



Planting the Seeds of PR

36TH ANNUAL EXCALIBUR AWARDS

Thursday, October 7, 2021

excaliburawards.org

Houston Chapter
PRSA

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PROGRAM OF EVENTS

6 – 7 P.M. Cocktails and Networking

7 – 8 P.M. Awards Presentation

WELCOME Brandi Smith, KHOU Digital Anchor
Excalibur Awards Emcee

PRESIDENT’S REMARKS Meagan Coughlin, APR
PRSA Houston President

PRESENTATIONS

Excalibur Awards Presentation – Tactics

Recognition of 2021 Scholarship Recipients

Legacy Award Presentation

CEO Communicator of the Year Presentation

Excalibur Awards Presentation – Campaigns

Individual and Special Awards Presentation

GRAND EXCALIBUR AWARD PRESENTATION

CLOSING REMARKS Meagan Coughlin, APR



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PRESIDENT'S MESSAGE

Welcome to PRSA Houston's 36th Annual Excalibur Awards! I am thrilled to celebrate and honor Houston's finest public relations professionals tonight. This year's theme is "Planting the Seeds of PR" and on behalf of the PRSA Houston Board of Directors, we are excited to host you at the beautiful Houston Botanic Garden.

PRSA Houston's Excalibur Awards event is always the highlight of the year, and tonight is no exception. One outstanding public relations team will take home the Grand Excalibur Award for their hard work and dedication to the communications field in 2020. The winning team will receive an engraved sword recognizing their incredible work during an extraordinary year.

We will also recognize Eydie Pengelly, APR with our Legacy Award, which honors an individual for their continued commitment to the public relations profession, and unveil our Young Public Relations Professional of the Year, our Public Relations Professional of the Year, and our PR Agency of the Year. Stefanie Peeler, our scholarship chair, will introduce this year's scholarship recipients who received a combined total of more than \$10,000 to continue their studies in the public relations and communications fields.

One of the highlights of the night is to recognize our CEO Communicator of the Year. Dr. Peter WT Pisters from the University of Texas MD Anderson Cancer Center is this year's recipient. Our frontline heroes in the medical field have shown us compassion and dedication, and I am honored to have Dr. Pisters receive this award.

To our all of our PRSA Houston members, thank you. During another tough year, we are able to hold events such as our luncheons, webinars, media mixers, and this Excalibur Awards ceremony because of you. You are the heart of this chapter, and on behalf of the PRSA Houston Board of Directors, I say thank you for your continued support and participation in our events.

To our sponsors, you are our true partners who believe in our mission and allow us to tell your story with our amazing chapter members, supporters, and friends. A special thank you for your generous contribution to PRSA Houston.

I want to thank the Excalibur Awards committee for all of their hard work and commitment to a successful event. Through the countless emails, Zoom meetings, text messages, and phone calls to get us here tonight, I cannot say thank you enough.

I hope you enjoy tonight's awards ceremony as we celebrate garden chic style and honor those who have planted the seeds of PR. Thank you for joining us in person, and best of luck to all of the contenders!

Meagan Coughlin, APR
President, PRSA Houston



EMCEE

BRANDI SMITH DIGITAL ANCHOR, KHOU

Brandi Smith is the digital anchor for KHOU 11, the CBS affiliate here in Houston. That means you'll see her stories pop up just about everywhere: on TV, as well as on social media platforms such as Facebook, Instagram, Twitter, YouTube and TikTok. Brandi joined KHOU in 2017, and is thrilled to call Houston home. She hails from Rosenberg, Oregon - a small town with a population of 112. When she's not working, you can find Brandi spending as much time as possible with her two kids, snuggling with Bella the Zombie Cat, checking out new brands, sipping on local craft beer or indulging in delicious food at one of Houston's amazing restaurants. In November, Brandi will celebrate 20 years as a journalist, so she appreciates the value of a solid public relations team and is excited to be a part of the Excalibur Awards!





Excellence is in the details.

