



PR *THE Journey*
NEVER ENDS
38th ANNUAL EXCALIBUR AWARDS
WINNERS

2023 CEO COMMUNICATOR OF THE YEAR



VANESSA E. WYCHE
*DIRECTOR, NASA'S JOHNSON SPACE
CENTER*

2023 LEGACY AWARD WINNER



TERRI LARSON, APR

- *DIRECTOR OF CORPORATE COMMUNICATONS, HUNTSMAN COMPANY*
- *LARSON COMMUNICATIONS AND CONSULTING*

2023 PRSA HOUSTON SCHOLARSHIP WINNERS

SYBIL SANCHEZ, SCHOLARSHIP COMMITTEE CHAIRPERSON

GRADUATE PROGRAM

MEGAN HUGHES, UNIVERSITY OF HOUSTON



MERCY IRIVWIERI, UNIVERSITY OF HOUSTON



2023 PRSA HOUSTON SCHOLARSHIP WINNERS

SYBIL SANCHEZ, SCHOLARSHIP COMMITTEE CHAIRPERSON

JUNIOR/SENIOR CATEGORY

VERONICA NWANNA, UNIVERSITY OF HOUSTON

KATHARINE COOK, TEXAS A & M

KOLBY PHILLIPS, TEXAS SOUTHERN UNIVERSITY



2023 PRSA HOUSTON SCHOLARSHIP WINNERS

SYBIL SANCHEZ, SCHOLARSHIP COMMITTEE CHAIRPERSON

FRESHMAN/SOPHOMORE CATEGORY

SHEYLA HIDALGO, TEXAS A & M



EXCALIBUR AWARDS PRESENTATION

WE HAVE LIFTOFF! LET'S GO!

ANNUAL REPORTS

BRONZE EXCALIBUR-UNIVERSITY OF HOUSTON DIVISION OF STUDENT AFFAIRS

ANNUAL REPORTS

SILVER EXCALIBUR-UT MD ANDERSON CANCER CENTER *FISCAL YEAR 2022 ANNUAL REPORT*

BRONZE EXCALIBUR-UNIVERSITY OF HOUSTON

THE BIG IDEA BLOG: FLUSHING OUT ABSOLUTISM IN SCIENCE

CREATIVE OR UNCONVENTIONAL

SILVER EXCALIBUR-HOUSTON ZOO

*HOUSTON ZOO'S CENTENNIAL MURAL SERIES, CELEBRATING
CONSERVATION THROUGH ART*

SILVER EXCALIBUR-LFD COMMUNICATIONS
*THE TIME IS NOW TO ADDRESS OUR CURRENT TEACHER
SHORTAGE*

GOLD EXCALIBUR-MEMORIAL HERMANN HEALTH
SYSTEM

*TURNING TRAGEDY INTO ACTION, MEMORIAL HERMANN
TAKES A STAND FOR GUN SAFETY*

COMMUNITY RELATIONS

BRONZE EXCALIBUR-HILLDAY PUBLIC RELATIONS *METRORAPID UNIVERSITY CORRIDOR PROJECT, 2022 PUBLIC MEETINGS*

COMMUNITY RELATIONS

SILVER EXCALIBUR-HARMONY PUBLIC SCHOOLS PUBLIC RELATIONS

H-P-I-E, HARMONY PARTNERS IN EDUCATION

COMMUNITY RELATIONS

GOLD EXCALIBUR-LOVE ADVERTISING
YMCA OF GREATER HOUSTON SAFETY AROUND WATER

FEATURE STORIES

BRONZE EXCALIBUR-UNIVERSITY OF HOUSTON
*4-PEAT! U-H ENTREPRENEURSHIP PROGRAM RANKS NUMBER
ONE*

FEATURE STORIES

SILVER EXCALIBUR-UT MD ANDERSON CANCER CENTER

PROMISE NEWSLETTER, ALLISON INSTITUTE FEATURE

BRONZE EXCALIBUR-CHAMBERLAIN HRDLICKA AND WARD

*RENOVATING AN OFFICE LEASE ANNOUNCEMENT TO A LAW
FIRM GROWTH STORY, BY DESIGN*

NEWS RELEASES

SILVER EXCALIBUR-FAR PUBLIC RELATIONS *RCA BRAND EXPOSURE TACTICS*

SILVER EXCALIBUR-MYHART COMMUNICATIONS AND BREAD OF LIFE, INC.

