



## 2010 Excalibur Award Winners

Gold, Silver and Bronze Excalibur Awards were presented to talented PR professionals in dozens of categories:

### Special Awards

#### Grand Excalibur Award

#### **Vollmer Public Relations**

*TexanPlus Wii Bowling Championship*

#### Grand Excalibur Award Nominees

*A Generation of Forgotten Vietnam Veterans:*

*Campaign for Recognition*

#### **Pierpont Communications**

*Texas Children's Cancer Center: Strides Across Texas*

#### **The Carbonara Group & Texas Children's Hospital**

*C-S-I-R: Case Study Investor Relations*

#### **NIRI-Houston Southwest Conference & Savage Design**

*25th Anniversary B-P M-S 150 Bike Ride*

#### **FKM Public Relations**

#### CEO Communicator of the Year



#### **Greg C. Garland**

Chevron Phillips Chemical Company, LP

#### Legacy Award



#### **Kris Taylor, APR**

Retired, Katy Independent School District

#### Media Relations Professional of the Year

#### **Kim Padgett**

The Padgett Group

#### Communications Team of the Year

#### **Hill & Knowlton Houston Energy Team**

#### PR Professional of the Year

#### **Bronwyn Wallace**

Hill & Knowlton

Young PR Professional of the Year

Cynthia Miller  
Hill & Knowlton

## Excalibur Awards

### Non-Profit PR Program / Campaign

- Gold**    *2009 Neighborhood Tax Center Program*  
**United Way of Greater Houston & Carbonara Group**
- Silver**   *25th Anniversary BP MS 150 Bike Ride*  
**FKM Public Relations**
- Bronze**   *Houston Restaurant Week 2009*  
**FKM Public Relations**

### Media Relations Campaign

- Gold**    *Generation of Forgotten Vietnam Veterans: Campaign for Recognition*  
**Pierpont Communications**
- Silver**   *Texas Children's Cancer Center Strides Across Texas*  
**Carbonara Group & Texas Children's Hospital**
- Bronze**   *Universal American National AEP Campaign*  
**Vollmer Public Relations**

### News Release

- Gold**    *Every Move You Make: Free iPhone App Helps You Burn Calories*  
**University of Houston**

### Feature Release

- Gold**    *Willow Waterhole Birds*  
**Harris County Flood Control District**
- Silver**   *DePelchin Adoption Month*  
**Vollmer Public Relations**

### News Conference/ Publicity Stunt

- Gold**    *25th Anniversary BP MS 150 Bike Ride*  
**FKM Public Relations**
- Silver**   *Tellepsen Centennial Branding*  
**Ward Creative Communications & Tellepsen Builders**

### Satellite Media Tour

- Gold**    *Motor Oil Matters*  
**Shell Lubricants and Coyne Public Relations**

### Media Launch

- Gold**    *2009 Neighborhood Tax Center Program*  
**United Way of Greater Houston & Carbonara Group**

## External Communications Campaign

- Gold**    *2009 Neighborhood Tax Center Program*  
**United Way of Greater Houston and Carbonara Group**
- Silver**    *Motor Oil Matters*  
**Shell Lubricants and Coyne Public Relations**

## External Newsletter

- Gold**    *The Promise*  
**The University of Texas M.D. Anderson Cancer Center**
- Silver**    *Odyssey Newsletter*  
**Fund for Teachers**

## External Magazine

- Gold**    *Parameters*  
**University of Houston Cullen College of Engineering**
- Silver**    *Port of Houston Authority Magazine*  
**Port of Houston Authority Corporate Communications, Esther de Ipolyi & Assoc., David Bray Photography, CK Productions & Gilbreath Communications, Inc.**

## External Magazine

- Gold**    *Seasonal Flu Campaign*  
**The Methodist Hospital System**
- Silver**    *R U Getting the Most From Your Benefits*  
**Noble Corporation**
- Bronze**    *Endless Summer of Safety*  
**Corporate Communications, Chevron Phillips Chemical Company LP**

## Charitable Giving

- Gold**    *BHP Matched Giving Program*  
**Internal Communications & Community Affairs, BHP Billiton Petroleum**

## Educational Campaign / Outreach

- Gold**    *When I Grow Up*  
**Workforce Solutions & Gilbreath Communications**

## Public Service Program

- Gold**    *The 13th Annual Gardere M.L.K. Jr. Oratory Competition*  
**FKM Public Relations**
- Silver**    *2009 Neighborhood Tax Center Program*  
**United Way of Greater Houston & Carbonara Group**

