to questions posed by local and national media. His Twitter page exploded in popularity, with a gain of over 15,000 followers and he was featured in media outlets across the globe, including the Wall Street Journal.

Individual Performer
Young Public Relations Professional of the Year

Natasha Wilson

Natasha Wilson was Paige PR's first hire at the beginning of 2017. What began initially as an internship quickly moved into a contract position and by June of 2017, Natasha easily transitioned into her role as Account Executive. During her time with Paige PR, it became apparent to Paige Donnell, CEO, that while Natasha was an excellent account manager, her true strength appeared to be in digital and social media. At the end of 2017, Paige and Natasha sat down to outline her new role -- Digital Strategist, which oversees all social and digital elements associated with each client account.

PR Agency
Mid-Size PR Agency of the Year

The CKP Group

CKP is a Houston-based agency serving clients in Houston and Austin through integrated strategic marketing and public relations solutions, led by Founder & CEO Carey Kirkpatrick, who was recognized in the Houston Business Journal's 40 Under 40 Class of 2017. In 2017, CKP's revenue increased 74% over 2016 by expanding services with both retainer and project-based clients. The full-time staff doubled from 7 to 15, and employee benefits were expanded as were community investments by the agency. Clients received more than 4,623 earned media placements, 7.1 billion+ earned media impressions and earned media value exceeding \$100 million.

2018

Grand Excalibur

Integrated Communications

NASA Johnson Space Center

Gold

#SpaceBowl: Communicating Human Space Exploration at Space City's Super Bowl

All eyes were on Space City as it hosted Super Bowl LI, turning the corner on a half century of games and human spaceflight milestones. Our communications team devised an integrated, multi-platform campaign to showcase Houston's finest accomplishments on and off the planet in one of the most competitive environments of the year by leveraging media and social media influencers in town to cover the game, creating engaging content to draw connections between human spaceflight and football, providing behind-the-scenes experiences for VIPs, and harnessing the power of our workforce with volunteer opportunities to interact with Houstonians and visitors.

Campaigns

Community Relations

Reliant

Silver

Reliant Charity Flag Football Game

At Reliant's inaugural Charity Flag Football Game on November 14, 2017, all-star student athletes and local media took to the field at the Houston Methodist Training Center, where the Houston Texans practice, to compete for the coveted bragging rights of being named the winning flag football team. More importantly, eight Houston-area high school students were surprised with scholarships recognizing their leadership, academic and athletic achievements and dedication to community, all while raising money for local charities.

Community Relations

Love Advertising

Silver

A Perfect Union: Houston's "Mattress Mack" Opens His Doors to Harvey Victims

Jim "Mattress Mack" McIngvale considers himself a "ready, fire, then aim" kind of man and that's exactly what he did when Hurricane Harvey caused devastation in Houston. The furniture store owner opened his stores as people were left stranded. He deployed his PR team to spread the word and communicate that his doors were open to those looking for shelter. Mack had the beds and Houstonians needed somewhere to lay their heads: it was a perfect union. Love Advertising led PR and community relation efforts to increase awareness of Gallery Furniture's outreach and generated 11.5 billion potential audience views.

Crisis Communications and Issues Management

Memorial Hermann

Gold

Harvey Communications

Days before the most powerful hurricane to strike Texas in 56 years made landfall that the Greater Houston area, our communications team began deploying all available communication tools and channels to ensure the safety of our employees, patients and community during this historic storm. Throughout Harvey, as floodwaters rose and our hospitals became islands, the communications team worked nonstop to keep our employees and patients informed and calm, all while continuing to tell the stories of heroism happening within our walls. After the storm, our team developed resources that helped impacted employees recover, rebuild and get back on their feet.

