

Congratulations to all  
**2016 Award Winners**



**WORTHY**  
**AWARDS**

**PRSA** Public  
Relations  
Society of  
America  
GREATER FORT WORTH CHAPTER

# STUDENT AWARDS

## PROGRAMS

### Award of Excellence

ROXO

Sid Richardson Museum College Night

Callie Estes, Kelsey Taylor, Caitlyn Rollins

## TACTICS

### Award of Excellence

Texas Wesleyan University

Communication Audit for Wesleynotes Newsletter

Dalise DeVos, Victoria Johnson, Gracie Weger, Tabitha Buentello,  
Cenk Tuncel, Dr. Kay Colley

### Award of Achievement

ROXO

Tropical Smoothie Café Social Media

Sydney Green, Chandler Ebeier, Caitlyn Rollins

# PROFESSIONAL AWARDS

## PROGRAMS

### Community Relations

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#### Award of Excellence

OCG PR

AGL Constructors: **#SafeDrive35**

Tonya Veasey, Kimberly Sims, Mark Smith

#### Award of Achievement

Murnahan Public Relations

Medical Center Alliance: **Medical Center Alliance Debut**

Brian Murnahan, Matt Eiserloh

### Crisis Communications/Issues Management

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#### Award of Excellence

J.O. Design

Coontz Cochran: **West Side Cafe's Crisis Media Relations**

Jennifer Henderson, Lara Ingram, Erika Aguirre

# Integrated Communications

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## Worthy Award

Amon Carter Museum of American Art

**Party on the Porch 2015**

Tracy Greene, Isabel Hebert, Lauren Tevis

## Award of Excellence

PAVLOV Agency

DFW Airport: **Launch of DFW Airport's New Global Brand Identity**

Claire Bloxom Armstrong, Allen Wallach, Amanda Gibson

## Award of Achievement

North Texas Community Foundation

**Think Beyond Business As Usual - Integrated Communications**

Mindia Whittier, Mia Edwards

# Internal Communications

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## Worthy Award

Balcom Agency

**Blue Zones Project Approved Worksite**

Balcom Agency Team

## Award of Achievement

Texas Christian University

**TCU Brand Ambassador Program**

TCU Marketing and Communications

# Marketing Communications

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## **Worthy Award**

PAVLOV Agency

DFW Airport: **DFW Mobile App Launch**

Claire Bloxom Armstrong, Linda Pavlik, Atif Elkadi

## **Award of Achievement**

HCK2 Partners

Denton County Transportation Authority: **Denton County Transportation Authority Launches GOREquest Campaign to Increase Online Customer Service Tool Usage**

Nicole Recker, Sarah Munson

## **Public Service**

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## **Worthy Award**

Cook Children's Health Care System

**Protect Your Kids**

Winifred King, Jeff Calaway, Kaycee Popham



# Reputation/Brand Management

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## Award of Excellence

North Texas Community Foundation  
**Think Beyond Business As Usual: North Texas Community  
Foundation Rename and Rebrand**  
Mindia Whittier, Mia Edwards

## Award of Achievement

J.O. Design  
Fort Worth Housing Solutions: **Fort Worth Housing  
Solutions Branding Workshop**  
Jennifer Henderson, Lara Ingram, Andrew Szabo

# Social Media/Digital Communications

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## Worthy Award

Balcom Agency  
Ball Park<sup>®</sup> Buns: **Ball Park<sup>®</sup> Buns Blog and Social Media**  
Balcom Agency Team

## Award of Excellence

Justin Brands, Inc.  
**Justin Boots Snapchat Launch**  
Laken Rapier, Tassie Munroe

## Award of Achievement

J.O. Design  
Parker Law Firm: **Parker Law Firm's Digital Marketing Campaign**  
Jennifer Henderson, Lara Ingram, Erika Aguirre