## Public Service Announcement

**Gold**     *Red Flex Traffic Systems Holiday Speed PSAs*  
**FKM Public Relations**

### **Government / Public Affairs Program**

**Gold**     *Halls Bayou NEPA Scoping Outreach*  
**Vollmer Public Relations**

### **Crisis Management / Response**

**Gold**     *H1N1 Pandemic: Providing Leadership, Calming Fears, Maintaining Trust*  
**Carbonara Group & Texas Children's Hospital**

### **Investor Relations Program**

**Gold**     *Staying the Course*  
**Noble Corporation**

### **Presentation**

**Gold**     *Staying the Course*  
**Noble Corporation**

### **Analyst Relations Program**

**Gold**     *Staying the Course*  
**Noble Corporation**

### **Annual Report**

**Gold**     *Staying the Course*  
**Noble Corporation**

### **Corporate Identity Campaign**

**Gold**     *"Get Connected" Energy AD*  
**CapRock Communications and MCC Agency**

**Silver**    *Tellepsen Legacy*  
**Ward Creative Communications & Brand Extract**

### **Partnership Campaign**

**Gold**     *2009 Jiffy Lube Maintenance Partners for Life*  
**Jiffy Lube International and Cone PR**

### **Integrated Marketing Campaign**

**Gold**     *HIMA America 2009 NA Marcom Campaign*  
**Pennebaker Fifth Ring**

**Silver**    *PMI Houston Marketing Campaign*  
**Paula Ruth & Company Public Relations & Marlene King, PMI Houston**

### **Product Launch**

**Gold**     *The Revitalization of Quaker State*  
**Shell Lubricants and Coyne Public Relations**

**Silver**    *Mission Life Balance Tortillas*  
**FKM Public Relations**

### **Collateral: Poster**

**Gold**     *Houston Restaurant Week 2009*  
**FKM Public Relations**

**Silver**    *R U Getting the Most From Your Benefits*  
**Noble Corporation**

### **Collateral: Brochure**

**Gold**     *Updated & Improved G.R.B. Brochure*  
**City of Houston Convention & Entertainment Facility**

**Silver**    *Celebrating 50 Years*  
**The Mills Agency and The City of Sugar Land**

### **Collateral: Specialty Items**

**Gold**     *Amp Up Your Fleet Invitation*  
**Gilbreath Communications**

**Silver**    *Good Neighbors*  
**Chevron Phillips Chemical Company, LP**

**Bronze**   *Champion Energy Services "Whole Enchilada" Door Hanger*  
**Quill & Ink**

### **Website**

**Gold**     *Tellepsen Website*  
**Ward Creative Communications & Brand Extract**

**Silver**    *When Performance Matters, Redo Your Website*  
**Chevron Phillips Chemical Company, LP**

### **Intranet**

**Gold**     *2009 Noble Corporation Competitive Intelligence Site*  
**Noble Corporation**

**Silver**    *Enbridge Public Affairs*  
**Enbridge Energy**

### **Electronic Newsletter / E-zine**

**Gold**     *Insights Newsletter*  
**BP Energy**

### **Special Event / Trade Show**

**Gold**     *TexanPlus Wii Bowling Championship*  
**Vollmer Public Relations**

**Silver**    *CSIR: Case Study Investor Relations*

## **NIRI Houston SWC & Savage Design**

**Bronze** *Shell Rotella Energized Protection Portfolio Launch*  
**Shell Lubricants & Coyne Public Relations**

## **Special Event / Trade Show**

**Gold** *"New Center Treats Eye Cancer"*  
**Texas Medical Center News**

**Silver** *"This Isn't A Recession"*  
**Brookwoods Group**

## **Writing: Special Purpose Publication**

**Gold** *Red Flex Traffic Systems Public Outreach Campaign Toolkit*  
**FKM Public Relations**

**Silver** *Noble Corporation Sustainability Report*  
**Noble Corporation**

**Bronze** *Marathon Oil Annual Report*  
**Quill & Ink and Marathon Oil**

## **Writing: Feature Story**

**Gold** *"Stroke Survivor Inspires Others"*  
**The Mills Agency**

**Silver** *"On Angel's Wings"*  
**Texas Medical Center News**

**Bronze** *"Video Game Technology Helps Surgeons Operate"*  
**Texas Medical Center News**

## **Special Video Project**

**Gold** *Hatching an Advantage From Recordkeeping*  
**Chevron Phillips Chemical Company, LP**

**Silver** *RX for Safety*  
**Chevron Phillips Chemical Company, LP**

**Bronze** *Break the Ice for a Positive Start*  
**Chevron Phillips Chemical Company, LP**