

Central Ohio PRSA PRism Awards 2017

Individual Awards:

Walt Seifert Award Erin Maggied, NiSource

Tom Poling Award Bryan Haviland, APR, President and Chief Executive Officer,
FrazierHeiby

Rising Star Award Kevin Terry Smith, Leadership Columbus

PRSSA Outstanding Graduate Finalist TJ Carpenter, Capital University

PRSSA Outstanding Graduate Finalist Haley Grigsby, Ohio Northern University

PRSSA Outstanding Graduate Finalist Leanne Robinett, The Ohio State University

PRSSA Outstanding Graduate Finalist Emily Barber, Ohio University

PRSSA Outstanding Graduate Award Abby Dawson, Otterbein University

Multifaceted Campaigns

Community Relations

Programs that improve or maintain an organization's relationship or image in the communities in which it operates.

Profit

Award of Excellence **Approach Marketing with Vivial**
Vivial Launches #SmallBizBigOutcome Campaign to Improve Public Perception of Print Directories

PRism **MurphyEpson with City of Powell**
Keep Powell Moving

Non-Profit

Award of Excellence **Team Fleisher Communications with Eastway Behavioral Healthcare**
Eastway Behavioral Healthcare Expands: The Introduction

AEP Ohio with FrazierHeiby
AEP Ohio Hearts on the Line

PRism **Solid Waste Authority of Central Ohio with FrazierHeiby**
Bring Me Back Campaign

Corporate Social Responsibility

A plan that's been integrated into the overall business model that improves the commonwealth of people and/or the environment beyond the immediate stakeholders of the organization. Examples include, but not limited to, environmental, philanthropy or ethical labor practices.

Profit

Award of Excellence **Team Fleisher Communications with Choice Recovery**
Choice Recovery's [re]start Program-Transforming Lives

PRism **Approach Marketing with Vivial**
Vivial Launches #SmallBizBigOutcome Campaign to Improve Public Perception of Print Directories

Stakeholder Relations

A comprehensive program that influences stakeholder attitudes, decisions and actions. Programs must be targeted to individual and institutional stakeholders, as well as other corporate stakeholders and the investment community (relating to an organization's financial performance).

Non-Profit

PRism **Marion Community Foundation with FrazierHeiby**
Inspiring a New Community Attitude with "MarionMade!"

Blogger and Influencer Outreach

Building and maintaining relationships with influencers by proactively reaching out to the blogger and influencer community on behalf of a product, service or organization.

Profit

PRism **Approach Marketing with Goldfish Swim School Detroit**
Goldfish Swim School Detroit Makes a Splash through its Brand Ambassadors

Non-Profit

Award of Excellence **MediaSource with UCLA Health**
UCLA's Kidney Voucher Program

PRism **Inspire PR Group with the American Dairy Association Mideast**
American Dairy Association Mideast Blogger Tour

Social Media Campaign

Programs that use social media to engage, share, inspire and/or activate people and the community. (i.e. forums, blogs, podcasts, videos or social networking sites).

Profit

PRism **Belle Communications with BIBIBOP Asian Grill**
Strategic Social Media Campaign Drives Millennial Engagement and New Store Traffic for BIBIBOP

Non-Profit

Award of Excellence **Inspire PR Group with Ohio Poultry Association**
Holiday Social Media Campaign

PRism **Experience Columbus**
Rediscovering a City's Voice to Continue Building Destination Preference: LifeinCbus

Integrated Communications

Programs that incorporate a variety of communication venues and approaches (i.e. traditional media, social media, internal communications, media relations, advertising, public relations) while maintaining a focused communication marketing strategy.

Profit

Award of Excellence **Approach Marketing with Quantum Health**
Quantum Health Launches Online Recruitment Campaign to Attract Hundreds of New Associates

PRism **Canine Care Certified with Inspire PR Group**
Changing the Face of Professional Dog Breeding Through Multifaceted Communications

Non-Profit

Award of Excellence **OhioHealth**
Supporting Survivors of Sexual Violence: Ohio Sexual Violence Helpline

PRism **Fahlgren Mortine with Donate Life Ohio**
Turning Apathy Into Action: Second Chance Champions

Internal Communications

Internal programs designed and implemented to enhance an organization's relationship with its employees, their families, retirees or non-employed closely related audiences.

Non-Profit

Award of Excellence **City of Dublin**
Employee Appreciation Day at the Memorial

PRism **OhioHealth**
Taking Control of Your Healthcare with a Health Savings Account

Special Events

An event or series of events designed to draw attention to a product, service or commemorative occasion – such as observances, openings, celebrations or other special activities.

Profit

PRism **Belle Communications with FireFly American Bistro**
FireFly Launches New Brand with VIP Experience for Local Media and Influencers

Non-Profit

Award of Excellence **CHOICES for Victims of Domestic Violence with Inspire PR Group**
CHOICES Press Conference

PRism

Otterbein University
The Point at Otterbein University Grand Opening

Marketing Communications Consumer Products and Services

Programs designed to introduce new products or services or promote existing products or services to a consumer audience.

