

PRSA Public
Relations
Society of
America
Oregon

SPOTLIGHT AWARDS

prsaoregon.org

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Oregon

Welcome

Dear PRSA Oregon family and friends,

Welcome to Spotlight Awards 2018! We are excited to recognize the premier communication campaigns and professionals again this year.

Participation and membership in PRSA — advancing the profession in line with the standards and ethics of our association and honoring our work that upholds these values — is more meaningful than ever.

Tonight, we're honored to have longtime Portland news anchor and reporter Amy Troy as our master of ceremonies, helping us showcase the excellent work of our Spotlight and Merit awardees, and recognizing four distinguished professionals with Awards of Distinction, including Mary Louise VanNatta, Donna Z. Davis, Gary Withers, and Nicole Shaddy.

Thank you to all our PRSA Oregon volunteers, including members of our board of directors, Spotlight committee, past presidents' council, and all our committee volunteers — your contributions make this one of the strongest Chapters in the nation, serving more than 350 members across Oregon and S.W. Washington.

We've always been more than members of a chapter — we're a PRSA family. Thank you for joining us tonight.

Respectfully,

Brian S. Terrett, APR, PRSA Fellow
President, PRSA Oregon
Awards

Madeline Turnock, APR
Chair, PRSA Oregon Spotlight

Save the Date

Thursday, Nov. 29

PRSA Oregon Chapter Annual Meeting, 5–7 p.m.

UO's George S. Portland Turnbull Center

Friday, May 3, 2019:

PRSA Oregon's Communicators Conference

Portland DoubleTree Hotel

About PRSA Oregon

PRSA Oregon, a chapter of the Public Relations Society of America, is led by an all-volunteer board, and is dedicated to serving communicators at every stage of their career, across the state of Oregon and Southwest Washington. The chapter's goal is to strengthen, unify and advance the profession and the professional, through educational programming, honoring excellence, upholding industry ethics, and networking. Our more than 350 members represent organizations of all types, from sole proprietors to agencies and professional service firms, government, associations, hospitals, schools, non-profit organizations and more.

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Order of the Evening

Opening remarks and acknowledgements

Amy Troy – Master of Ceremonies

Welcome

Brian S. Terrett, APR, PRSA Fellow, President, PRSA Oregon
Madeline Turnock, APR, Chair, PRSA Oregon Spotlight Awards

Presentation of newly accredited members and college of fellows

Jaimee Mayfield, Rhonda Morin, and Brian Terrett

Presentation of awards

Spotlight Awards,
Merit Awards, and Awards of Distinction

Closing remarks

Amy Troy

*Congratulations to this Year's 2018 Spotlight, Merit,
and Awards of Distinction Honorees!*



Recognition and Appreciation

Master of Ceremonies

Amy Troy



Longtime Portland news anchor and reporter Amy Troy serves as tonight's 2018 PRSA Oregon Spotlight Awards master of ceremonies. Troy's 26-year career began, after graduating from the University of Oregon in 1990 with a Bachelor of Arts in journalism and political science. She started at the NBC affiliate in Bend, Oregon, then reported in the Eugene market, followed by San Antonio, Salt Lake City, and Phoenix markets, until she returned to Portland in 2005 to serve as news anchor and reporter for KGW, followed by KOIN, and, most recently, KPTV. Troy is currently enjoying time outside the studio as a mom.

Thank you to tonight's in-kind sponsors

Columbia Sportswear
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Spotlight Awards Committee

Madeline Turnock, APR, chair, JoJoe Nujoy, Thelma Hale, Denise Fornberg, Meghan Zea, McKinsey Redmond, Vicki Guinn, Sally Ridenour, and Alyssa Giaimo.

PRSA Oregon Board of Directors

Brian S. Terrett, APR, College of Fellows, president; Julie Reed, APR, president-elect; Colby Read, APR, past-president; Siobahn Taylor, APR, treasurer; Tracey Lam, APR, secretary; directors-at-large Judy Asbury, Michael Lewellen, ABC, APR, Brittany Goltry, Erin Merz, Pete Donahue, Sally Ridenour, and Erin Merz; and assembly delegates Dianne Danowski-Smith, APR, Gail Dundas, and Julie Manning.

William W. Marsh Lifetime Achievement Award

Mary Louise VanNatta, APR, CAE

The William W. Marsh Lifetime Achievement Award honors an outstanding leader in the field of public relations. For nearly four decades, William W. Marsh was a towering figure in public relations in Oregon. A charter member of the Portland Metro Chapter (which was merged into the PRSA Oregon Chapter in 2017) Marsh served as president in 1963.