*BREAD OF LIFE THANKSGIVING DISTRIBUTION AND QUEST
DIAGNOSTICS GRANT ANNOUNCEMENT*

SILVER EXCALIBUR-UNIVERSITY OF HOUSTON *FENTANYL VACCINE POTENTIAL GAME CHANGER FOR OPIOID EPIDEMIC*

CRISIS COMMUNICATIONS AND ISSUES MANAGEMENT

BRONZE EXCALIBUR-THE KROGER COMPANY
KROGER BECOMES A WATERING HOLE FOR HOUSTONIANS

CRISIS COMMUNICATIONS AND ISSUES MANAGEMENT

SILVER EXCALIBUR-THE CKP GROUP
PROTECTING BRAND REPUTATION IN THE FACE OF A CRISIS

EVENTS AND OBSERVANCES

BRONZE EXCALIBUR-FAR PUBLIC RELATIONS *VETERANS' DAY CEMETERY CAMPAIGN*

EVENTS AND OBSERVANCES

BRONZE EXCALIBUR-GENSLER *GENSLER'S 50TH ANNIVERSARY*

EVENTS AND OBSERVANCES

SILVER EXCALIBUR-COVESTRO

*BAYTOWN 50, CELEBRATING A GOLDEN ANNIVERSARY IN THE
HEART OF THE COMMUNITY.*

EVENTS AND OBSERVANCES

SILVER EXCALIBUR-NASA'S JOHNSON SPACE CENTER

*WE CHOOSE TO GO TO THE MOON, THE NATIONAL
CELEBRATION OF THE 60TH ANNIVERSARY OF JOHN F.
KENNEDY'S SPEECH AT RICE UNIVERSITY*

EVENTS AND OBSERVANCES

GOLD EXCALIBUR-ELMORE PUBLIC RELATIONS
DEBUTING HOUSTON GRAND OPERA'S NEW CEO

NEWSLETTERS

**BRONZE EXCALIBUR-UT MD ANDERSON CANCER
CENTER
*PROMISE NEWSLETTER***

SILVER EXCALIBUR-MEMORIAL HERMANN HEALTH SYSTEM

*AVP UPDATE, OPTIMIZING PHYSICIAN
COMMUNICATIONS*

PODCASTS

BRONZE EXCALIBUR-THE CARBONARA GROUP, THE MENNINGER CLINIC *MIND DIVE PODCAST*

PODCASTS

SILVER EXCALIBUR-BIG OAK TREE MEDIA
LATINA LEADERSHIP PODCAST

PODCASTS

SILVER EXCALIBUR-VERONICA V. SOPHER
PR SAY, THE OFFICIAL PODCAST OF THE PRSA HOUSTON
CHAPTER

GOVERNMENT AFFAIRS

GOLD EXCALIBUR-SHELDON ISD

*NOVEMBER 2022 BOND ELECTION, HOW A FAILED ELECTION
TURNED INTO A SUCCESS STORY WITH LESSONS LEARNED*

INTEGRATED COMMUNICATIONS

BRONZE EXCALIBUR-MEMORIAL HERMANN ROCKETS

ORTHOPEDICS

*ELEVATING ORTHOPEDIC CARE, MEMORIAL HERMANN
ROCKETS ORTHOPEDICS INTEGRATED COMMUNICATIONS
CAMPAIGN*

INTEGRATED COMMUNICATIONS

SILVER EXCALIBUR-PAIGE PR

PROMOTING THE WOMEN IN ENERGY GLOBAL STUDY

INTEGRATED COMMUNICATIONS

**SILVER EXCALIBUR-UT MD ANDERSON CANCER
CENTER
*JAMES P. ALLISON INSTITUTE LAUNCH***

INTEGRATED COMMUNICATIONS

GOLD EXCALIBUR-ROTARY INTERNATIONAL AND
WARD

PEOPLE OF ACTION, PEOPLE OF LEARNING

MARKETING CONSUMER PRODUCTS AND SERVICES

BRONZE EXCALIBUR-HILLDAY PUBLIC RELATIONS
HOUSTON WE HAVE A NEW MOBILITY APP, CONNECTSMART

MARKETING CONSUMER PRODUCTS AND SERVICES

SILVER EXCALIBUR-SAN JACINTO COLLEGE *PROMISE AT SAN JAC SCHOLARSHIP*

SPECIAL AWARDS

**GOVERNMENT COMMUNICATIONS TEAM OF THE
YEAR**
***OFFICE OF HARRIS COUNTY ATTORNEY CHRISTIAN D.
MENEFEE***

SPECIAL AWARDS

NON-PROFIT COMMUNICATIONS TEAM OF THE YEAR
UNIVERSITY OF HOUSTON-UNIVERSITY MARKETING AND
COMMUNICATIONS

SPECIAL AWARDS

NEW PR AGENCY OF THE YEAR
BRAMBLE CREATIVE

SPECIAL AWARDS

MID-SIZE PR AGENCY OF THE YEAR
BIG OAK TREE MEDIA

SPECIAL AWARDS

LARGE PR AGENCY OF THE YEAR *THE CKP GROUP*

SPECIAL AWARDS

SOLO PRACTITIONER OF THE YEAR
FELICIA PEREZ, APR, FAR PUBLIC RELATIONS

SPECIAL AWARDS

PUBLIC RELATIONS PROFESSIONAL OF THE YEAR
ISIDRO REYNA, APR, NASA'S JOHNSON SPACE CENTER

SOCIAL MEDIA

GOLD EXCALIBUR-ELMORE PUBLIC RELATIONS
*INFLUENCING SHOPPERS TO ATTEND THE 41ST ANNUAL
NUTCRACKER MARKET, A SOCIAL MEDIA INFLUENCER
STRATEGY*

