

2012 PRISM AWARD WINNERS  
OCTOBER 19, 2012

**SPECIAL HONORS**

**2012 Best in Show**

BELA Communications and Waddell & Reed – “Honoring Our History” World War I traveling exhibition.

**2012 PR Team of the Year**

Hallmark Cards and Fleishman-Hillard

**Roger Yarrington Public Relations Professional of the Year Award**

Renee Robinson

**Bill DeLay Award for Distinguished Service**

Derek Klaus, Kansas City Convention & Visitors Association

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**PRISM HONORS**

**Category 1: Community Relations.**

Silver PRISM

KU Edwards Campus BEST Building Grand Opening - Trozzolo Communications Group

Silver PRISM

Waddell & Reed's "Honoring Our History" Traveling World War I Exhibition - Bella Communications and Waddell & Reed

Silver PRISM

Extreme Makeover Home Edition Ottawa Build - Parris Communications

Silver PRISM

Riverside Do Good - Trozzolo Communications Group

Silver PRISM

Alphapointe Centennial Event - Trozzolo Communications Group

Silver PRISM

Kauffman Foundation Global Entrepreneurship Week - Trozzolo Communications Group

Gold PRISM

Kansas City Convoy of Hope Third-Annual Outreach - Kansas City Convoy of Hope

Gold PRISM

MCU Salute Our Heroes - Trozzolo Communications Group

Gold PRISM

KCRTA Modern Streetcar Party - Venice Communications

Gold PRISM  
Susan G. Komen 3-Day Media Relations - Crossroads and Susan G. Komen 3-Day

Gold PRISM  
National PR Campaign: Positioning KC as an Affordable Destination - Kansas City  
Convention & Visitors Association

Gold PRISM  
KIUC Hydro Campaign - Sturges Word Communications (the highest score in the  
category)

### **Category 2: Reputation/Brand Management**

Silver PRISM  
America THINKS 2011 - HNTB

Silver PRISM  
Camp Fire Rebrand - Trozzolo Communications Group

Silver PRISM  
THINK: Infrastructure Forums - HNTB

Silver PRISM  
Mid-Atlantic Farmers Feed US - CMA and the Center for Food Integrity

Gold PRISM  
Missouri Employers Mutual - Parris Communications

Gold PRISM  
Missouri Bank's "Go business. Go." Campaign - Trozzolo Communications Group

Gold PRISM  
Waddell & Reed's "Honoring Our History" Traveling World War I Exhibition - BELA  
Communications and Waddell & Reed (the highest score in the category)

### **Category 3: Events and Observances,**

Silver PRISM  
Burns & McDonnell: World Headquarters Expansion Announcement - Parris  
Communications

Silver PRISM  
Good. Better. BEST. Grand opening of the Business, Engineering, Science and  
Technology Building - University of Kansas Edwards Campus

Silver PRISM  
Burns & McDonnell: "Battle of the Brains" Contest and Awards Ceremony - Parris  
Communications

Silver PRISM  
JDRF Gala - Trozzolo Communications Group

Gold PRISM

Sonic Drive-In Happy Hour All Day on Tax Day – Crossroads

Gold PRISM

Extreme Makeover Home Edition Ottawa Build - Parris Communications

Gold PRISM

Kansas City Restaurant Week - Page Communications, KCCVA and GKC  
Restaurant Association

Gold PRISM

Waddell & Reed's "Honoring Our History" Traveling World War I Exhibition - Bella  
Communications and Waddell & Reed (highest score in this category)

**Category 4: Public Service.**

Gold PRISM

TxT: Going Mobile with Sex Ed and Teen Pregnancy Prevention – Fleishman Hillard

Gold PRISM

Nutrition: The 5th Vital Assessment - Grey Healthcare Group and Hill's Pet Nutrition  
(highest score in the category)

**Category 5: Public Affairs**

Silver PRISM

Missouri Employers Mutual - Parris Communications

Silver PRISM

Opposition to Raising Truck Weight/Size Limits - Owner-Operator Independent  
Drivers Association

Silver PRISM

KBA Audit Legislative & Media Outreach - Sturges Word Communications and the  
Kansas Bioscience Authority

Gold PRISM

Ash Grove 2012 Chanute Sand Permit - Ash Grove Cement Company and Capitol  
Advantage

**Category 6: Marketing Consumer Products and Services**

Silver PRISM

Consumers: "Know Your Stuff" - Home Inventory App - NAIC

Silver PRISM

Merlin Entertainments - INK inc. PR

Silver PRISM

New in Town PR - Crossroads

Silver PRISM

National Media Relations Program - Crossroads and Blue Bunny

Silver PRISM  
MCU Marketing Campaign - Trozzolo Communications Group

Gold PRISM  
Chef Duff New Product Launch - Crossroads and Blue Bunny

Gold PRISM  
Healthy and Happy Beginnings for the TMC Lakewood Family Birthplace - Truman Medical Centers

Gold PRISM  
Weight Watchers Ice Cream National Media Relations Program - Crossroads

Gold PRISM  
Papa Murphy's Mini Murph Rollout - Trozzolo Communications Group (highest score in the category)

**Category 7: Marketing Business to Business:**

Silver PRISM  
Hill's Prescription Diet y/d Feline Thyroid Health PR Launch - Grey Healthcare Group and Hill's Pet Nutrition

**Category 8: Crisis Communications and Issues Management**

Silver PRISM  
Susan G. Komen Boston 3-Day Heat Crisis Response – Crossroads

Silver PRISM  
Ash Grove NPR Story - Ash Grove Cement Company, Sturges Word Communications and Tim Wigley

