



CONGRATULATIONS TO ALL 2013 WORTHY AWARDS WINNERS!

PROGRAMS

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COMMUNITY RELATIONS

WORTHY AWARD

Balcom Agency - NTE Mobility Partners
and LBJ Express

AWARD OF EXCELLENCE

Beth Hutson, Sohana Kutub,
Hutson Creative Group, Inc. - Advocacy campaign, Arts
Council of Fort Worth and Tarrant County

AWARD OF ACHIEVEMENT

Lisa Lankes, Tom Feller, Tassie Munroe, Justin Brands -
Calf Scramble at the Fort Worth Stock Show

CRISIS COMMUNICATIONS

WORTHY AWARD

Yolanda Walker, Cash America - Ohio Reimbursement
Program reputation management

INTEGRATED MARKETING COMMUNICATIONS

WORTHY AWARD

Balcom Agency - *Dead Sea Scrolls and the Bible - Ancient
Artifacts, Timeless Treasures Exhibition*, Southwestern
Baptist Theological Seminary

AWARD OF EXCELLENCE

Margaret Ritsch, APR, TCU Schieffer School of
Journalism - *Purple in Portuguese - Branding a New
Student Agency at TCU*

AWARD OF ACHIEVEMENT

Lisa Lankes, Megan Force, Lauren Quiroz, Justin Brands -
Call of the Wild, Chippewa Boots promotion

INTERNAL RELATIONS

WORTHY AWARD

Gigi Westerman, APR, Strategic Image, Inc.,
Shannon Wingo, Tarrant County Public Health and
Ann Sawyer Caldwell, Tarrant County Public Health -
Breastfeeding WORKS, Tarrant County Public Health

AWARD OF EXCELLENCE

Lisa Lankes, Donna Lasater, Monica McCall,
Justin Brands - Justin Disaster Recovery Memorial Fund
for Joplin Tornado

PUBLIC SERVICE

WORTHY AWARD

Liz Heck, Jennifer Henderson, J.O., Jennifer Wersal, Susan
G. Komen for the Cure[®] Greater Fort Worth Affiliate -
Susan G. Komen for the Cure[®] Greater Fort Worth Affiliate
Race for the Cure

AWARD OF EXCELLENCE

Barbara Griffith, Fort Worth Independent School District -
It's Not OK anti-bullying initiative

SPECIAL EVENTS & OBSERVATIONS

WORTHY AWARD

Sarina Klaver, Lockheed Martin Missiles and
Fire Control - Malcom Baldrige National Quality Award

AWARD OF EXCELLENCE

Taylor Huynh, Julie Hoppe, Brenna Witt, Trinity River
Authority of Texas - Employee Recognition Event to Build
a Positive Work Culture

AWARD OF ACHIEVEMENT

Cosmin Ghiurau, Ricky Cadden, Paige Guyton,
RadioShack - RadioShack Cyber Monday

SPECIAL PUBLIC RELATIONS PROGRAM

WORTHY AWARD

Gigi Westerman, Strategic Image, Inc.,
Sandy Knott, Graphic Artist,
Ann Sawyer Caldwell, Tarrant County Public Health -
College in Color, Tarrant County Public Health

AWARD OF EXCELLENCE

John Kent, Mark Lewis, Lockheed Martin -
Joint Light Tactical Vehicle Engineering and Mechanical
Development contract support

AWARD OF ACHIEVEMENT

Claire Bloxom, Concussion, Richard Maxwell,
Joan Hunter, The T - *Transport Yourself*,
Trinity Railway Express and Main Street Arts Festival, Fort
Worth Transportation Authority

TACTICS

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ADVERTORIAL

AWARD OF EXCELLENCE

Liz Heck, Jennifer Henderson, J.O., Kathie Russell,
Plaza Medical Center – First Percutaneous Clot Removal
Without Open Heart Surgery in Texas,
Plaza Medical Center of Fort Worth

ANNUAL REPORT

WORTHY AWARD

Shara Kelley, Jennifer Perez, Rebecca Slack -
Singleness of Purpose/2011 -2012
Fort Worth ISD Annual Report

AWARD OF EXCELLENCE

Julie Payne, Jill King, Randena Hulstrand -
UNT Research, University of North Texas

AWARD OF ACHIEVEMENT

LifeGift Team, Balcom Agency –
LifeGift Annual Report/Calendar

ARTICLE/COLUMN

AWARD OF ACHIEVEMENT

Andra Bennett House and David A. House,
Fort Worth Chamber of Commerce -
AA Is on a Return to Profitability Op/Ed

