

2012 PRSA Excalibur Awards Award Winners

Thursday, June 28, 2012



Grand Excalibur Award Winner

LyondellBasell for Making A Difference
Through Global Care Day

Legacy Award Winner

George Nelson, APR

CEO Communicator of the Year

Mayor Annise Parker

Young PR Professional of the Year

Melanie Kania

Public Relations Professional of the Year

Margot Dimond, APR

Media Relations Professional of the Year

Donna Hawkins

Corporate Communications Team of the Year

Kelsey-Seybold Medical Clinic

Government Communications Team of the Year

The US Army Corps of Engineers

Nonprofit Communications Teams of the Year

AVANCE Houston
YMCA of Greater Houston

Nonprofit PR Program/Campaign

Gold
FKM, Dine Out and Make a Difference

Silver
LyondellBasell, United Way Campaign

Bronze
Texas Children's Hospital, Kid's Fun Run

Government/Public Affairs Program

Bronze
Anne Mrok-Smith, AICP, City of Conroe Public
Transportation Program

Special Event/Trade Show

Gold
Carbonara Group and Morille & Associates,
The Pink Well Challenge Flash Mob

Silver
Noble Corp., Singapore Analyst Day

Bronze
LyondellBasell, Investor Day

Annual Report

Bronze
Goodwill Industries of Houston

Presentation

Silver
Noble Corp., 90th Anniversary

Bronze
LyondellBasell, Investor Day

Integrated Marketing Campaign

Gold
University of Houston, Tier One Campaign

Silver
Petrofac Training, Raytheon, NASA, Fifth Ring
and Pennebaker, Petrofac Training Services
Hi-Con Launch

Direct Mail

Silver
Gilbreath Communications, Commute
Solutions and Teleworking Project.

Investor Relations Program

Silver
Noble Corp., 90th Anniversary

Crisis Management/Response

Gold
Houston Texans, Thriving During the NFL's
Labor Standoff

Bronze
LyondellBasell, Chemical Plant Furnace
Demolition

Grass Roots Program/Guerilla Marketing

Bronze

University of Houston, Keep Houston Red

Collateral (Brochure)

Silver

Boardwalk Pipeline Partners, Public Awareness Brochure

Silver

LyondellBasell, Corporate Brochure

Bronze

Chevron Phillips Chemical Company, Making an mPact Brochure

Collateral (Poster)

Bronze

University of Houston, Interlocking UH

Collateral (Specialty Items)

Gold

LifeGift, "Celebrate Silver Lining"

Intranet

Gold

Southwestern Energy, SWNet Redesign

Silver

LyondellBasell, Elements News Now Intranet

Electronic Newsletter

Silver

Weatherford International, The Link E-Newsletter

Bronze

University of Houston, UH News Digest

Social Media

Gold

Integrate Public Relations, Goode Company BBQ's Cyber Monday

Gold

FKM, Mission Accomplished: Chips Across America

Silver

LyondellBasell, "My Rules" and "My Reasons"

Social Media: Stand Alone

Silver

Chevron Phillips Chemical Company, From Colleagues to "Friends" – Facilitating Connections for Summer Interns

Blog

Gold

University of Houston, Artist Profile: "Creative Pride"

Speech Writing

Silver

Chevron Phillips Chemical Company, U.S. Gas to Rock the World: Telling the Middle East

Article

Silver

Texas Medical Center, "Surgical Tool Removes Brain Tumor through Nose"

Special Purpose Publication

Silver

BP, Energy Outlook 2030

Bronze

LyondellBasell, Investor Day Brochure

Feature Story

Gold

Texas Medical Center, "Lasers Wipe Our Brain Lesions that Cause Epilepsy"

Silver

Texas Medical Center, "Photography Leads Parkinson's Patient Down New Path"

Special Video Project

Silver

Chevron Phillips Chemical Company, The Safety Dance

Bronze

LyondellBasell, United Way Campaign

Internal Communications Campaign

Gold

LyondellBasell, News Now

Silver

LyondellBasell, United Way Campaign

Bronze

LyondellBasell, Building a Goal Zero Culture

Media Relations Campaign

Gold

Hotel Galvez/Mitchell Historic Properties, Hotel Galvez Centennial Celebration

Silver

FKM, Graeter's Ice Cream Expands Beyond Cincinnati

Silver

Texas Children's Hospital, Laser Epilepsy Surgery Drives Patient Volume

News Release

Bronze

Harris County Flood District, Harris County Flood Control District Launches New Flood Warning System Website

Feature Release

Silver

Texas Children's Hospital, Total Artificial Heart

Media Kit or Website

Silver

Harris County Flood Control District, Media Guide

Op Ed/Bylined Article

Bronze

Carbonara Group

External Magazine

Bronze

Weatherford International, "W Magazine"

Employee Relations Program/Event

Silver

Edelman Southwest, First in Fuels "Discovery Day"

Silver

Chevron Phillips Chemical Company, Safety: This Time It's Personal

Community Relations Program

Silver

LyondellBasell, Making a Difference Through Global Care Day

Bronze

Noble Corp., NIRI Houston Interactive Crisis Case Study – Mission IR Possible

Corporate Social Responsibility

Gold

LyondellBasell, Making a Difference Through Global Care Day

Silver

LyondellBasell, United Way Campaign

Educational Campaign or Outreach

Bronze

Texas Children's Hospital, Donor Breast Milk Program

Public Service Program

Gold

Carbonara Group for Facing Meningitis Educational Video