SPECIAL PROJECTS

BRONZE EXCALIBUR-HOUSTON ZOO
HOUSTON ZOO, CELEBRATING A CENTURY

SPECIAL PROJECTS

SILVER EXCALIBUR-CITY OF HOUSTON OFFICE OF BUSINESS OPPORTUNITY AND WARD *MEET THE BUYER*

SPECIAL PROJECTS

**SILVER EXCALIBUR-CITY OF HOUSTON OFFICE OF
BUSINESS OPPORTUNITY AND WARD
*LIFTOFF O-R HELPS PROPEL ENTREPRENEURS***

SPECIAL PUBLICATIONS

BRONZE EXCALIBUR-SAN JACINTO COLLEGE *2022 AND 2023 SOFTBALL MEDIA GUIDES*

SPECIAL PUBLICATIONS

SILVER EXCALIBUR-UNIVERSITY OF HOUSTON *HOUSTON, 2022 JOURNEY TO THE TOP*

SPEECH WRITING/SPEECHES

SILVER EXCALIBUR-BAKERRIPLEY ***CEO REMARKS FOR THE BAKERRIPLEY 2022 VOLUNTEER*** ***APPRECIATION CELEBRATION***

**MOST EFFECTIVE CAMPAIGN ON A SHOESTRING BUDGET
(\$5000 OR LESS)**

**SILVER EXCALIBUR-UNIVERSITY OF HOUSTON
*U-H MARCH MADNESS SOCIAL MEDIA 2022***

PUBLIC SERVICE NON-PROFIT

BRONZE EXCALIBUR-THE CARBONARA GROUP
*HOUSTON HUMANE SOCIETY, OUR COMMUNITY ANNUAL
WELFARE PIONEER*

PUBLIC SERVICE NON-PROFIT

**BRONZE EXCALIBUR-COALITION FOR THE HOMELESS
OF HOUSTON-HARRIS COUNTY**
*NEW YORK TIMES ARTICLE DRAWS THE WORLD'S
ATTENTION TO HOUSTON PROGRESS IN ADDRESSING
HOMELESSNESS*

PUBLIC SERVICE NON-PROFIT

SILVER EXCALIBUR-FAR PUBLIC RELATIONS
BEAR BACK TO SCHOOL CAMPAIGN

PUBLIC SERVICE NON-PROFIT

SILVER EXCALIBUR-ELMORE PUBLIC RELATIONS
PROMOTING LITERACY IN HOUSTON, HOUSTON READS DAY
2022

PUBLIC SERVICE NON-PROFIT

GOLD EXCALIBUR-LOVE ADVERTISING
***SAM HOUSTON AREA COUNCIL SCOUTING'S SPRING OF
SERVICE***

REPUTATION/BRAND MANAGEMENT

BRONZE EXCALIBUR-UNIVERSITY OF HOUSTON
UNIVERSITY OF HOUSTON 2022 BRAND REFRESH PROGRAM

REPUTATION/BRAND MANAGEMENT

GOLD EXCALIBUR-THE CARBONARA GROUP AND THE
HOUSTON HUMANE SOCIETY
*FROZEN BAT RESCUE SCORES BRAND RECOGNITION AS
WILDLIFE CHAMPION*

VIDEO

BRONZE EXCALIBUR-MEMORIAL HERMANN HEALTH
SYSTEM
I AM MEMORIAL HERMANN

VIDEO

SILVER EXCALIBUR-SAN JACINTO COLLEGE
SAN JACINTO COLLEGE DIGITAL HOLIDAY CARD

WEBSITES

BRONZE EXCALIBUR-THE CKP GROUP
MCHIRING IN HOUSTON

GRAND EXCALIBUR FINALISTS

ELMORE PUBLIC RELATIONS

DEBUTING HOUSTON GRAND OPERA'S NEW CEO

LOVE ADVERTISING

SAM HOUSTON AREA COUNCIL SCOUTING'S SPRING OF SERVICE

NASA'S JOHNSON SPACE CENTER

***WE CHOOSE TO GO TO THE MOON: THE NATIONAL CELEBRATION OF
THE 60TH ANNIVERSARY OF JOHN F. KENNEDY'S SPEECH AT RICE
UNIVERSITY***

2023 GRAND EXCALIBUR WINNER

LOVE ADVERTISING
***SAM HOUSTON AREA COUNCIL SCOUTING'S SPRING OF
SERVICE***

CONGRATULATIONS!!

TIME TO FIND OUT WHO WON THE RAFFLE PRIZES!

- SIGNED BASEBALL BY ALEX BREGMAN OF THE HOUSTON ASTROS
- 2 TICKETS TO HOUSTON DYNAMO HOME GAME WITH PRE-GAME SIDELINE PRACTICE VIEWING
- KENDRA SCOTT PENDANT AND EARRINGS
- 2 WATERCOLOR PAINTINGS BY KRYSTAL PEECE, DONATED BY YVONAMOR PALIX ARTIQUE GALLERY
- \$100 GIFT CARD TO TINY BOXWOODS RESTAURANT

LET'S GET READY FOR 2024!

THANK YOU EVERYONE FOR COMING TONIGHT!

SEE YOU ALL NEXT YEAR!