Business Wire is honored to recognize the accomplishments of this year's PRSA Houston Excalibur Award winners and nominees.

We understand the importance of your stories reaching your audiences. For 60 years, Business Wire's seasoned editors have focused on expertise, accuracy, and reach to provide the best outcomes for your hard work.



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LEGACY AWARD

EYDIE PENGELLY, APR

Eydie Pengelly, APR is a credentialed marketing communications strategist and content creator / writer who enjoys collaborating with clients to make memorable messaging and campaigns that drive awareness and sales. Her professional background includes creating and managing high profile projects for some of the world's biggest and most influential energy and chemical companies including Shell, Shell Chemicals, ExxonMobil, ChevronPhillips Chemical, Shaw Industries and BP; Pillsbury Law; and CenterPoint Energy.



Eydie won an Excalibur Gold Award in 2003 for Shell Chemicals for an internal communications entry titled “Formalizing the Marketing Communications Process. Shell Chemicals Forms Marcom Network.”

As a high school senior, Eydie was already giving her time to the community. She was nominated by high school faculty as an outstanding student for *Sempre Donate*, which means “Always Giving.” It is clear that community service was always ingrained in our Legacy Award winner at a young age and has continued through her career. She has also helped students succeed in school and helped families gain financial stability through the Women’s Initiative, a group of nearly 1,000 women donors who support the United Way of Greater Houston’s Steering Committee and Corporate Champions team.

Eydie followed in her father’s footsteps, as he was a Houston journalist and news producer for 28 years. She has been active in PRSA Houston since 1985, is a Leadership Houston alumni, and serves as a board member for Baylor University Women’s Association of Houston. Eydie holds a Bachelor of Business Administration from Baylor University.

We are honored to recognize Eydie Pengelly, APR with the 2021 PRSA Houston Legacy Award.



CEO COMMUNICATOR OF THE YEAR

DR. PETER WT PISTERS
MD ANDERSON CANCER CENTER

The consummate servant leader, Dr. Peter WT Pisters has prioritized communication since the beginning of his tenure as president of The University of Texas MD Anderson Cancer Center in 2017. He continues to lead the way today by upholding this priority as he evolves the institution and its mission areas of cancer care, research, prevention and education. Often referring to himself as chief communication officer, Dr. Pisters is focused on transparent, consistent and compassionate communication with every stakeholder group with which he connects – from patients to colleagues to community members. This engagement has earned him trust and recognition among MD Anderson’s 22,000+ employees (voted #3 Top CEO of 2021 in Glassdoor’s 8th Employees’ Choice Awards) as well as a Greater Houston area top business leaders (2021 honoree for Most Admired CEO by the Houston Business Journal).



In an unprecedented year of challenge and obstacles, particularly for an institution tasked with caring for the world’s largest population of immunocompromised patients during a pandemic, Pisters led with transparent, frequent and thorough communications in a variety of settings, and for a variety of audiences. From all-employee emails and video messages to weekly virtual meetings with internal leadership to thought leadership pieces with national and local media to regular updates on Twitter and LinkedIn, Dr. Pisters’ drive to share knowledge and raise awareness of critical issues knows no bounds.

It requires a special leader to take this world-renowned cancer center to even greater heights. It even would be understandable if the response to the COVID-19 pandemic slowed progress on MD Anderson’s mission to end cancer, but Dr. Pisters hit the accelerator, all while protecting hundreds of thousands of cancer patients, MD Anderson’s workforce members and the Greater Houston community. A year of challenge resulted in 365 days of hope, resilience and opportunity, thanks in large part to his leadership, his foresight and – most importantly – his laser focus on transparent communication.

Dr. Pisters holds a MA and MS in Healthcare Management from Harvard University School of Public Health, and received his MD from University of Western Ontario.