# Special Event/Observance

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## **Award of Excellence**

PAVLOV Agency

Downtown Fort Worth, Inc.: **2016 MAIN ST. Fort Worth  
Arts Festival**

Claire Bloxom Armstrong, Brenna Jefferies, Allen Wallach

## **Award of Achievement**

PAVLOV Agency

DFW Airport: **DFW Airport's Guinness World Record  
Tailgate Party**

Brenna Jefferies, Claire Bloxom Armstrong, Atif Elkadi

# Special Public Relations Program

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## **Award of Excellence**

Ronald McDonald House of Fort Worth

**Donation Kiosks**

Beth Lamb



# TACTICS

## Annual Report

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### **Worthy Award**

Balcom Agency

LifeGift: **LifeGift "Hopes and Dreams Take Flight" 2015 Annual Report/2016 Calendar**  
Balcom Agency Team

### **Award of Achievement**

Texas Christian University

TCU - College of Science & Engineering: **TCU College of Science & Engineering Annual Review**  
Andrea (Hein) Stafford

## Editorial/Op-Ed Column

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### **Award of Excellence**

Texas Christian University

Texas Christian University - the LiINK Project: **Why Young Kids Need Less Class Time - And More Play Time - At School: Washington Post Op-Ed**  
TCU Marketing and Communications/the LiINK Project



# External Video

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## Worthy Award

Justin Brands, Inc.

**"We Are Justin" Video**

Tassie Munroe, Laken Rapier, Clayton Smith

## Award of Excellence

Balcom Agency

Sinclair Oil: **Sinclair History Video**

Balcom Agency Team

## Award of Achievement

PAVLOV Agency

DFW Airport: **"Travel. Transformed." Brand Launch Video**

Claire Bloxom Armstrong, Linda Pavlik, Atif Elkadi

# Feature Story/Brand Journalism

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## Award of Excellence

UNT Health Science Center

North Texas Eye Research Institute: **Scientific Visionaries**

Office of Communication at UNT Health Science Center

## Award of Achievement

UNT Health Science Center

Texas College of Osteopathic Medicine: **Road Scholars**

Office of Communication at UNT Health Science Center

# Internal Video

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## Worthy Award

Balcom Agency  
**Balcom Agency Process Videos**  
Balcom Agency Team

## Award of Excellence

Justin Brands, Inc.  
**All In Video**  
Justin Brands Marketing & Communications Team

## Award of Achievement

Fort Worth Independent School District  
**Superintendent's Video Holiday Card**  
Fort Worth Independent School District

# Magazine

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## Worthy Award

Tarrant County College  
**REACH Magazine**  
Communications, Public Relations & Marketing

## Award of Excellence

UTA College of Engineering  
**UTAEngineer Magazine**  
Jeremy Agor; UTA Marketing Communications

# Marketing/Sales Communications

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## **Worthy Award**

Fort Worth Independent School District

**A Measure of Student Health Brochure**

Fort Worth Independent School District

## **Award of Excellence**

Fort Worth Chamber of Commerce

Fort Worth Chamber: **"In Your Corner"**

Fort Worth Chamber of Commerce

## **Award of Achievement**

Fort Worth Chamber of Commerce

Fort Worth Chamber: **"Political Pandemonium"**

Fort Worth Chamber of Commerce



# Media Relations/Event

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## **Worthy Award**

Lawrence & Associates

Sid Richardson Museum: **Lonesome Dove Trailhead,**  
**Sid Richardson Museum**

Sid W. Richardson Foundation, Sid Richardson Museum,  
Lawrence & Associates

## **Award of Excellence**

Fort Worth Convention & Visitors Bureau

**2015 New York Media Event**

Mitch Whitten, Jessica Christopherson, Sarah Covington

## **Award of Achievement**

Texas Christian University and  
the University of North Texas

**UNTHSC and TCU M.D. School Announcement**

Texas Christian University and the University of North Texas

# Media Relations/News Release

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## **Worthy Award**

Lawrence & Associates

Sid Richardson Museum: **Lonesome Dove: The Art of Story, Sid Richardson Museum**

