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

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)