Mary Louise VanNatta has over 30 years of association management and public relations experience, specializing in community relations, designing membership and promotional programs tailored to individual associations, conference and meeting planning and promotional writing. She has a successful PR practice working with a number of nationally-recognized clients and local businesses and serving as the executive director of both the Salem Fire Foundation and the Salem Police Foundation.

Ms. VanNatta and her agency VPR have been recognized multiple times by the Oregon Business Magazine as one of the top PR firms in the mid-Willamette Valley and listed in its Power Book, including 2018. In 2010, the company was recognized as Micro Family Business of the Year by the Austin Family Business Program at OSU. Most importantly, she values time with her husband and two adult sons.

Ron Schmidt Community Involvement Award (25th Anniversary of the Award)

Gary Withers

Ron Schmidt raised our collective awareness consciousness and commitment. For nearly 30 years, Schmidt served as an aide to Oregon Gov. Tom McCall, then as the owner of the state's biggest and most influential public relations firm. He stood at the center of public policy in business, government and the arts.



Gary Withers, President of Concordia University's Foundation, is a catalytic, collaborative and entrepreneurial, team leader and team member. From 2005 to the present, Mr. Withers has served as an Executive Vice President and Chief Strategic Relations Officer for Concordia University-Portland. His leadership in higher education focuses on the development of strategic and community partnerships that lead to systems change, resulting in stronger and more vibrant communities, especially focused on lifting up the least advantaged. He serves as incubator and co-leader of a trailblazing new national model for education called 3 to Ph.D. Mr. Withers' board service and leadership roles are numerous, including: Children's Institute Founding President, Oregon's statewide think tank and action institute on early childhood education; Portland State University's Vice President for University Relations; and CEO of Metropolitan Family Service. He practiced law in the Portland metro area from 1979-88.

Olga M. Haley Mentorship Award

Donna Z. Davis, Ph.D.

This award, named for the late Olga M. Haley, APR, reflects our chapter's dedication to supporting members at every stage of their careers and lives. A past chapter president and legendary figure in Portland public relations, Ms. Haley's was an exemplary person and professional of honor and integrity. The recipient of this award demonstrates commitment to supporting PRSA and the profession, serving as a mentor, while demonstrating exemplary public relations.



Donna Davis is assistant professor and director of the Strategic Communications Program at the University of Oregon's George S. Portland Turnbull Center. Davis has taught and mentored thousands of PR and communication professionals. She joined UO in 2010, after more than 25 years of experience in public relations, fundraising and nonprofit communication to the classroom, including 10 years as producer and host of Family Album Radio, an award-winning, daily, two-minute radio program distributed through NPR.

Davis earned her Ph.D. in mass communication from the University of Florida, where she studied relationship formation in 3-D immersive virtual environments. Her ethnographic research continues to focus on the potential uses of virtual worlds, gamification and other emerging social media, with special interest in disability communities. She is also an inaugural faculty fellow for the SOJC Agora Journalism Center for Innovation and Civic Engagement, extending her work with people with Parkinson's disease who are participating in a support community in a virtual world.

New Professional Award of Excellence (15th Anniversary of the Award)

Nicole Shaddy

The New Professional Award of Excellence honors a chapter member who has entered the field of public relations within the past five years. The award is presented to a professional who has demonstrated his or her commitment to advancing public relations through career achievements, volunteerism, and the highest standards of professionalism.



Nicole Shaddy, account executive for C+C, provides unparalleled day-to-day project support. She grew up in Hillsboro with a dream of being a broadcast journalist. This led her to Missouri where she earned a degree in journalism in 2016 and worked in multimedia news outlets before returning to Portland with a commitment to affecting social change. In just two years in PR, she has managed to position herself as an invaluable member of the C+C team and has racked up experience for client work such as the Portland Clean Energy Fund, Alaska Airlines, Sacramento Natural Foods Co-op and Waste Management. Shaddy is skilled at pitching national reporters, crafting comprehensive social media strategies and content, coordinating logistics for media events, herding nationally renowned influencers, developing crisis communications plans and messaging and conducting media training for boards of leading organizations.