BLOG

WORTHY AWARD

Balcom Agency - *A Fit for Every Foot (or Calf),*
Justin Boots

E-NEWSLETTER

AWARD OF EXCELLENCE

Balcom Agency, Texas Health Resources
- TEX employee newsletter

BROCHURE

WORTHY AWARD

Balcom Agency - *Dead Sea Scrolls and the Bible - Ancient*
Artifacts, Timeless Treasures, Southwestern Baptist
Theological Seminary

AWARD OF EXCELLENCE

Balcom Agency - Brand book, Professional Compounding
Centers of America Pharmaceuticals

AWARD OF ACHIEVEMENT

Shara Kelley, Jennifer Perez - *2013 -14 Choices,*
Fort Worth Independent School District

COMMUNITY RELATIONS, ONE-TIME EVENT

WORTHY AWARD

Balcom Agency
Tarrant County Non-Profit Awareness

AWARD OF EXCELLENCE

Susan Frye, Norman Robbins, Joe LaMarca,
Lockheed Martin Aeronautics – Lockheed Martin
Aeronautics Employees Reaching Out (AERO) Club
employee giving campaign

AWARD OF ACHIEVEMENT

Barbara Griffith, Fort Worth Independent School
District - *Singleness of Purpose/State of Education*
Superintendent's Report

MEDIA EVENT

WORTHY AWARD

Liz Heck, Jennifer Henderson, J.O., Kristen Bostick,
Goodwill – Mortgage-free home for deserving veteran,
Goodwill Industries of Fort Worth

AWARD OF EXCELLENCE

Liz Heck, Jennifer Henderson, J.O., Jennifer Wersal,
Susan G. Komen for the Cure® Greater Fort Worth Affiliate
- Concert for the Cure

AWARD OF ACHIEVEMENT

Liz Heck, Jennifer Henderson, J.O., Jennifer Wersal,
Susan G. Komen for the Cure® Greater Fort Worth Affiliate
- Fort Worth Stock Show & Rodeo Goes Pink

MEDIA RELATIONS ONLINE NEWSROOM

WORTHY AWARD

Lisa Albert, TCU Marketing and Communications –
Online Newsroom Redesign

AWARD OF EXCELLENCE

Yolanda Walker, Cash America –
Cash America News Site Overhaul

NEWS RELEASE, PITCH, STORY ANGLE

WORTHY AWARD

Liz Heck, Jennifer Henderson, J.O., Kathie Russell,
Plaza Medical Center- First Percutaneous Clot Removal
Without Open Heart Surgery in Texas, Plaza Medical
Center of Fort Worth

AWARD OF EXCELLENCE

Bill Lawrence, APR, Fellow PRSA, Pam Lawrence,
Lawrence and Associates – *Violent Motion - Frederic*
Remington's Artistry in Bronze, Sid Richardson Museum

AWARD OF ACHIEVEMENT

Liz Heck, Jennifer Henderson, J.O., Kristen Bostick,
Goodwill Industries of Fort Worth - End of Year Donations

TACTICS

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MAGAZINE, EXTERNAL AUDIENCE

AWARD OF EXCELLENCE

Julie Payne, Jill King, Randena Hulstrand,
The North Texan alumni magazine,
University of North Texas

NEWSLETTER, INTERNAL AUDIENCE

WORTHY AWARD

Christina Kuhl, Jeffrey Neu, XTO Energy,
Allyson Cross, GCG - *The Flowline* newsletter,
XTO Energy Inc.

SOCIAL MEDIA

WORTHY AWARD

Balcom Agency - Tomlyn
Lend a Paw shelter program

AWARD OF EXCELLENCE

Balcom Agency - *The Inner Gypsy* Facebook promotion,
Justin Boots

AWARD OF ACHIEVEMENT

LyTer Green, Gage Grammer Allen Kellogg, Roxo/TCU -
Lone Star Film Festival

AWARD OF ACHIEVEMENT

Balcom Agency - digital billboards, Justin Boots

VIDEO - INTERNAL

WORTHY AWARD

Charles Ellis, Scott JuVette, Rebecca Slack, Fort Worth
Independent School District - Words to Wheels

AWARD OF EXCELLENCE

Paige Blankenship, Cash America - *Behind the Solution*
employee spotlight

AWARD OF ACHIEVEMENT

Barbara Griffith, Scott JuVette, Rebecca Slack,
Fort Worth Independent School District -
Gold Seal Schools and Programs of Choice

VIDEO - PROFESSIONAL SERVICES

WORTHY AWARD

Bud Force, Ultralight Films - Texas Wildlife Company,
water feature designers

AWARD OF ACHIEVEMENT

Charles Ellis, Scott JuVette, Edward Spears, Fort Worth
Independent School District - print services promotion