Profit

PRism

Baker Creative with Buehlers Fresh Foods
Locally Grown

Non-Profit

Award of Excellence **MediaSource with UCLA Health**
UCLA Health's Kidney Voucher Campaign Saves Lives

PRism

Dublin Convention & Visitors Bureau
Irish Fairy Doors of Dublin

Public Affairs

Programs designed to affect legislation, government regulations, political activities or candidacies on a local, state or federal government level.

Non-Profit

Award of Excellence **Team Fleisher Communications with Disability Rights Ohio**
Disability Rights Ohio: A Class Action Lawsuit

PRism

Ohio Grain Farmers with FrazierHeiby
Doing Their Part: Ohio Grain Farmers are Protecting Ohio's Water

Branding/Rebranding

Campaign designed to develop and/or promote an organization's brand or image to its target audience to build or enhance the overall reputation, integrity and/or perceived value of an organization from a holistic point of view. Programs should encompass the full organization, rather than a product or service.

Profit

PRism

Approach Marketing with Vivial
Vivial Launches to Become a Leader in the Advertising Technology Industry

Non-Profit

PRism

City of Hilliard with FrazierHeiby
Bringing a New Park to Life for the City of Hilliard

Single Item Entries

Annual Reports

Publications that report on an organization's annual performance.

Non-Profit

Award of Excellence **Fahlgren Mortine with TravelNevada**
TravelNevada's Inaugural Annual Report

PRism **City of Dublin**
2015 Annual Report

Media Kits/Online Newsrooms

Packaged information (electronic or print) such as press releases, fact sheets, photos and other collateral to promote a company, organization, event, product, service, etc.

Profit

PRism **MediaSource**
MediaSource Multimedia Newsroom

Non-Profit

Award of Excellence **Ohio Hospital Association**
OHA SOS Campaign Kit

PRism **OhioHealth**
OhioHealth Newsroom

Publications: Guides/Books

Single-issue publications designed for a special purpose.

Profit

PRism **Great Lakes Publishing with Office of TourismOhio**
2016 Ohio Travel Guide

Non-Profit

PRism **Dublin Convention & Visitors Bureau**
Dublin Destination Guide

Publications: Newsletters

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives.

Non-Profit

PRism **Dublin Convention & Visitors Bureau**
Bureau Biz

Publications: Magazines

Publications designed to provide in-depth information about an organization or topic on a regular basis. The number of pages and length of articles typically differentiate magazines from newsletters.

Non-Profit

Award of Excellence **OhioHealth**
OhioHealth Internal Magazine: UpFront

PRism **Mount Carmel College of Nursing**
The Lamp: Alumni/ Donor/Community Magazine

Publications: Direct Mail

Communication pieces that are designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series.

Non-Profit

PRism **Friendship Village of Dublin with FrazierHeiby**
Creative Mailers Drive Prospects to Friendship Village of Dublin Lunches

Social Media: Best Use of Facebook

Best use of a Facebook page to interact and engage with an organization's target audiences.

Profit

Award of Excellence **Belle Communications with BIBIBOP Asian Grill**
BIBIBOP Launches Three New Ohio Restaurants Through Strategic Facebook Campaign

PRism **AEP Ohio with FrazierHeiby**
The People Behind Your Power

Non-Profit

Award of Excellence **MediaSource with American Dairy Association Mideast**
Butter Sculpture Facebook Videos

PRism **MediaSource with UCLA Health**
UCLA Health Kidney Voucher Facebook Video

Social Media: Best Use of Twitter

Best use of a Twitter account to interact and engage with an organization's target audiences.

Non-Profit

PRism **Inspire PR Group with Ohio Beef Council**
Crocktober Twitter Party

Social Media: Best Use of Instagram

Best use of an Instagram account to interact and engage with an organization's target audiences.

Non-Profit

Award of Excellence **Inspire PR Group with American Dairy Association Mideast**
12 Days of Christmas with Dairy

PRism

Belle Communications with Columbus Commons
Strategic Instagram Campaign Elevates Columbus Commons as Downtown Entertainment Destination

Social Media: Best Use of YouTube/Other Video-Sharing Site

Best use of YouTube or another video-sharing site used to engage audiences and raise awareness of an organization, product or event.

Profit

PRism

MediaSource
MediaSource Multimedia Newsroom

Creative Tactics

Unconventional, creative tactic or approach used as part of a public relations program.

Profit

PRism

FrazierHeiby
BrandCamp — A New Tool to Harness Client Energy

Non-Profit

Award of Excellence **MediaSource with American Dairy Association Mideast**
American Dairy Association Butter Sculpture Time-Lapse Video

PRism

Approach Marketing with Charleys Philly Steaks
Charleys Philly Steaks Invests in Franchisees, Proves Value in PR & Marketing

Speeches

Submit text of speech. Summary should include information on audience, purpose of speech and any documented results.

Profit

PRism

FrazierHeiby
"Communications in an Era of Declining Trust" and the First Columbus Trust Study

Presentations

Best use of public presentation to engage, educate and influence an audience. Submit deck or content of presentation, along with one-page summary including information on audience and purpose of presentation.