Crisis Communications and Issues Management

The CKP Group

Silver

CKP for McDonald's - Hurricane Harvey Response

In August of 2017, Hurricane Harvey dropped a record 51 inches of rain on Houston and the Gulf Coast. The challenge for CKP, as the agency of record for the McDonald's Owner/Operators Association of Greater Houston (MOAGH), was to synthesize and share real-time information on the status of 322 McDonald's locations in a useful and cohesive way and to help the client be a good neighbor in the midst of chaos. This crisis response served the community in many ways. It also generated a windfall of positive media exposure, including 96 million earned impressions with a \$2 million AVE value.

Crisis Communications and Issues Management **University of Houston**

Silver

Communication in the Eye of a Storm: Showcasing University of Houston's Marathon of Responsiveness and Resilience during Hurricane Harvey

While the world watched in alarm, Hurricane Harvey unleashed its fury over Houston for three days, dumping 52 inches of rain, flooding homes, submerging highways and turning lives inside out. Only one week prior, the University of Houston had launched the fall 2017 semester. In response, the UH University Marketing, Communication and Media Relations (UMCMR) team, working in concert with UH leadership and staff members, directed a torrential flow of information to students and parents concerned about safety and life's essentials, as well as faculty and staff, global news media, emergency management officials, research partners and elected officials.

Crisis Communications and Issues Management **CenterPoint Energy**

Bronze

Texas Strong: CenterPoint Energy's Hurricane Harvey Communications Response

CenterPoint Energy is a domestic energy delivery company, in business for more than 140 years. During one of the most devastating natural disasters in Texas history, CenterPoint Energy was there for its customers. Employees worked day and night to restore power and natural gas services to impacted communities. More than ever, it was crucial to keep the lines of communication open to share life-saving information with impacted customers and employees. CenterPoint Energy's comprehensive, multi-channel communications strategy allowed the company to effectively reach audiences and obtain positive customer and employee feedback after the storm, proving to be a successfully implemented plan.

Events and Observances **NASA Johnson Space Center** *Gold*

#NewAstronauts: Introducing America's Next Class of Explorers

After a record 18,300 Americans applied to #BeAnAstronaut in 2016, all eyes, including the White House's, were on the lucky few that would be selected as NASA's next class of explorers, our #NewAstronauts. Our communications team devised a multi-platform campaign to showcase NASA's most diverse and highly qualified astronaut class yet, leveraging media coverage, social media strategies, legislative affairs, and engaging content to raise awareness about exactly what an astronaut does on the job, how they train and how to get selected, not only educating America on the current class, but inspiring any aspiring astronauts.

Events and Observances **The Company** *Silver*

2018 Gardere MLK Jr. Oratory Competition: When Youth Voice Dreams

Gardere, one of the Southwest's largest law firms, hosted the Annual Gardere MLK Jr. Oratory Competitions in Dallas and Houston, during which fourth- and fifth-grade students delivered original three-to-five minute speeches answering the question, "What is my dream for today's world?" Both the Dallas and Houston events included three rounds of competition, from September 2017 through January 2018, beginning with 16 schools from the Dallas Independent School District (DISD) and 22 schools from the Houston Independent School District (HISD). The Company helped promote the 2017/2018 competitions and emphasize Gardere's role in the positive impact the events had in the communities.

Events and Observances

The CKP Group

Silver

CKP for Theatre District Houston - Houston Strong

*When Hurricane Harvey hit in August 2017, the 17-block Theater District in downtown Houston sustained major damage, and its four marquee venues all experienced significant flooding. CKP, agency of record for Theater District Houston, was engaged to promote a fundraising concert, *Houston Strong: A Theater District Benefit Honoring Local Heroes *on Sept. 27, 2017. Despite a crowded media environment, a limited timeline and a shoestring budget, CKP produced great results, including 6,500+ people in attendance (225% above the original goal); 47 local media placements representing 55,007,646+ impressions and a PR value of \$621,767; and organic and paid reach of 315,872.*

Events and Observances

Coyne PR

Bronze

Pennzoil Brings Personality & Horsepower to SEMA

Annually the who's who of the aftermarket industry head to Las Vegas to partake in the premier automotive specialty products trade event in the world, The SEMA Show. Without a new product to launch at the show, Pennzoil faced the challenge of how to stand out to the more than 100,000 people that attend annually. Building a custom 10,000 square foot interactive pavilion with 20 cars ranging from motorsports to elite performance brands, Pennzoil hosted not one, not two, but FIVE high-profile press events with celebrity brand ambassadors and top car manufacturers to drive foot traffic and grab headlines.

