



Excelsior Awards

PRSA
Houston Chapter

JUNE 20, 2024

Excalibur Awards

Silent Auction

Nolan Ryan Signed Ball

Starting Bid: \$125

Nolan Ryan Signed Jersey

Starting Bid: \$250

Black Coca-Cola Mountain Bike

Starting Bid: \$75

Yeti Tundra 45 Coca-Cola Cooler

Starting Bid: \$150

Coca-Cola Branded Portable Fire Pit

Starting Bid: \$175

Coca-Cola Adirondack Chairs (2)

Starting Bid: \$325

Wine Basket & Experience - Katy

Starting Bid: \$225

Houston Zoo Family Membership

Starting Bid: \$75

*Houston Livestock Show and Rodeo
Concert Tickets (4) and Carnival Pack (2)*

Starting Bid: \$300

*Houston Livestock Show and Rodeo
Concert Merchandise*

Starting Bid: \$150

Derrick Stingley Jr. Signed Football Helmet

Starting Bid: \$175

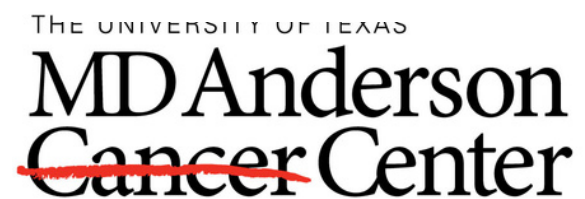


President's Welcome

COMMUNICATIONS DIRECTOR AT UH
COLLEGE OF LIBERAL ARTS
LARIAHIA SMITH



THANK YOU SPONSORS





2024 Excalibur Awards EMCEE

DIRECTOR OF STRATEGIC
COMMUNICATIONS AT HLSR
DANIELLE GROSSMAN



Excalibur Awards

Special Awards:

CEO Communicator of the Year



2024 CEO Communicator of the Year

HARRIS COUNTY SHERIFF
ED GONZALEZ



Excalibur Awards

Special Awards: Legacy Award



2024 Legacy Award Winner

**PRINCIPAL
CBG COMMUNICATIONS
CATHERINE BURCH GRAHAM**



*Excalibur
Awards*

2024-25 Scholarship Recipients

Junior/ Senior Scholarship Recipients



Danna Morales

Marketing
University of Houston
Senior



Sheyla Hidalgo

Communication
Texas A&M University
Senior



Sarah Khan

Journalism
University of Houston
Senior

Freshman/Sophomore Scholarship Recipients



Jennifer Otele

Communications
University of Houston
Freshman



Emma Armendariz

Political Science &
Communication
Fordham University
Freshman

Excelsior Awards

Excelsior Awards Presentation

Tactical Categories





Annual Report

Bronze Excalibur

LFD Communications and Members Choice Credit Union

Members Choice Credit Union Annual Report

*Excalibur
Awards*



Annual Report

Bronze Excalibur

San Jacinto College

*San Jacinto College 2023 Chancellor's Report to the
Community*

*Excalibur
Awards*



Annual Report

Silver Excalibur

Elmore

*Leading The Way: Developing Thermal Energy
Corporations Annual Report*

*Excalibur
Awards*



Annual Report

Gold Excalibur

Consolidated Asset Management Services

CAMS Annual ESG Report

*Excalibur
Awards*



Blogs

Silver Excalibur

Brainjog & CBG Communications

The Extra Mile: Reputation Management Blog

*Excalibur
Awards*



Brochures

Silver Excalibur

Q'iana Sellers ACS

*Communications Harris Health
System*

Quentin Mease Health Center Rededication

Memorabilia Brochure

*Excalibur
Awards*



Creative or Unconventional Tactics

Bronze Excalibur

METRO

METRO Rodeo Radio

*Excalibur
Awards*



Creative or Unconventional Tactics

Silver Excalibur

San Jacinto College

Fortune Cookie Campaign

*Excalibur
Awards*



Editorials/Op-Ed Columns

Bronze Excalibur

Office of Harris County

Attorney Christian D Menefee

A Concrete Crusher near a Hospital? Say NO.