Profit

Award of Excellence **Approach Marketing with Charleys Philly Steaks**
Charleys Philly Steaks Invests in Franchisees, Proves Value in PR & Marketing

PRism **Team Fleisher Communications with Henry Schein Animal Health**
Henry Schein Animal Health--President's Presentation

Non-Profit

PRism **Jaron Terry Communications with PRSA ICON16**
Proudly Said: Writing & Speaking for LGBTQ Inclusion

Media Relations – Consumer Products and Services

Tactics, programs and events driven entirely by media relations for a consumer product or service.

Profit

Award of Excellence **Fahlgren Mortine with Highlights**
Highlights State of the Kid: Election Edition

PRism **Fahlgren Mortine with Airstream**
Not Your Grandpa's Airstream: Celebrating the National Park Centennial in Style with Airstream and Pendleton Woolen Mills

Non-Profit

Award of Excellence **MediaSource with The Ohio State University Wexner Medical Center**
The Ohio State University Wexner Medical Center Media Relations Campaign

PRism **MediaSource with UCLA Health**
UCLA Health Kidney Voucher Campaign Saves Lives

Media Relations – Business to Business

Tactics, programs and events driven entirely by media relations for business to business.

Profit

Award of Excellence **DuPont Pioneer and The Lacey Group**
DuPont Pioneer: Resetting the Bar for Soybean Performance

PRism **Belle Communications with Lextant Corp.**
Strategic Thought Leadership PR Campaign Delivers \$1.5 Million+ in New Revenue for Lextant

Feature Stories

Submit text of feature article as well as documentation of publication and placement.

Profit

Award of Excellence **Inspire PR Group with Bob Evans Restaurants**
Columbus Dispatch Feature Story: Pat Hartman, Bob Evans Restaurants

PRism **Zipline Logistics**
Customer Service Differentiator

Non-Profit

Award of Excellence **Inspire PR Group with The Childhood League Center**
Columbus Dispatch Feature Story: The PLAY Project

PRism **Geben Communication with VentureOhio**
Why the Midwest is About to Become America's Next Silicon Valley

Op-Ed Columns and Byline Articles

Opinion article written as an editorial, guest column or letter to the editor. Submit text of article and documentation of publication. The article should have been written by the practitioner and submitted and published through his/her efforts.

Profit

PRism **Belle Communications with Lextant Corp.**
Lextant Shares Consumer Insights Expertise through Industry Thought Leadership

Non-Profit

Award of Excellence **Inspire PR Group with Ohio Association of Foodbanks**
Helping Hungry Kids: Now and Later

PRism **MediaSource with UCLA Health**
UCLA Health Kidney Voucher Campaign in Wall Street Journal

Interactive/Digital PR: Websites

A website designed to communicate with internal or external audiences. Submit website addresses and other links and/or screen shots of site.

Profit

Award of Excellence **ms consultants**
ms consultants Website Redesign

PRism **Wendy's Old Fashioned Franchise Association**
OFFA Website

Non-Profit

Award of Excellence **Mount Carmel College of Nursing**
Mount Carmel College of Nursing Website

PRism **Inspire PR Group with The Childhood League Center**
Intervening Early Website

Interactive/Digital PR: Audio or Video Programs

Audio or video programs directed at either internal or external audiences. Entries must have been paid for solely by the organization, rather than supporting corporate sponsors. Entrants should submit no more than 10 minutes of such programs as reasonable representation, along with documentation of results. YouTube links are best options for providing these clips.

Non-Profit

Award of Excellence **Dublin Convention & Visitors Bureau**
#SoDublin Video Series

PRism **Ohio Corn & Wheat with FrazierHeiby**
Connecting Ohio Farmers & Consumers Through Video

MediaSource with American Dairy Association Mideast
Butter Sculpture News & Time-Lapse Videos

Interactive/Digital PR: Video News Release

Pre-produced videos distributed to television stations to inform target audiences about an event, product, service or organization.

Non-Profit

Award of Excellence **MediaSource with Nationwide Children's Hospital**
Laundry Packet Injuries VNR

PRism **MediaSource with The Ohio State University Wexner Medical Center**
Man Uses Own Brainwaves to Retrain Paralyzed Hand VNR

Interactive/Digital PR: Email Blast

Communication pieces that are designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series.

Non-Profit

Award of Excellence **City of Dublin**
Monday Morning Update

PRism **Dublin Convention & Visitors Bureau**
Destination Dublin

Online Communications

Creative or unconventional uses of online communications in a public relations program.

Online Communications: Blogs

Non-Profit

Award of Excellence **Dublin Convention & Visitors Bureau**
Irish is an Attitude Blog

PRism **Jaron Terry Communications with Serendipitydodah**
How LGBTQ Families Turn Jitters Into Joy

Online Communications: Other

Non-Profit
PRism

MediaSource with Ohio Development Services Agency
Video Content for TechOhio Website

Best Of Show:

Profit

FrazierHeiby
Speeches: "Communications in an Era of Declining Trust" and the First Columbus Trust Study

Non-Profit

MediaSource with UCLA Health
Social Media: Best Use of Facebook: UCLA Health Kidney Voucher Facebook Video