Silver PRISM  
Missouri Employers Mutual - Parris Communications

Gold PRISM  
KBA Audit Communications - Sturges Word Communications and the Kansas Bioscience Authority

**Category 9: Internal Communications**

Silver PRISM  
NAIC KidCast - NAIC

Silver PRISM  
NAIC/PIO Forum - PIO Almanac - NAIC

Silver PRISM  
Komen 3-Day Affiliate Relations - Crossroads

Gold PRISM  
AMC's Foreign Ownership Transition - AMC Entertainment

**Category 12: Integrated Communications**

Silver PRISM  
I-35 Bus-on-Shoulder Public Education Campaign - HNTB Corporation and Johnson County Transit

Silver PRISM  
Consumers: "Know Your Stuff" - Home Inventory Program - NAIC

Silver PRISM  
Kauffman Foundation Maker Faire - Trozzolo Communications Group

Silver PRISM  
Meet Ohio Dairy Farmers: June Dairy Month - CMA

Silver PRISM  
Willitbeyou Super Bowl Campaign - Ewing Marion Kauffman Foundation

Silver PRISM  
Beerfest - Trozzolo Communications Group

Gold PRISM  
National Academy of Science: Transportation Research Board - Parris Communications

Gold PRISM  
Kansas City Restaurant Week Marketing Campaign - Kansas City Convention & Visitors Association and Page Communications (highest score in the category)

**Category 13: Feature Stories**

Silver PRISM  
Ash Grove World Cement Feature - Ash Grove Cement Company

Silver PRISM  
Ash Grove International Cement Review Feature - Ash Grove Cement Company

**Category 14: Editorial/Op Ed.**

Silver PRISM  
Missouri Bank Main Street Guest Column in KC Star - Trozzolo Communications Group

**Category 15: Podcasts,**

Silver PRISM  
The Bioethics Channel - From the Center for Practical Bioethics

**Category 16: Websites:**

Silver PRISM  
TMC Lakewood Family Birthplace Microsite - Truman Medical Centers

**Category 18: Social Media**

Silver PRISM

KCADC Social Media - Morningstar Communications and the Kansas City Area Development Council

Silver PRISM

Hill's Veterinary Technician Social Media Training - Grey Healthcare Group and Hill's Pet Nutrition

Gold PRISM

Holiday Facebook Sweepstakes - CMA

Gold PRISM

Finding Bliss with Bloggers: Hallmark at Blissdom 2012 - Fleishman-Hillard (highest score in category)

**Category 19: Blogs**

Silver PRISM

Grundfos Modern Comfort Blog - Morningstar Communications and Grundfos

**Category 20: Smartphone Apps**

Gold PRISM

Consumers: "Know Your Stuff" Home Inventory Smartphone App - NAIC

**Category 21: Creative or Unconventional Tactics**

Gold PRISM

Hallmark 2011: Holiday Ideas & Inspiration - Fleishman-Hillard

**Category 22: Press Kits/Media Kits**

Silver PRISM

Insure U: Get Smart About Insurance - "Determining the Right Coverage for Your Situation" - NAIC

Gold PRISM

Hill's Prescription Diet y/d Feline Thyroid Health PR Media Kits - Grey Healthcare Group and Hill's Pet Nutrition

**Category 23: Video**

Silver PRISM

HNTB Bridge Video News Release - HNTB

Silver PRISM

The Drug Discovery Continuum: From Bench to Bedside and Back Again - University of Kansas Cancer Center

Silver PRISM

MCU Video Campaign - Trozzolo Communications Group

Silver PRISM

A Healthy Baby is Worth the Wait - Crossroads

Gold PRISM

Kauffman Foundation Sketchbook Series - Ewing Marion Kauffman Foundation

**Category 24: Newsletters**

Silver PRISM  
Groundbreaking - JE Dunn Construction

Silver PRISM  
NAIC National Meeting Newsletters - NAIC

Silver PRISM  
Ash Grove Foundations Newsletter - Sturges Word Communications and Ash Grove Cement Company

Silver PRISM  
YE Wire - Morningstar Communications

Gold PRISM  
Ash Grove Neighbors Newsletters - Sturges Word Communications and Ash Grove Cement Company

Gold PRISM  
Electronic Transformation of AMC InterMission - AMC Entertainment

Gold PRISM  
AMC InterMission - AMC Entertainment (the highest score in the category)

**Category 26: Magazines**

Gold PRISM  
The Punchlist - JE Dunn Construction

**Category 27: Special Publications**

Gold PRISM  
National Academy of Science: Transportation Research Board - Parris Communications

Gold PRISM  
Visit KC Magazine - Kansas City Convention & Visitors Association and Madden Media (highest score in the category)

**Category 28: Annual Reports**

Silver PRISM  
KU Edwards Campus Annual Report - Trozzolo Communications Group

Silver PRISM  
JE Dunn Construction Company 2011 Year in Review - JE Dunn Construction

Silver PRISM  
Ash Grove Annual Report: Shareholders - Sturges Word Communications and Ash Grove Cement Company

Gold PRISM

NAIC 2011 Online Annual Report: "The Home of U.S. Insurance Regulation" - NAIC

Gold PRISM

Riverside Annual Report – Trozzolo Communications Group (highest score in the category)

**Category 30: Special Projects**

Silver PRISM

Extreme Makeover Home Edition Ottawa Build from Parris Communications.

Gold PRISM

Iowa CORNucopia Tour - CMA

Gold PRISM

Limeades for Learning 2011 Campaign Kickoff - Crossroads (the highest score in the category)