Spotlight Award Winners

TriMet Introduces Hop Fastpass

TriMet

Community Relations, Marketing Consumer Product, Integrated

In July 2017, TriMet, the public transportation agency in Portland, Oregon, introduced Hop Fastpass as another way to pay for transit fares on TriMet, the Portland Streetcar and C-TRAN. This regional electronic fare system enables public transit riders to “tap on” to any of the three public transportation systems with either an electronic card (a Hop card), a debit/credit card or a smart phone via contactless payment system. Cash payments are still accepted, but with the new fare system paying for your ride is now a simple and seamless interaction.

Firefox Portland City Takeover

Allison+Partners for Mozilla Bridget Fisher

Community Relations

As part of a multi-city effort to increase awareness of Firefox and connect the brand with conscience choosers in Portland, Allison+Partners was tasked with supporting a variety of events and driving both media and local influencer attendance and coverage. As a kick-off to the campaign, Allison+Partners pitched and secured meetings with top-tier local media and locally based national freelancers and Firefox executives. The campaigns resulting coverage and successfully positioned Firefox as a local resource to Portland tech and business media and influencers and raised local consumer awareness.

Rip City Magazine

Portland Trail Blazers

Printed Communication

Forty-one times from October through April, an average of 18,000-plus Portland Trail Blazers fans gather at Moda Center for some NBA action. As fans enter Moda Center doors, a Guest Services staff member hands them a copy of Rip City Magazine, the Trail Blazers official game-day program. Each magazine is unique to that game, and features exclusive content about the night’s matchup, along with photography, profiles, statistics and advertising. The biggest challenge faced by the Trail Blazers Corporate Communications team each game is devising a way to make each edition of Rip City Magazine unique.

2018 Oregon Technology Awards

A.wordsmith for Technology Association of Oregon

Event Campaign

A.wordsmith supported the Technology Association of Oregon’s (TAO) 2018 Oregon Technology Awards with a comprehensive public relations campaign focused on media relations, design and video. The overarching goals of this campaign were to raise awareness surrounding the event, increase attendance and to showcase the achievements of the region’s technology community. The campaign had a total budget of \$10,000 and resulted in a 9 percent increase in event attendees, 12 secured articles, 23 million total online readers and 445 social shares of secured coverage.

New TOP's Parrot Food Bird Bread Mix

Premium Organics

Marketing Consumer Product

Premium Organics, a global pet food company, launched a birdie bread mix product line under its TOP's Parrot Food brand in mid-2018. As a challenger brand, TOP's had undertaken very little marketing or PR efforts in its 15-year history and consequently — only a small segment of the marketplace had experienced the brand's products. Plus, the new product was not unique to the market, as several competitors offered similar bread mixes. Premium Organics turned to a social media and PR effort to help establish the new line, introduce it to the market, and drive sales.

Consolidated Supply Company's 90th Anniversary

A.wordsmith for Consolidated Supply Company

Event Campaign

Consolidated Supply Co.'s 90th anniversary with a comprehensive, 60-day plan, supporting media opportunities for the corporate headquarters in Tigard, Ore., and 11 branches throughout three states. The overarching goals were to promote the anniversary, new technological innovations and to position the company as a successful, family-run, women-led business in the Pacific Northwest. The campaign had a total budget of \$7,500 and resulted in the securement of 11 placements, including national coverage, reaching a total of 60.1 million impressions.

K-9 Unit Community Care Campaign

Salem Police Foundation and VanNatta PR

Community Relations

One of the most popular divisions in a police department is the K-9 unit. Police dogs are effective and admired, often acting as ambassadors for their city. The Salem Police Foundation, a client of VanNatta Public Relations, was inspired to use community relations strategies to gain support and awareness for the Salem Police Department. After the sudden retirement of three dogs, the campaign focused on fully-funding the future care for these K-9s. In addition, the Foundation was challenged with raising funds to add three new dogs to the Department. The successful campaign reenergized support for the K-9 program in Salem.

Health Benefits of Sweet Northwest Cherries

LANE, a Finn Partners Company

Marketing Consumer Product, Integrated Communications

Northwest Cherries, which represents the interests of more than 2,100 sweet cherry growers, engaged LANE, a Finn Partners Company, in 2017 to shine a spotlight on the health benefits of sweet cherries. While fresh cherries have long been a popular summertime treat, their specific health benefits such as the ability to help prevent cardiovascular disease, diabetes, arthritis and cancer were not well-known among today's increasingly wellness-driven shoppers. To date, the Northwest Cherries campaign has generated more than 1 billion media impressions around the positive health attributes of cherries.