*Excalibur
Awards*



Magazines

Silver Excalibur

Houston-Galveston Area Council

2023 High-Skill High-Growth Magazine

*Excalibur
Awards*



News Release

Bronze Excalibur

CKP

McDonald's Houston Celebrates Teachers

*Excalibur
Awards*



News Release

Silver Excalibur

*The University of Texas MD
Anderson Cancer Center*

Institute for Data Science In Oncology Launch

*Excalibur
Awards*



Social Media

Bronze Excalibur

Harris County Office of Homeland Security & Emergency Management

ReadyHarris Incident Messaging Matrix

*Excalibur
Awards*



Social Media

Bronze Excalibur

METRO

Metro Service To Beyoncé

*Excalibur
Awards*



Social Media

Silver Excalibur

Centerpoint Energy

Centerpoint Energy Social Media Coverage of June 2023

Severe Weather Electric Outage Event

*Excalibur
Awards*



Social Media

Silver Excalibur

San Jacinto College

2023 Community College Month

*Excalibur
Awards*



Special Projects

Bronze Excalibur

*MyHART Communications and
Bread of Life, Inc.*

*Bread of Life, Inc. Knowles-Rowland House
Celebration Event*

*Excalibur
Awards*



Special Projects

Silver Excalibur

MyHart Communications and RLB Graphics & Design

*Houston Parks Board 2023 Mayoral Candidate Forum:
A Green Commitment: Maintaining, Enhancing and
Expanding Houston's Park and Open Space*

*Excalibur
Awards*



Special Projects

Silver Excalibur

Ward & Hancock Whitney

Ward & Hancock Whitney: KABOOM!

*Excalibur
Awards*



Special Projects

Gold Excalibur

San Jacinto College

San Jacinto College Mascot Launch

*Excalibur
Awards*



Special Publications

Bronze Excalibur

Houston-Galveston Area Council

40 Years of Solid Waste Management

*Excalibur
Awards*



Special Publications

Bronze Excalibur

Memorial Hermann

E-Book: Insights, Outlook on Healthcare in Houston

*Excalibur
Awards*



Video

Bronze Excalibur

University of Houston

2023 University of Houston Holiday Card

*Excalibur
Awards*



Video

Bronze Excalibur

CKP

MCHIRING IN HOUSTON

*Excalibur
Awards*



Video

Silver Excalibur

San Jacinto College

2023 Excellence Awards

*Excalibur
Awards*



Video

Silver Excalibur

*Harris County
Appraisal District*

Exemptions for Everyone

*Excalibur
Awards*



Websites

Bronze Excalibur

*Ward and Civic Heart
Community Services*

Civic Heart Community Services Website

*Excalibur
Awards*



Websites

Bronze Excalibur

*Cizik School of Nursing at UT
Health Houston*

*Cizik School of Nursing at UT Health Houston
Website Redevelopment*

*Excalibur
Awards*



Websites

Silver Excalibur

University of Houston

University of Houston Newsroom Website Redesign

*Excalibur
Awards*



Excalibur Awards

Excalibur Awards Presentation

Campaign Categories



Community Relations

Bronze Excalibur

Love Advertising

John Moore Services Puppies and Plumbers

2024 Calendar

*Excalibur
Awards*



Community Relations

Bronze Excalibur

Hillday Public Relations

Let's Reach Out to All The TXDOT I-45 December 2023

Public Meetings

*Excalibur
Awards*



Community Relations

Silver Excalibur

*LFD Communications, CBG
Communications and Wild Tunes*

Sooth Shelter Animals Through Music

*Excalibur
Awards*



Crisis Communications and Issues
Management

Silver Excalibur

*Carbonara Group and
Covenant House Texas*

Robbery of Apartments for Homeless Youth

*Excalibur
Awards*



Crisis Communications and Issues
Management

Silver Excalibur

TDECU Communications Team

TDECU Confronts The Banking Crisis

Excalibur
Awards



Diversity and Inclusion

Gold Excalibur

Love Advertising

Love Advertising & ExxonMobil: The Green Book

*Excalibur
Awards*



Events and Observances

Bronze Excalibur

CKP

McDonald's All American Games

*Excalibur
Awards*



Events and Observances

Silver Excalibur

Memorial Hermann

*Memorial Hermann's Tribute to Nursing:
National Nurses' Week Observance*

*Excalibur
Awards*



Events and Observances

Silver Excalibur

LL Communications & Foley

Lardner LLP

2024 Foley MLK Jr. Oratory Competitions

*Excalibur
Awards*



Events and Observances

Silver Excalibur

Elmore

*Promoting “Intelligence,” Houston Grand Opera’s
Company-Commissioned Original Opera*