EXCALIBUR AWARDS FINALISTS – TACTICS

ANNUAL REPORTS

- Cizik School of Nursing at The University of Texas Health Science Center at Houston
- San Jacinto College
- The CKP Group
- The University of Texas MD Anderson Cancer Center
- University of Houston

BROCHURES

- Quill & Ink

EDITORIALS / OP-ED COLUMNS

- MyHart Communications

FEATURE STORIES

- University of Houston Cullen College of Engineering
- Ward

NEWSLETTERS

- University of Houston Cullen College of Engineering

PODCASTS

- Lead2Lead Podcast
- Black Skin Deep

SOCIAL MEDIA

- Coyne PR
- Paige PR
- The CKP Group

SPECIAL PROJECTS

- Paige PR
- The CKP Group
- The Fay School
- Ward
- Individual Submission

SPECIAL PUBLICATIONS

- The CKP Group

VIDEO

- City of Pasadena
- HillDay Public Relations
- S&B Engineers and Constructors
- The CKP Group

WEBCASTS

- University of Cullen College of Engineering

WEBSITES

- University of Houston



EXCALIBUR AWARDS FINALISTS – CAMPAIGNS

COMMUNITY RELATIONS

- Elmore Public Relations
- HillDay Public Relations
- Ward

CRISIS COMMUNICATIONS AND ISSUES MANAGEMENT

- Ward

EVENTS AND OBSERVANCES

- Coyne PR
- Lambert & Co.
- Elmore Public Relations

GOVERNMENT / PUBLIC AFFAIRS

- The CKP Group

INTEGRATED COMMUNICATIONS

- LFD Communications
- The CKP Group
- Visit Galveston

INTERNAL COMMUNICATIONS

- The University of Texas MD
Anderson Cancer Center

MARKETING CONSUMER PRODUCTS AND SERVICES

- The CKP Group

PUBLIC SERVICE / NON-PROFIT CAMPAIGNS

- Androvett Legal Media and
Marketing
- Paige PR

REPUTATION / BRAND MANAGEMENT

- Ward



GRAND EXCALIBUR WINNERS

- | | |
|--|---|
| 1996 – Susan Simon, HL&P | 2009 – Newman and Newman, Inc. |
| 1997 – Vollmer Public Relations | 2010 – Vollmer Public Relations |
| 1998 – Vollmer Public Relations | 2011 – LyondellBasell |
| 1999 – Vollmer Public Relations | 2012 – LyondellBasell |
| 2000 – Vollmer Public Relations | 2013 – Ward Creative Communications |
| 2001 – University of Houston | 2014 – U.S. Army Corp of Engineers,
Galveston District |
| 2002 – Hill & Knowlton | 2015 – U.S. Army Corp of Engineers,
Galveston District |
| 2003 – Shell Chemicals | 2016 – The Company of Others |
| 2004 – NASA Johnson Space Center,
Nicole Cloutier | 2017 – Elmore Public Relations |
| 2005 – Chevron Phillips | 2018 – NASA Johnson Space Center |
| 2006 – Texas Medical Center,
Rhonda Wendler | 2019 – The CKP Group |
| 2007 – PKF Texas | 2020 – Ward |
| 2008 – Bernstein & Associates, Inc. | |





2021 GRAND EXCALIBUR FINALISTS

FOLEY & LARDNER – MLK ORATORY COMPETITION

Foley & Lardner LLP hosted the annual MLK Jr. Oratory Competitions, during which fourth and fifth- grade students answered the question, "How can Dr. King's teachings help us today?" The competitions in Dallas and Houston have been a pillar in the communities for nearly 30 years, but this year was unlike any before. With the challenging media landscape and the uncertainties of the pandemic, the 9thWonder PR team, now powered by Lambert & Co., was under immense pressure to hold successful events and garner the same amount of media coverage the clients were accustomed to receiving from years past.