It Can Wait — Using VR to Curb Distracted Driving

AT&T and Quinn Thomas
Public Service Campaign

Quinn Thomas partnered with the first-responder community in Oregon to raise positive awareness for AT&T and the “It Can Wait” campaign, specifically AT&T’s groundbreaking virtual reality (VR) simulator. AT&T hired Quinn Thomas to help educate young drivers in Oregon about the dangers of distracted driving. With the help of the first-responder and educational communities in Portland, Eugene, and Bend, Quinn Thomas led the development, planning and execution of an educational tour to decrease local distracted driving behavior.

Walmart Tech Innovation

Walmart and Quinn Thomas
Media Relations

Walmart is undergoing a significant transformation from a traditional big box retailer to a digital innovator. With stiff competition across the retail industry, it is important for Walmart to stand out and be seen as a forward-thinking company. Quinn Thomas saw an opportunity to elevate Walmart’s image in the Pacific Northwest through the local retail and technology media by leveraging a number of exciting upcoming announcements. As Walmart’s local agency of record, Quinn Thomas deployed a variety of creative strategies to earn media coverage on how Walmart is complementing its traditional brick-and-mortar stores with digital innovation.

Unosquare Grin and Barrett

A.wordsmith and Unosquare
Editorial/Op-Ed Column

A.wordsmith helped position Unosquare as an industry leader by securing an ongoing bi-monthly column on CIO.com and developing two articles for CEO Mike Barrett. This top tier online publication receives more than 600,000 unique visitors a month, primarily made up of IT leaders, CIOs and senior executives — the audience that most often decides to hire Unosquare.

NEEA Heat Pump Water Heater Consumer Campaign

C+C and NEEA
Digital Communications

For most of us, our water heater isn’t exactly something we think about—until it breaks down. With an abundance of water heaters on the market, however, making the smartest and most energy efficient choice isn’t always clear. But that’s exactly what the Northwest Energy Efficiency Alliance’s Heat Pump Water Heater initiative set out to do: inform consumers about the benefits of HPWHs before a potential hot water emergency. Through highly targeted and strategic digital ads, NEEA empowered consumers with the knowledge they needed to choose the efficient heat pump water heater.



“Odas al reciclaje” Education Campaign

C+C and Waste Management
Multicultural PR Campaign

Waste Management wanted to develop a Spanish language education campaign for Latinos, by Latinos. With C+C Marketing & PR, Waste Management tested the effectiveness of outreach methods in changing recycling behaviors among Spanish speakers in Snohomish County, Wash. With those insights, they created “Odas al reciclaje,” or “Odes to recycling,” an in-language campaign that is a testament to the importance of cultural relevance. Featuring poetry, artwork and music from local artists, it pays homage to everyday recyclables, whose ability to be re-born for the good of the planet is an inspiration for current and future generations.

Vacasa Series B Victory

Vacasa PR Team
News/Social media Release

In the fall of 2017, Vacasa, a relatively unknown vacation rental management company, announced it secured \$103.5 million in Series B funding, the largest ever in the industry and for an Oregon-based company in over ten years. Vacasa broke the news with an exclusive story in Bloomberg, “Private Equity Looks to Challenge Airbnb With Vacasa Deal.” By placing 22 unique articles, Vacasa built national brand awareness, created excitement in the industry by announcing at industry conference, VRMA National, and helped drive a 390 percent increase to its career page — 3 times higher than it had ever been.

Alaska Airlines Advertorial Takes Flight

Vacasa PR Team
Advertorial

Vacasa launched an advertorial program with Paradigm Communications, publisher of Alaska Airlines in-flight magazines, in an effort to secure leads to vacation rental properties in Hawaii. Alaska Airlines is the market leader on the West Coast and serves more than 113,000 passengers to Hawaii each month, creating an ideal audience segment of potential homeowners. The advertorial content was featured in the January and May issues of the magazine, as well as in the digital editions and led to securing three new vacation rental properties in Hawaii, as well as helped to close an acquisition of a local vacation rental company.

Addressing HIV/AIDS Stigmas

Coates Kokes, End HIV Oregon and EOCIL
Public Service

The End HIV Oregon initiative aims to reach zero new HIV transmissions in Oregon by 2021, a challenging goal given the state’s vast cultural and geographic diversity. Coates Kokes provided branding, strategic communications and pro bono PR support to communicate messages about HIV/AIDS testing, prevention and treatment to all corners of the state. Our pro bono PR efforts specifically centered on getting media coverage in rural Eastern Oregon where healthcare services are limited, education about infection is lagging compared with Oregon’s urban centers, and stigmas surrounding the virus prevent people from getting tested or pursuing prevention methods.

