



WHO MADE A BUZZ?

Congratulations to all
2017 Award Winners

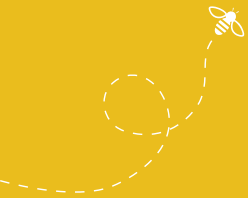


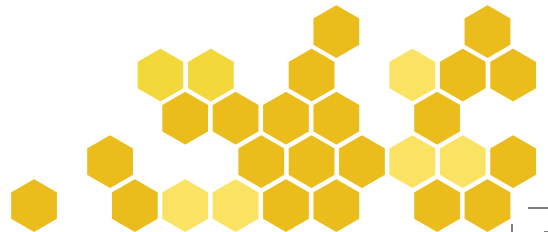
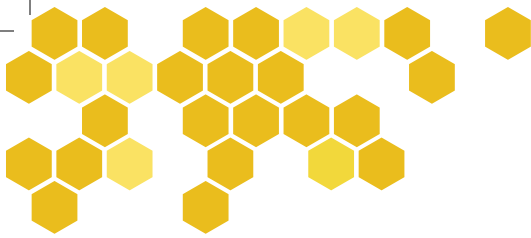
WORTHY
AWARDS

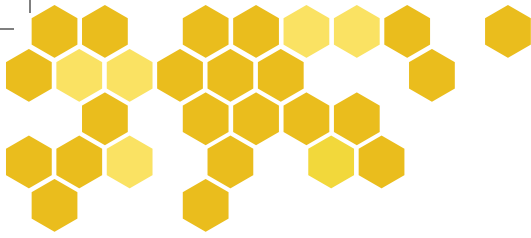


FRONT COVER

BUZZ
WORTHY.







PROFESSIONAL AWARDS

PROGRAMS

CRISIS COMMUNICATIONS/ ISSUES MANAGEMENT

WORTHY AWARD

Dallas Fort Worth International Airport

DFW Airport Communicates During Executive Order

Casey Norton, David Magaña

AWARD OF EXCELLENCE

Fort Worth Independent School District

Fort Worth ISD Water Testing program

Barbara Griffith, Clint Bond

AWARD OF ACHIEVEMENT

J.O.

Stockyards Heritage: Stockyards Communication Crisis

*Jennifer Henderson, Duke Greenhill, Lara Ingram,
Katie Shelton, Dena Newell*



INTEGRATED COMMUNICATIONS

WORTHY AWARD

Kelly Campbell Consulting

Jason's Deli: Celebrating 40 'Deli'cious Years

Jamie Cohen, Brandy Butler, Kelly Campbell

AWARD OF EXCELLENCE

Bell Helicopter

Innovation Plan for HAI Heli-Expo 2017

Bell Helicopter team

AWARD OF ACHIEVEMENT

Balcom Agency

Together in Hope: LifeGift 2017 Calendar Campaign

LifeGift and Balcom Agency teams

INTERNAL COMMUNICATIONS

WORTHY AWARD

Dallas Fort Worth International Airport

6 Words Campaign

Irene Clark, Tiffany Sanders, Courtney Ouellette

AWARD OF ACHIEVEMENT

GM Financial

Your Voice: Employee Engagement Summary

*Melissa Massie, Crystal Forester, Ken Tarango,
Krystal Besaw, Dani Wiedel*

MARKETING COMMUNICATIONS

WORTHY AWARD

The S&G Group

American Aero FTW Redefines Meacham International Airport

*Gigi Westerman, APR, Fellow PRSA &
Sandra Brodnicki, APR*

AWARD OF EXCELLENCE

Fort Worth Independent School District

Fort Worth ISD Leadership Academies

Barbara Griffith, Fort Worth ISD Communications Dept.

AWARD OF ACHIEVEMENT

J.O.

Fort Worth Transportation Authority
North Quadrant Campaign

*Sarah Schimpff, Christina Berger, Katie Shelton,
Duke Greenhill, Jennifer Henderson*

MULTICULTURAL PUBLIC RELATIONS

AWARD OF ACHIEVEMENT

OCG+

Creating Change from Within - Child Care Associates

Tonya Veasey, Daniela Otero, Sarah Karger



PRO BONO PUBLIC RELATIONS

WORTHY AWARD

Balcom Agency

Union Gospel Mission of Tarrant County: Same Kind of Different as Me: Making a Difference Campaign

UGM-TC and Balcom Agency teams

AWARD OF EXCELLENCE

J.O.