VISIT GALVESTON – 2020 TOURISM RECOVERY CAMPAIGN

In early 2020, Galveston Island, Texas experienced an abrupt halt to tourism due to the COVID- 19 pandemic. As the official destination marketing organization for the island, Visit Galveston had to shift and develop a promotional strategy for a future "new normal" amid stay-at-home orders, mask mandates, travel restrictions and the constantly evolving status of a global pandemic. Visit Galveston enlisted the leadership, strategic communications, and messaging savvy of its public relations team to help develop a two-phase integrated marketing communications campaign to position the island for tourism success post-shutdown—all while enduring a 30% cut to its non-profit budget.



PRSA Houston thanks the Louisiana Chapter for judging our awards!



planting the seeds of PR

36TH ANNUAL
EXCALIBUR AWARDS

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JOIN PRSA HOUSTON

PRSA Houston is your local career connection to the world's largest and most prestigious association for public relations professionals. Whether you are a student, a mid-career professional or a seasoned veteran, PRSA Houston serves as a gateway to career development opportunities. In an industry that is ever changing and always challenging, public relations professionals need to be one step ahead in communications strategies and skills. Joining PRSA Houston can help you expand and advance your career.

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CONGRATULATIONS TO OUR SCHOLARSHIP RECIPIENTS



McQue Wilson

University of Houston
\$2,500 Scholarship



Penelope Moreno

University of Houston
\$2,500 Scholarship



Allegra Taylor

Georgetown University
\$2,500 Scholarship



Alisha Rauniyar

University of Houston
\$1,500 Scholarship



Marsherria Barfield

University of Houston
\$1,500 Scholarship



ABOUT PRSA HOUSTON & AWARD ORDER INFO

ABOUT PRSA HOUSTON

With nearly 400 active chapter members, PRSA Houston is one of the nation's largest and most active chapters of the Public Relations Society of America. Founded in 1950, we help members become more valuable to their organizations and clients and, therefore, more successful professionally, by providing peer-based support, by encouraging professional growth through participation in educational programs and leadership roles, and by promoting the highest standards of professional competence and ethics.

RE-ORDER AN EXCALIBUR AWARD

If you are interested in ordering additional awards, please visit excaliburawards.org for details. The deadline to reorder an award is Thursday, October 28, 2021. Awards may be picked up from the PRSA Houston chapter administrator's office (1321 Antoine Dr., Houston, TX 77055). If you have any questions, please contact our chapter administrator Angie Guy by email at admin@prсахouston.org. Thank you and congratulations on your 2021 Excalibur Award!



PRSA HOUSTON LEADERSHIP & EXCALIBUR AWARDS COMMITTEE

2021 PRSA HOUSTON LEADERSHIP

President: Meagan Coughlin, APR, *Houston-Galveston Area Council*
President-Elect: Felicia Perez, *FAR Public Relations*
Vice President: Sparkle Bell, APR, *Harris County Flood Control District*
Secretary: Brittney Warrick, *ABS Group*
Treasurer: Justin Lacey, *Houston Botanic Garden*
Immediate Past President: Jessica Anderson, *Business Wire*

BOARD MEMBERS

Becky Best, APR, *Houston PetSet*
Sheldra Brigham, *Harris County Flood Control District*
Stacey Cox, APR, *CenterPoint Energy*
Amanda Fenwick, *San Jacinto College*
Toni Harrison, *Etched Communication*
Jennifer West, *Dow*
Michael Zintek, *HillDay Public Relations*

ASSEMBLY DELEGATES

Gina Greenslate, APR, *Energy Transfer*
Dennis Nuss, APR, *ConocoPhillips*
Laci Theriot, APR, *Univar Solutions*
Natalie Tindall, APR, *University of Texas at Austin*