Events and Observances

DoubleDimond Public Relations, LLC

Bronze

Salute to Hurricane Harvey Boat Heroes

DoubleDimond Public Relations planned, developed and implemented a highly successful campaign to recognize boat owners who rescued thousands of Texans during the devastating flooding of Hurricane Harvey in August of 2017. The campaign – hashtagged #boatheroes – served not only to highlight the boat heroes, but also the Boating Trade Association of Metropolitan Houston, which owns the Houston International Boat, Sport & Travel Show (Houston Boat Show), and the Houston Boat Show as well.

Integrated Communications

The Company

Silver

Girls Night Out: Reaching Gen X Shoppers With Stage Store's "beYOUtiful" Event Series

In order to drive in-store traffic and sales during the key fall fashion time frame, Stage Stores enlisted The Company to create and execute "beYOUtiful," a series of multi-faceted in-store activations to highlight the presence of Stage Stores in 12 essential markets. The Company took an integrated approach to communication, combining public relations tactics, in-store creative, radio and digital advertising, and social media. The events were executed in partnership with social influencers over the course of one month, and in a short time garnered tremendous results, increasing in-store traffic, brand awareness and ultimately, desired sales goals.

Integrated Communications

Paige PR

Silver

Integrated Communications Campaign for Lee & Associates - Houston

Entering 2017 with a lack of identity, no visibility within the local markets and no social media program, Paige PR sought to define the Lee & Associates - Houston office and ramp up communication efforts in an effort to better reach Houston's business community.

Integrated Communications

The CKP Group

Bronze

CKP for McDonald's - We're Lovin' It!

Local Houston-area McDonald's owner/operators are regularly involved in local education, community programs and charities, using these good works to improve the lives of families and strengthen communities. However, this story was not being told or amplified on the local level. CKP harnessed the power of storytelling to humanize the client and bring local flavor to a global brand, resulting in pacesetting year-over-year metrics, including 448M+ earned media impressions (a 1,019% increase), 710 media placements (an increase of 377+%) and 72.5% positive sentiment on social channels, making Houston the top U.S. brand market for earned media coverage in 2017.

Integrated Communications

Coyne PR

Bronze

Shell ROTELLA®: An Industry Leader in the Past, Present, and Future

Shell ROTELLA®, the North American leader in lubricants, charged Coyne PR with developing a comprehensive communication strategy to reach media, customers, and consumers continuously as they navigated their way through a monumental engine oil specification change. Coyne worked closely with ROTELLA to develop a strategy focused on additional education around the evolution of the oil specifications, with focus on how the brand has become the industry standard in testing, quality and education. The 18-month program resulted in comprehensive coverage of the most impactful change the industry has experienced in years.

Internal Communications
NASA Johnson Space Center
Gold

Enduring Hurricane Harvey: NASA stands Houston Strong

On Aug. 25, 2017, Hurricane Harvey made landfall on the Texas coast in an unprecedented fashion. NASA's Johnson Space Center in Houston was on the receiving end of rain bands that continually fed off of Gulf of Mexico moisture, as the catastrophic storm stalled, dumping more than 50 inches of rainfall in the nation's fourth largest city. As the home of the nation's Astronaut Corps, Mission Control, International Space Station and Orion programs, Johnson Space Center's External Relations Office communicated critical and timely information to ensure the safety of its workforce both on the ground and 250 miles above Earth.