VIDEO - PUBLIC SERVICE ANNOUNCEMENT

WORTHY AWARD

Liz Heck, J.O., Matt Munson, Red Productions,
Jennifer Wersal, Susan G. Komen for the Cure®
Greater Fort Worth Affiliate - Susan G. Komen for the
Cure® Greater Fort Worth Affiliate Race for the Cure

AWARD OF EXCELLENCE

Carol Murray, APR, Sharron Conrad, Vishal Malhotra,
Sixth Floor Museum at Dealey Plaza -
Vote on Tuesday Nov. 6

AWARD OF ACHIEVEMENT

Jenny Sanders, Tracy Bristol, TCU, Red Productions,
Schaefer Advertising - *Big XII Inaugural Season*

VIDEO - EXTERNAL

WORTHY AWARD

Yolanda Walker, Cash America - *I Am a Cash American*

AWARD OF ACHIEVEMENT

Balcom Agency - MetGuard Shield,
Justin Original Work Boots

SPECIAL WRITING PROJECT

WORTHY AWARD

Chris Smith, Smith Communications - *White Paper:*
Environmental Non-Government Organization
Perspectives on Carbon Capture and Storage

AWARD OF EXCELLENCE

Judy Everett Ramos, Hurst-Euless-Bedford Independent
School District - *Crisis Communications Guide*

AWARD OF ACHIEVEMENT

Lisa Lankes, Scott Mildren, Lauren Quiroz, Justin Brands -
Original Chippewa Press Kit

WEBSITE

WORTHY AWARD

Viqui Litman and Dan Purschwitz, Freese and Nichols -
Freese and Nichols Intranet

AWARD OF EXCELLENCE

Balcom Agency, Balcom Agency -
Modern Art Museum of Fort Worth

AWARD OF ACHIEVEMENT

Andra Bennett House, Minh Phan -
Fort Worth Chamber of Commerce

ACADEMIC

REFEREED PUBLICATION

WORTHY AWARD

Sarah Maben, PhD, Tarleton State University,
and Kathleen Whitson, PhD,
University of North Texas

A research project resulted in a better understanding of student-run public relations firms on U.S. college campuses. Advisors provided data about firm characteristics, such as years in operation, funding, workspace, hiring, clients and student involvement.

AWARD OF EXCELLENCE

Margaret Ritsch, APR, Schieffer School of Journalism, TCU

A poster publication at the Educators Academy of the PRSA International Conference explained techniques to empower students with knowledge of industry practices.

SERVICE LEARNING INITIATIVE

AWARD OF EXCELLENCE

Shelley Wigley, PhD, Tom Christie, PhD,
Charla Markham Shaw, PhD,
University of Texas at Arlington

Students in Dr. Wigley's class developed and implemented campaign tools and tactics on behalf of Meals on Wheels of Tarrant County. Results revealed an increase in awareness in the Arlington and UTA communities. The campaign also raised more than \$450.

AWARD OF EXCELLENCE

Amiso M. George, PhD, APR, Fellow PRSA,
Schieffer School of Journalism, TCU

VITALS PR campaign, supported with a \$50,000 grant from the Century Council, was prepared to help students recognize symptoms of alcohol poisoning and get help. VITALS succeeded in exposing one half of the student body to the issue.

BEST OF SHOW

Gigi Westerman, Strategic Image, Inc.,
Shannon Wingo, Tarrant County Public Health,
Ann Sawyer Caldwell, Tarrant County Public Health

STRATEGIC COMMUNICATIONS PROGRAM

Breastfeeding WORKS - A strategic internal communications campaign designed to train supervisors, educate expectant parents and families and garner support for a new Tarrant County Public Health worksite lactation policy.

COMMUNICATOR OF THE YEAR

Sponsored by the *Fort Worth Business Press*, the 2013 Communicator of the Year is Mayor Betsy Price, who is being honored for her "open, constant communication" and her "push to make city processes and procedures more transparent."

JUDGES

PROGRAMS AND TACTICS

Las Vegas Valley Chapter

PRSA

The Las Vegas Chapter of PRSA
Las Vegas, Nevada

ACADEMIC ACHIEVEMENT

Faculty of the Gaylord School of Journalism and Mass Communications, University of Oklahoma Norman, Oklahoma

If you are interested in additional copies of your Worthy Award, please contact Megan Force at megan.force@justinbrands.com. Additional awards will be \$20 each.

THANK YOU TO OUR SPONSORS