SCHOLARSHIP COMMITTEE CHAIR

Stefanie Peeler, *Houston Methodist*

2021 EXCALIBUR AWARDS COMMITTEE

Chair: Amanda Fenwick
Awards Chair: Gina Greenslate, APR

COMMITTEE MEMBERS

Sparkle Bell, APR
Sheldra Brigham
Justin Lacey
Laci Theriot, APR
Sybil Sanchez



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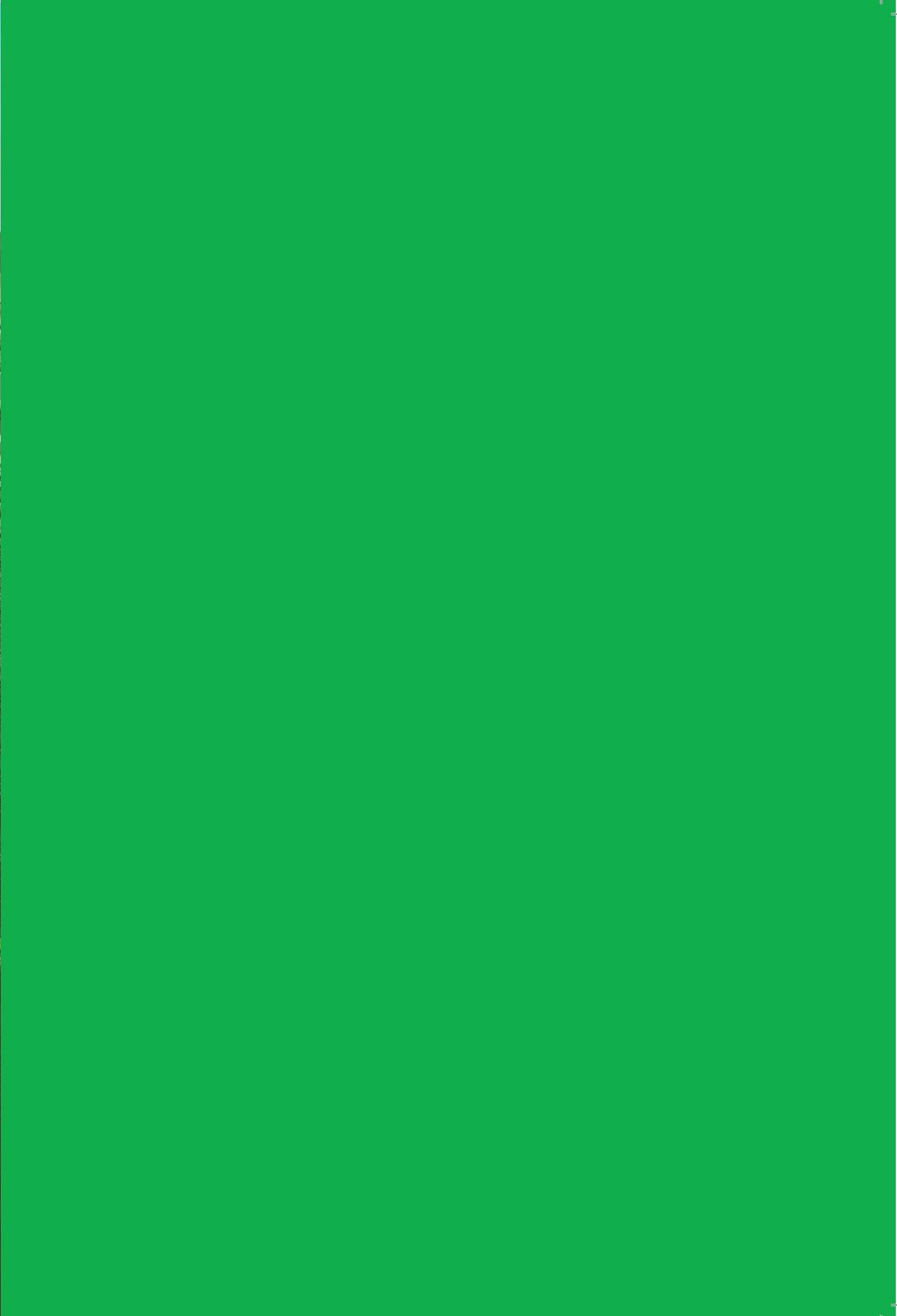
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*Congratulations
to all of tonight's winners!*

Thank you for being a part of the PRSA
Houston Excalibur Awards. We
appreciate your support of our chapter.

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