Internal Communications
LBJ Hospital
Bronze

LBJ Hospital Hurricane Harvey Internal Crisis Communications Response

During the best of times, internal communications helps an organization by increasing employee engagement, enhancing transparency and increasing productivity. But its value isn't fully realized until a category 4 hurricane hits your hospital.

Marketing Business to Business

Elmore Public Relations

Gold

Buzzing in Downtown Houston: DesignHive by Brookfield

In May 2017, Brookfield Properties revealed DesignHive by Brookfield, a collection of four spec office suites showcasing the “workspace of the future” in Downtown Houston’s 1600 Smith tower. Four award-winning Houston architecture firms – Gensler, Inventure Design, Rottet Studio, and Ziegler Cooper – each designed a progressive office space to meet the changing needs of modern, millennial workspace users while showcasing Brookfield as a leader in commercial real estate. Elmore Public Relations was tasked with promoting Brookfield’s progressive design product by securing robust media coverage and cultivating digital chatter through a creative social media campaign.

Marketing Consumer Products and Services

The CKP Group

Gold

CKP for McDonald's

Working on behalf of the McDonald's Owner/Operators Association of Greater Houston, CKP activated a campaign around the launch of two new Big Mac menu items, featuring a giveaway of the beloved Big Mac Sauce, bottled. Translating the Big Mac Sauce event into both buzz and sales was the ultimate goal, with outstanding results: Houston was the No. 1 market in the nation in earned and owned media, with 83 media placements, 9,304,946 cumulative impressions, and PR value of \$267,088. There was a 90% increase in Houston-area Big Mac sales and social reach was 260% greater than the second-highest U.S. market.

Marketing Consumer Products and Services

Coyne PR

Silver

Pennzoil Burns Rubber & Pays Tribute in Film Series

How often do you think about which motor oil your vehicle uses? Probably not often, and Pennzoil realizes that. Rather than bombard consumers with traditional marketing tactics used by motor oil companies, Pennzoil decided to break the mold. The brand strategically settled on film as a new medium to reach consumers with relevant storylines and minimalist branding. From there, Pennzoil Films was born and took the automotive world by storm, developing content at an OEM caliber on an aftermarket budget. Leveraging Dodge as a partner, Pennzoil showcased the need for a performance motor oil in performance vehicles.

Marketing Consumer Products and Services Elmore Public Relations

Silver

Reimagining of Allen Center – “Phase 1”

In October 2017, Brookfield Properties unveiled the completion of Phase 1 of the Reimagining of Allen Center, the multi-million-dollar initiative to transform the major mixed-use complex in the heart of downtown Houston into a vibrant urban destination. Brookfield Properties unveiled One Allen Center’s new two-story glass façade lobby, a re-clad sky bridge, and a vibrant one-acre, publicly-accessible greenspace called The Acre. Brookfield and Elmore Public Relations implemented a communications strategy to inform, engage and create anticipation amongst leaders in the real estate brokerage community, corporate decision-makers, current tenants, and downtown community stakeholders from groundbreaking through construction, to completion and unveiling.

Marketing Consumer Products and Services Emerus

Bronze

Emerus Go-to-Market Campaign - Dignity Health - St. Rose Dominican North Las Vegas Campus

Emerus’ goal to transform the delivery of health care on a national scale, while growing exponentially, influenced the organization to increase market presence and promote commitment to the community. With that, Marketing’s task was to strategically execute a unique and educational integrated marketing campaign that generated awareness about our newest facility and allowed for seamless alignment with the mission and values of our health system partner, Dignity Health. With a budget of less than \$130,000 and 120 days to plan, the challenge was to produce a multi-channel campaign that differed from typical hospital marketing and stirred excitement throughout the community.