Alchemy Pops Chill Out Yoga Series

Jennifer Henderson, Katie Shelton, Christina Berger

PUBLIC SERVICE

WORTHY AWARD

MHMR of Tarrant County / Paving the Way

Paving the Way and Texas System of Care: Flight2Freedom

Paving the Way and Texas Systems of Care teams

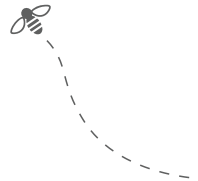
SPECIAL PR PROGRAM

WORTHY AWARD

Blue Zones Project

Plan4Health

Carol Murray, Linda Fulmer, Brandy O'Quinn



**SOCIAL MEDIA / DIGITAL
COMMUNICATIONS**

WORTHY AWARD

Dallas Fort Worth International Airport
DFW Airport “Eyes on Glass” - 24 / 7 / 365 Moderation

John Valadez, Sydnee Bush

AWARD OF ACHIEVEMENT

J.O.

Don't Forget to Feed Me's Social Media Campaign
for North Texas Giving Day 2016

Lara Ingram, Christina Berger

SPECIAL EVENT / OBSERVANCE

WORTHY AWARD

Hutson Creative

Trademark Property Company: Waterside by Fort Worth

Beth Hutson, Heather Hughston, Hayley Girard

AWARD OF EXCELLENCE

Kelly Campbell Consulting

Jason's Deli: Celebrating 40 'Deli'cious Years

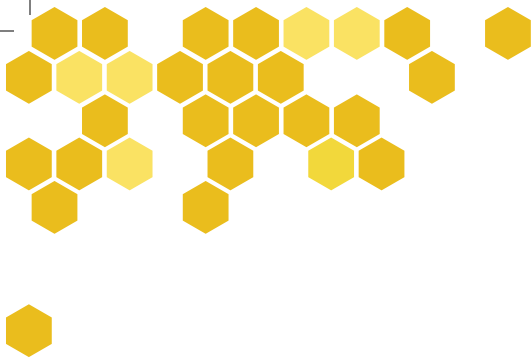
Jamie Cohen, Brandy Butler, Kelly Campbell

AWARD OF ACHIEVEMENT

PAVLOV Agency

Downtown Fort Worth, Inc.: 2017 MAIN ST. Fort Worth
Arts Festival

Claire Armstrong, Brenna Jefferies, Hannah Lacamp



PROFESSIONAL AWARDS

TACTICS

ANNUAL REPORT

AWARD OF EXCELLENCE

Fort Worth Independent School District

Preparing All Students /
2015-2016 Fort Worth ISD Annual Report

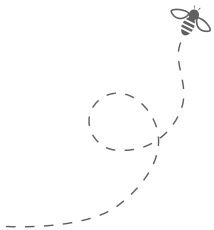
Rebecca Slack, Erica Weaver

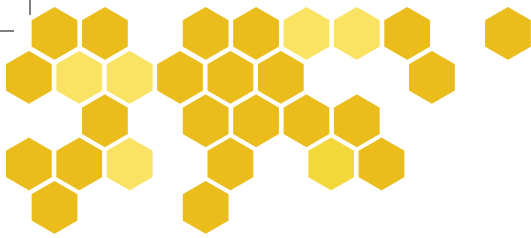
AWARD OF ACHIEVEMENT

Balcom Agency

Together in Hope: LifeGift 2017 Calendar / 2016 Annual Report

LifeGift and Balcom Agency teams





EXTERNAL VIDEO

WORTHY AWARD

Goodwill Industries of Fort Worth
Thank You Goodwill video series
Shay Dial Johnson, Candace Dobson

AWARD OF EXCELLENCE

Fort Worth Independent School District
Fort Worth ISD Gold Seal Overview video
Scott JuVette, Rebecca Slack, John Papa

AWARD OF ACHIEVEMENT

Ronald McDonald House of Fort Worth
Keeping Families Close
Beth Lamb, Hannah Llach, Amplus Agency

FEATURE STORY / BRAND JOURNALISM

AWARD OF EXCELLENCE

The S&G Group
Blue Zones Project Fort Worth: The Blueing of Mootown
*Sandra Brodnicki, APR &
Gigi Westerman, APR Fellow PRSA*

INTERNAL VIDEO

WORTHY AWARD

Fort Worth Independent School District
Fort Worth ISD Superintendent's June Video Message

Scott JuVette, Rebecca Slack, John Papa

MAGAZINE

AWARD OF EXCELLENCE

HEB Chamber of Commerce
Membership Directory and Community Guide

Jeff Rodriguez, Mary Frazier

MARKETING / SALES COMMUNICATIONS

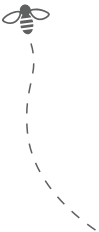
AWARD OF EXCELLENCE

Fort Worth Chamber of Commerce
"One Sweet Journey" - Annual Meeting Creative
Marilyn Gilbert; Andra Bennett, APR; Warren Douglas Advertising

AWARD OF ACHIEVEMENT

Camp Fire First Texas
The Moments In-Between: A Summer Camp Brochure

Christy Jones, Sara Mitchell, Paige Wilson



MEDIA RELATIONS / EVENT

WORTHY AWARD

Dallas Fort Worth International Airport

DFW Airport Celebrates Service to Rome and Amsterdam

Kelsey Rae Young, Atif Elkadi, Sarah Rodriguez

AWARD OF EXCELLENCE

The S&G Group

American Aero FTW Opens Its Doors.