Sid Richardson Museum, Lawrence & Associates

## **Award of Excellence**

J.O. Design

Coontz Cochran: **Coontz Cochran's Media Relations During Ethan Couch Probation Hearing**

Jennifer Henderson, Lara Ingram, Erika Aguirre

## **Award of Achievement**

PAVLOV Agency

Risky's Barbeque: **Risky's Barbeque Rib-Eating Contest**

Brenna Jefferies, Claire Bloxom Armstrong, Joe Risky

# Media Relations/Press Kit or Online Newsroom

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## **Worthy Award**

Justin Brands, Inc. + Schaefer Advertising

Justin Brands, Inc.: **Chippewa Look Book**

Justin Brands, Inc. + Schaefer Advertising

## **Award of Excellence**

Cook Children's Health Care System

**Checkupnewsroom.com - Cook Children's Online Newsroom**

Winifred King, Dr. Justin Smith, Jeff Calaway

## **Award of Achievement**

Balcom Agency

Sinclair Oil: **Sinclair Oil Centennial Celebration**

Balcom Agency Team



# Newsletter

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## Worthy Award

Bell Helicopter

**Bell Helicopter's Mission: Connect**

Blakeley Thress, Holly O'Harra

## Award of Excellence

PAVLOV Agency

DFW Airport: **DFW Airport's "Altitude" Newsletter**

Claire Bloxom Armstrong, Brenna Jefferies, Atif Elkadi

## Award of Achievement

The S & G Group

American Aero FTW: **The Aero Report Newsletter Takes Off**

Sandra Brodnicki, APR; Gigi Westerman, APR, Fellow PRSA

## Other Writing Projects

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## Award of Achievement

Ware & Associates

Manhattan Construction: **DFW TRIP D/M/WBE Quarterly Report**

Ware & Associates, Inc., DFW TRIP D/M/WBE

# Pro Bono for 501 (c) (3) Nonprofit Organization

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## Worthy Award

Balcom Agency

Presbyterian Night Shelter: **Presbyterian Night Shelter Website**

Balcom Agency Team

## Award of Excellence

J.O. Design

Fort Worth Public Library Foundation: **Fort Worth Public Library  
Foundation Website Launch**

Lara Ingram, Jennifer Henderson

## Award of Achievement

J.O. Design

Fort Worth Public Library Foundation: **Fort Worth Public Library  
Foundation Big Night In Event**

J.O. Design

## PSA

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## Worthy Award

Fort Worth Independent School District

**In the Door 8/24**

Fort Worth Independent School District



# Special Event

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## Award of Excellence

PAVLOV Agency

DFW Airport: **DFW Brand Launch Event**

Claire Bloxom Armstrong, Linda Pavlik, Atif Elkadi

## Social Media

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### Worthy Award

Balcom Agency

Mrs Baird's Bread: **Mrs Baird's Bread Facebook**

Balcom Agency Team

### Award of Excellence

PAVLOV Agency

Fort Worth Transportation Authority: **The T's TEX Rail**

**Tuesday Social Media Campaign**

Brenna Jefferies, Claire Bloxom Armstrong, Richard Maxwell

### Award of Achievement

Tarrant County College

**What's Stopping You? Campaign Social Media**

Communications, Public Relations & Marketing

# Website

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## **Award of Excellence**

Balcom Agency

Sinclair Oil Corporation: **Sinclair Oil Website**

Balcom Agency Team

## **Award of Achievement**

PAVLOV Agency

**PAVLOV Website Launch**

Brenna Jefferies, Claire Bloxom Armstrong, Allen Wallach

## **Special Tactic**

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## **Award of Excellence**

Fort Worth Independent School District

**JROTC Staff Ride Day 4**

Fort Worth Independent School District

## **Award of Achievement**

Balcom Agency

Dairy MAX: **Dairy MAX Cooking with Caitlin**

Balcom Agency Team

# BEST OF SHOW

Cook Children's Health Care System

## **Protect Your Kids**

Winifred King, Jeff Calaway, Kaycee Popham



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FORT WORTH BUSINESS PRESS