Marketing Consumer Products and Services

Emerus

Bronze

Emerus In Network Campaign - Baptist Emergency Hospitals & Baylor Emergency Medical Centers

Emerus' goal to transform the delivery of health care on a national scale, while growing exponentially, influenced the organization to increase market presence and promote commitment to the community. With that, Marketing's task was to strategically execute a unique B2C marketing and advertising campaign, focused on educating the public on the services Baylor Emergency Medical Centers and Baptist Emergency Hospitals provide, including their relationships with major insurance providers. With a budget of under \$120,000 per market, the challenge was to produce a unique, multi-channel "In-Network" marketing campaign that was transparent in its messaging and easily translatable for the every-day consumer.

Public Service/Non-Profit Campaigns
Valenti School of Communication
Gold

Me to We

The Me to We campaign counters violent extremism by emboldening individual voices to dilute the perceived polarized opinions on Muslim immigration. Built on theories and best practices in public relations, the campaign used an informational website, social media, live Facebook interviews, and an event with panelists ranging from law enforcement officials (DHS and FBI), religious leaders, to media professionals. The campaign made a visible difference in not only outputs but also the actual impact on audience knowledge, attitude, and behaviors at multiple levels. It showcased that expressing different opinions in a peaceful, unbiased fashion is possible-disagreement doesn't equal hate.

Public Service/Non-Profit Campaigns
Carbonara Group
Silver

United Way of Greater Houston Harvey Relief Fund Public Relations Campaign

In August 2017, Hurricane Harvey dropped 52 inches of rain on Houston, hovering for days over the city. United Way of Greater Houston understood the potential devastation of the flooding and, as the rains fell, created their Hurricane Harvey Relief Fund to aid recovery. United Way turned to Carbonara Group to publicize the fund by harnessing media attention focused on Harvey and how people could help. Working throughout Harvey and afterward, the team secured coverage in 8,000+ news stories, with earned media value of \$38.2 million. United Way raised \$47 million, including \$18 million from donors outside of Houston.

Reputation/Brand Management University of Houston

Bronze

UH "Here, We Go" Launch

For the past 10 years, the University of Houston has been fueling momentum across the nation's fourth largest city. In 2017, the time was right to announce UH's first fundraising campaign in 25 years. The goal: raise \$1 billion by 2020. The UH Division of University Marketing, Communications and Media Relations (UMCMR) was tasked with orchestrating a successful reputational campaign for the public launch of the "Here, We Go" capital campaign. Leveraging owned and earned media, the team delivered credible, high-impact communications that enhanced the reputation of the institution while building advocacy for the fundraising initiative.

Reputation/Brand Management University of Houston Cullen College of Engineering

Bronze

Parameters Magazine

Houston is the city of the future because our diversity gives us power. It's a place where all are welcome; where all can dream big and succeed. Like the city we serve, the UH Cullen College of Engineering is a melting pot. 5,000 students from different backgrounds, cultures and personalities come to the Cullen College to pursue one common goal: to be among the next generation of world-class engineers. In a 2017 reputation campaign for the Cullen College we challenged traditional stereotypes about engineers and engineering while making a bold statement about what sets Houston's engineers apart from the rest.

Tactics

Annual Reports **San Jacinto College** *Silver*

Carving Out the Values

In 2017, San Jacinto College was named a national top five community college by the Aspen Institute. The College wanted to show key stakeholders and community members exactly what that meant through the 2017 Report to the Community and present a visual example to illustrate the eight values that guide the College: Collaboration, Diversity, Integrity, Accountability, Student Success, Innovation, Excellence and a Sense of Community. This entry details how the College showcased its mission and proof of student success through a 26-page display of photography and articles, statistics and trends, personal success stories, and innovative industry partnerships and collaboration.

Annual Reports **Emerus** *Bronze*

Emerus Year in Review

Emerus' goal to transform the delivery of health care on a national scale, while growing exponentially, influenced the organization to increase employee engagement, promote transparency among joint-venture partners and solicit new partnerships nationwide. With that, Marketing's task was to strategically execute a unique annual report, focused on providing communication from the executive level down, including organizational accomplishments and goals. With a budget of under \$3,000, the challenge was to produce a unique, multi-channel "Year in Review" that was transparent in its messaging and easily translatable for a wide range of audiences.