Ushers in a New Era at Meacham International Airport

*Gigi Westerman, APR, Fellow PRSA &
Sandra Brodnicki, APR*

AWARD OF ACHIEVEMENT

J.O.

E-Mist Secures Azle ISD Contract

Lara Ingram, Christina Berger, Krista Farrar

MEDIA RELATIONS / NEWS RELEASE

AWARD OF EXCELLENCE

Hutson Creative

6th Ave Homes Brokerage Launch

Beth Hutson, Heather Hughston, Hayley Girard

AWARD OF ACHIEVEMENT

PAVLOV Agency

ST9 Gas + Oil - Launch Release

Claire Armstrong, Allen Wallach, Chris Buckley



MEDIA RELATIONS / PRESS KIT

WORTHY AWARD

GCG Marketing

BlackEyed Distilling Co.: BLK EYE Vodka Media Kit

GCG Marketing team



AWARD OF EXCELLENCE

PAVLOV Agency

Hill School Press Kit

Brenna Jefferies, Claire Bloxom Armstrong, Linda Sherlock

NEWSLETTER

WORTHY AWARD

Fort Worth Chamber of Commerce

Chamber Update E-Newsletter Redesign

Andra Bennett, APR; Christine Gores

PRO BONO

AWARD OF EXCELLENCE

Schaefer Advertising Co.

Justin's Place Fundraising Video

Schaefer Advertising Co. and 1820 Productions teams

AWARD OF ACHIEVEMENT

Balcom Agency

Fort Worth Food + Wine Festival Website

Fort Worth Food + Wine Foundation and Balcom Agency teams



PUBLIC SERVICE ANNOUNCEMENT

WORTHY AWARD

Balcom Agency

Cook Children's Health Care System:
"Through the Eyes of a Child" Video

Cook Children's and Balcom Agency teams

SPECIAL EVENT

AWARD OF EXCELLENCE

Dallas Fort Worth International Airport

Billionth Customer Celebration

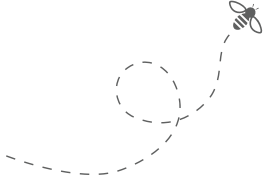
Atif Elkadi, Sarah Rodriguez, Kelsey Rae Young

AWARD OF ACHIEVEMENT

J.O.

Stockyards Heritage Open House

*Jennifer Henderson, Duke Greenhill, Lara Ingram,
Dena Newell, Katie Shelton, Christina Berger*



SOCIAL MEDIA

AWARD OF EXCELLENCE

Balcom Agency

Ball Bark Buns Social Media Strategy

Ball Park Buns and Balcom Agency teams

AWARD OF ACHIEVEMENT

Camp Fire First Texas

Camp Fire Blog

Camp Fire First Texas Marketing & Communication team



WEBSITE

WORTHY AWARD

Fort Worth Independent School District

Fort Worth ISD Website

John Cope, Thomas Ketchersid, Erica Weaver

AWARD OF EXCELLENCE

Balcom Agency

Mrs Baird's Bread Website

Mrs Baird's and Balcom Agency teams

AWARD OF ACHIEVEMENT

GCG Marketing

BlackEyed Distilling Co.: BLK EYE Vodka Website

GCG Marketing team

SPECIAL TACTIC

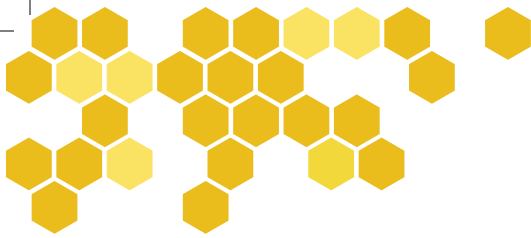
AWARD OF ACHIEVEMENT

OCG+

Tarrant Regional Water District

Reverse Litter: Painting Young Minds (Coloring & Activity Book)

Tonya Veasey, Daniela Otero



STUDENT AWARDS

PROGRAMS

AWARD OF EXCELLENCE

Texas Christian University

EdVentures/Dept. of Homeland Security: #CounterACT
Peer-2-Peer Challenging Extremism 2017

Erin Arnim, MaKenna Morris, Dr. Amiso George

AWARD OF ACHIEVEMENT

Abilene Christian University – Morris + Mitchell

Network 1:27

Audrie Trevino, Denver Gravitt, Taylor Bush

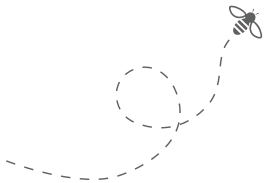
TACTICS

AWARD OF ACHIEVEMENT

Texas Wesleyan University

Mass Communication Department: Celebrating News
Engagement Day at Texas Wesleyan University

Kayla Prachyl, Kay L Colley



MAKE A BUZZ!

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