*Excalibur
Awards*



Events and Observances

Gold Excalibur

*NASA's Johnson Space Center's
External Relations Office*

NASA's Artemis II Crew Announcement

*Excalibur
Awards*



Internal Communications

Bronze Excalibur

TDECU Communications Team

TDECU Gallup Employee Engagement Survey

*Excalibur
Awards*



Internal Communications

Silver Excalibur

Wood PLC

The Remarkable People of Wood Campaign

*Excalibur
Awards*



Internal Communications

Silver Excalibur

*The University of Texas MD
Anderson Cancer Center*

MD Anderson Listens, Learns, Acts Annual Survey

*Excalibur
Awards*



Internal Communications

Gold Excalibur

Toastmasters District 56 -

Andrea Tantillo, DTM, PRM

District 56 Toastmasters 2023-2024 Program Year

Membership Campaign

*Excalibur
Awards*



Marketing Business to Business

Gold Excalibur

Love Advertising

Mitsubishi Logisnext Americas

*Excalibur
Awards*



Marketing Consumer Products
and Services

Bronze Excalibur

METRO

Commute Solutions

Excalibur
Awards



*Marketing Consumer Products
and Services*

Silver Excalibur

*The Kroger Co.
Houston Division*

#Friendsgiving With Kroger

*Excalibur
Awards*



*Marketing Consumer Products
and Services*

Silver Excalibur

Elmore

*Bridging The Gap: Marketing the Possibility of
Homeownership to Houston's BIPOC Communities*

*Excalibur
Awards*



Marketing Consumer Products
and Services

Gold Excalibur

CKP

McDonald's Houston Celebrates Teachers

Excalibur
Awards



*Most Effective Campaign on a
Shoestring Budget (\$5,000 or less)*

Silver Excalibur

University of Houston

UH March Madness Social Media 2023

*Excalibur
Awards*



Public Service/Non-Profit Campaigns

Bronze Excalibur

Elmore

*Art and Bikes: Celebrating Diverse Artistic Expressions
of How Nature Connects Us at the 2nd Annual Houston
Art Bike Parade and Festival*

*Excalibur
Awards*



Public Service/Non-Profit Campaigns

Silver Excalibur

Memorial Herman

*28 Placements in 28 Days: American Heart Month
Media Campaign*

*Excalibur
Awards*



Public Service/Non-Profit Campaigns

Gold Excalibur

FAR Public Relations

*Advocacy and Awareness: BEARing It All For
Houston Children*

*Excalibur
Awards*



Reputation/Brand Management

Silver Excalibur

CKP

McHiring In Houston

*Excalibur
Awards*



Reputation/Brand Management

Gold Excalibur

*Ward and Civic Heart
Community Services*

*Civic Heart Community Services:
Name Change Happens!*

*Excalibur
Awards*



University Student Campaign

Silver Excalibur

University of Houston

Jack J. Valenti School of Communications

GO BANANAS!

*Excalibur
Awards*

Excalibur Awards

*Special Awards:
PR Professional of the Year*





2024 Public Relations Professional
of the Year

Ania Czarnecka

Ward

Excalibur
Awards



Excalibur Awards

*Special Awards:
Small Agency of the Year*



2024 Small PR Agency of the Year

Bramble Creative

*Excalibur
Awards*



Excalibur Awards

*Grand Excalibur Award
Presentation*



GRAND EXCALIBUR FINALISTS



Far Public Relations

Advocacy and Awareness: Bearing It All For Houston Children

Love Advertising

Love Advertising & ExxonMobil: The Green Book

NASA's Johnson Space Center's External Relations Office

NASA's Artemis II Crew Announcement



2024

GRAND EXCALIBUR WINNER

Far Public Relations

*Advocacy and Awareness: Bearing It All For Houston
Children*

*Excalibur
Awards*

Excalibur Awards

Silent Auction Winners

Yeti Tundra 45 Coca-Cola Cooler

Coca-Cola Branded Portable Fire Pit

Coca-Cola Adirondack Chairs (2)

Nolan Ryan Signed Ball

Nolan Ryan Signed Jersey

Black Coca-Cola Mountain Bike

Wine Basket & Experience - Katy

Houston Zoo Family Membership

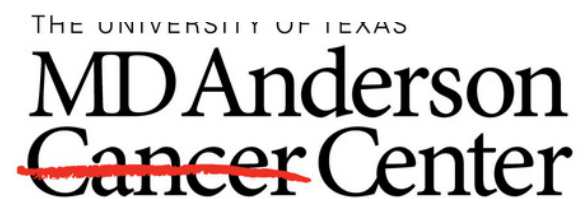
*Houston Livestock Show and Rodeo
Concert Tickets (4) and Carnival Pack
(2)*

*Houston Livestock Show and Rodeo
Concert Merchandise*

*Derrick Stingley Jr. Signed Football
Helmet*



THANK YOU SPONSORS





Excelsior Awards

THANK YOU FOR ATTENDING