Blogs
DoubleDimond Public Relations, LLC
Bronze

Ask a PR Expert

DoubleDimond Public Relations is the client for its blog, askaprexpert.com, begun in 2012. The blog has content designed to educate business owners/managers and nonprofit executives about the practice and value of public relations and associated marketing strategies and tactics. Blog posts cover everything from strategic planning to news releases to the latest in social media and content marketing. DoubleDimond principal Margot Dimond, APR, is the editor and author of most of the posts; however, she often seeks out and invites guest posts from PR thought-leaders who can contribute interesting and relevant content.

Blogs
C. T. Bauer College of Business
Bronze

WhereAwesomeHappens.com Blog

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. And, as millennials and GenZ increasingly make up that prospective audience, it's more important than ever to show the community behind your institution online. We transformed our existing student subsite into a dedicated blog for Bauer current and prospective students with curated content, including tips and lists, college news, upcoming events, photos, videos and social media integration.

Editorials/Op-Ed Columns **Schlumberger** *Gold*

Drilling in a Digital World

The editorial “Drilling in a Digital World” introduces the Schlumberger’s vision of drilling in the digital age and what it takes to achieve the integration and digital enablement that empower the industry to rise above data and domain silos. In less than 700 words, the author makes a case for data-driven technologies that will usher in the new era of drilling performance. Through the strategically aligned promotion on various media channels, the editorial brought on additional publicity to the company, ultimately solidifying the Schlumberger’s position of the thought leader in the drilling domain.

Editorials/Op-Ed Columns **Quill & Ink** *Silver*

Stop Writing in Crayon

In the popular children’s story about Harold and the purple crayon, a visionary young boy drew a world of his own through the creative strokes of his crayon. In the ghostwritten article “Stop Writing in Crayon,” a parallel is drawn to inspire retail electricity providers to draw a better world by creating visionary best practices for reporting commissions and communicating with aggregators, brokers and channel partners in the energy industry.

Editorials/Op-Ed Columns

Paige PR

Silver

Understanding Buyer Personas Amid The Great Crew Change

Paige PR's team regularly participates in meetings with clients in an effort to build a PR-program specific to their audience. We routinely ask questions, like, "Who is your target audience? What does that ideal customer look like?"; however, many companies struggle with identifying their audience (also know as their buyer), particularly in the oil and gas sector, where the age and demographic of the audience is drastically shifting. This trend prompted Paige Donnell of Paige PR to write an op-ed for the Houston Business Journal which focused on understanding buyer personas during a time of transition.

Editorials/Op-Ed Columns

Ward

Bronze

Houston Chronicle Renters' Rights Series

The Houston Apartment Association wanted to educate apartment residents on renters' rights, with reach beyond its existing channels. After media research, Ward determined a guest column series in the daily newspaper, Houston Chronicle, would be an optimal tool to reach the diverse target audience of Houston's apartment residents. As a result, 18 HAA-branded articles on issues varying from pest control and mold to A/C repairs and pool safety were published in the newspaper's Sunday Real Estate/Homes column between September 2016 and September 2018.

Feature Stories
C.T. Bauer College of Business
Silver

Great Heights

The piece highlights We Olive, a new business in the Houston Heights, owned by Bauer alumni Luis and Amber Rabo, a husband-and-wife duo who met as MBA students. The feature paints a vivid picture of the quirky, familial atmosphere of We Olive, positioning the Rabos as part of a burgeoning group of small business owners in the Heights, finding success and happiness outside corporate America. Here, we emphasized the applicable benefits of Bauer's MBA program, tying the merits of a graduate business education to the food and beverage industry in an effort to appeal to a broader range of stakeholders.

Feature Stories
C.T. Bauer College of Business
Silver

Facing Fear

The piece highlights Preston Boyer, a Bauer student leading a fashion empire with his brand Preston Douglas. The feature also sheds light on Boyer's battle with depression and substance abuse, candidly and authentically discussing a usually taboo subject that more and more college students face. Here, we sought to share the story not often seen in the pages of a business college magazine. We position Boyer as a new face of business, breaking free from the corporate boardroom imagery of b-schools and into a new era of millennial using a business education to better themselves and the world around them.

Magazines
MD Anderson Cancer Center
Silver

Focused on Health

MD Anderson is dedicated to making cancer history. As a part of that mission, we want the public to know that up to half of cancer cases in the US can be prevented. That's where Focused on Health comes in. Focused on Health began as an email providing cancer prevention strategies. It has grown into a monthly web publication with 23,000+ subscribers and 100,000 monthly readers. Focused on Health features information from MD Anderson's experts on avoiding tobacco, staying active, making healthy food choices, maintaining a healthy weight, practicing skin-safety, vaccinating kids against cancer and getting regular screening exams.

Magazines
Episcopal High School
Bronze

Pillars Magazine

Pillars Magazine is an award-winning 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.

Magazines
C. T. Bauer College of Business
Bronze

Inside Bauer Magazine

In 2017, 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 2017 issues focused on leadership, as well as giving back and community service.

News Release
Paige PR
Bronze

Samoco Oil Tools Introduces One Trip(R) BOP Testing Tool

Samoco Oil Tools was interested in issuing a news release that would generate interest in the offshore oil and gas industry related to their new blowout preventer (BOP) testing tool, the OneTrip(R). Paige PR was engaged to conduct a PR-campaign related to the successful testing and launch of the OneTrip leading up to the Offshore Technology Conference, where more than 75,000 industry colleagues and potential clients would be present. After distributing the news release in January of 2017, Samoco Oil Tools received more than 15 media mentions in top tier industry publications, two industry awards and several editorial features.

Newsletters
The CKP Group
Silver

CKP for Layne

Layne is a 135-year-old company with international operations in water resources, mining and infrastructure. In response to industry-wide revenue declines, Layne eliminated the majority of its communications department and activities in 2014. Employee morale plummeted as disconnect grew between the corporate office and its global remote workforce. Layne engaged CKP to create and execute an employee communications program, which includes a biweekly internal e-mail newsletter and an in-depth biannual publication. Results included an increase in positive employee engagement and consistently growing employee submissions for story ideas—the client also linked the safety messaging in communications to reductions in workplace safety incidents.

Podcasts
NASA Johnson Space Center
Silver

Houston, We Have a Podcast: Connecting with NASA’s Largest Untapped Audience

NASA has an astounding digital media presence. The strategy for connecting with the general public seems to change year by year. Facebook videos are now shorter with captions. YouTube videos are now longer with 4K support. As new platforms arrive, NASA’s experience in digital media allows the launch strategy to be more strategic. Taking an intensive look into podcast analytics revealed a growing audience that consumes longer forms of digital content more regularly than other social media networks. With the goal of increasing awareness of major programs to help advance human spaceflight, NASA launched “Houston, We Have a Podcast” with incredible success.

Podcasts
C. T. Bauer College of Business
Bronze

How Do They Do It?

From simultaneously building a professional career to nurturing a family (whether that is a spouse, children, parents or other relatives) to identifying creative and personal pursuits, many often look at a successful women in business and wonder, “How does she do it?” Through the “How Does She Do It?” podcast, we hope to provide an answer — she just does. “How Does She Do It?” is a podcast in Bauer College’s Working Wisdom. The podcast focuses on work, life and everything in between, featuring conversations with amazing women who have navigated and overcome obstacles to achieve personal and professional success.

Social Media
NASA Johnson Space Center
Gold

Using Social Media to Launch NASA's Video Strategy Into the Space Age

All eyes were on the engineering marvel of the International Space Station as it was being hauled to space by the massive Space Shuttle and assembled from components built by international partners from 1998 to 2011. NASA is still performing space station maintenance 24/7, 365 days a year, but the general public was not witnessing it because of the difficult user experience of NASA TV. With the most efficient use of resources in mind, our team aimed to deliver mission activity right to the public's feeds, no clicks required, so they never had to leave the platforms they're on.

Social Media
The CKP Group
Silver

CKP for McDonald's

Houston area McDonald's owner/operators are regularly involved in local education, community programs and charities, using good works to improve the lives of families and strengthen communities. However, this story was not being told or amplified on the local level. CKP harnessed the power of social media storytelling to humanize the client and bring local flavor to a global brand, resulting in pacesetting national metrics in 2017. Among them: 15,099,598 impressions (a 22% increase over 2016), 71,630 engagements (a 2,491.5% increase), and a reach of 30,555,593 (a 691% increase) making Houston the 2017 top U.S. brand market in social media metrics.

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.

Special Projects

Emerus

Silver

Emerus Grand Opening Celebration - Dignity Health - St. Rose Dominican Sahara Campus

Emerus' goal to transform the delivery of health care on a national scale, while growing exponentially, influenced the organization to increase market presence and promote commitment to the community. With that, Marketing's task was to strategically execute a unique and educational event that generated awareness about our newest facility and allowed for seamless alignment with the mission and the values of our health system partner, Dignity Health. With a budget of less than \$40,000 and approximately 60 days to plan, Emerus produced an engaging grand opening celebration that differed from standard hospital opening events and stirred excitement in the community.

Special Projects

Ward

Bronze

Ward for Prairie View A&M University - NYC Media Tour

Prairie View A&M is a historically black college and university (HBCU) located in Prairie View, Texas, near Houston. In June 2017, PVAMU named Ruth Simmons, the prestigious former president of Brown, as its interim president. Simmons aimed to raise the profile of PVAMU, its programs, alumni, students and faculty. Ward was engaged to introduce Dr. Simmons to key media when Simmons was in NYC to support PVAMU's marching band, who was invited to open the Macy's Thanksgiving Day parade. Ward arranged a series of media deskside meetings for Simmons while in NYC.

Special Projects

METRO

Bronze

Super Bowl Transit Promotion

METRO partnered with the NFL and Houston's Super Bowl Committee to promote METRO services to the public as a way to help visitors to our city move back and forth between the many activities and events scattered across the city, including service to the Super Bowl. METRO produced everything from ads, schedules, and signage to radio, Web-related promotion and directional signage all along the METRORail Red, Green and Purple lines, including METRO's Fannin South Park & Ride, located across the freeway from Reliant Stadium.

Video
The CKP Group
Silver

CKP for McDonald' - Inspired by Houston

*Houston area McDonald's owner/operators are regularly involved in local education, community programs and charities, using good works to improve the lives of children and their families and strengthen communities. However, this story was not being told or amplified on the local level. CKP harnessed the power of video storytelling to humanize the brand and bring local flavor to a global brand, resulting in pacesetting national metrics in 2017: * 1.9 million video campaign reach * 155,074 total video views * 67,140 10-second or more views * 5,595 average monthly 30-second+ views, a 497.7% increase over 2016 series*

Video
METRO
Bronze

Summer of Fun Tour - HMNS

Join former Disney star Raini Rodriguez as she takes local students on a magical journey across the Houston region, using the new METRO Summer of Fun Pass - the pass that lets students ride METRO services FREE all summer long. This episode takes Raini and the gang to stop #3 on the trip, the Hall of Ancient Egypt exhibit at the Houston Museum of Natural Science. Climb aboard and enjoy the ride!

Video
METRO
Bronze

El Dorado is Coming - Launch TV/Video

During rush hour, drivers become warriors - each trying to reach their destination and battling anyone who gets in their path. Commuters living along the I-45 South corridor, METRO's new El Dorado Park & Ride help drivers win the day by riding METRO and never having to face traffic themselves. With El Dorado, the day is won!