Gameday Poster Series

Portland Trail Blazers
Community Relations

The Portland Trail Blazers Gameday Poster Series was a collection of 43 posters created by 36 local artists that were unique to each Trail Blazers home game during the 2017-18 season. For each game, 100 prints of the exclusive gameday poster were sold at Rip City Clothing Co. for \$10 each to benefit the Trail Blazers Foundation. By season's end, 28 of the 43 posters sold-out completely; and the ones that didn't still sold enough units to generate revenue. More than \$20,000 was raised for the Trail Blazers Foundation, while also supporting the local art community and engaging fans.

Making Bulletproof a Household Name

Allison+Partners and Bulletproof
Media Relations

Allison+Partners was tasked with taking Bulletproof, best known for its role in pioneering butter coffee, from a niche health brand to a household lifestyle brand with broad consumer appeal. By tapping mainstream consumer press for product placement and positioning the CEO and founder Dave Asprey as a thought leader in the health and wellness space, Allison+Partners successfully surpassed planned PR metrics and drove real business results.

HGO Plant Grand Opening 2018

Hazelnut Growers of Oregon and Radiance Communications
Event Campaign

Oregon hazelnuts are prized worldwide. Hazelnut Growers of Oregon (HGO) made a \$20 million investment into their future with a new 120,000 square foot state-of-the-art processing facility in Donald, Oregon.

HGO hired Radiance Communications to help plan the grand opening event and to garner as much media coverage as possible. They asked how to harness the power of PR and publicity to attract new farmers, food manufacturers and customers to the plant. We had three short months to ensure that key press, politicians and VIPs showed up to their Grand Opening event and that they came hungry to learn more.

"Let's Portland!" Influencer Kits

Grady Britton and Travel Portland
Media Kit

As part of its integrated approach to marketing for Travel Portland, Grady Britton designed a series of influencer kits targeted toward meeting planners and media. With the goal of positioning Portland as a premier destination for meetings and conventions, Grady Britton led with a direct mail campaign targeting 300 influencers. The themed kits invited influencers to experience Portland's taster, adventurer and maker culture while positioning Portland as an exciting destination for meetings and conventions. The kits created new relationships with trade media outlets, generated earned media placements and secured commitment from key influencers to visit and engage with Travel Portland.



The Network Analyzer

Bonneville Power Administration

Video Program

BPA created a documentary film, "Innovation and Engineering in Powering the Northwest - the Network Analyzer," to honor its 80th anniversary in 2017. The film describes the network analyzer as the computer of its day in the 1940s. An early analog computing device with a physical footprint that took up an entire room, it allowed engineers to replicate and test additions to the transmission network before construction. It proved crucial to developing the Northwest's electric transmission system. Interviews with former engineers highlight the importance of the device and honor BPA's first female engineer and early user of the network analyzer.

3 to Ph.D. Grand Opening Celebration

Concordia University, Portland

Event Campaign

More than 500 diverse community members gathered together on Aug. 29, 2017 to celebrate the grand opening of the new Faubion School and Concordia University, a 3 to Ph.D. community. Eight years in the making, 3 to PhD is a new education model to create healthier, safer, more educated communities, from prenatal care through pursuing one's highest dreams (Ph.D.). "3 to Ph.D. expresses the value of education and the value of community," said Portland Mayor Ted Wheeler in his opening remarks. "I applaud you, the community and the founders, for bringing this incredible vision to life, here today." www.3toPhD.org

Oregon State Fair "Flash Fair"

Gratia PR and Oregon State Fair

Event Campaign

The Oregon State Fair is a 153-year-old summer staple in Oregon. For such a longstanding event, the greatest challenge is keeping the fair interesting and relevant to an ever-changing population, while competing with a growing list of summer concerts and events across the state. For the 2018 fair season, Trooper Advertising tasked Gratia PR to create a plan to kick off fair ticket sales, while driving overall awareness and interest in the fair. This is where we introduce the "Flash Fair."

Oregon Smart Meters Rollout

Gratia PR and Pacific Power

Community Relations

Pacific Power is upgrading rural Oregon customers to "smart meters," which communicate wirelessly to provide daily energy usage data, alert crews faster, shortening outages, and provide modernization to the electric grid that will help keep Oregon a leader in using clean, renewable energy. With the kickoff in January 2018, the smart meter rollout was identified as an initial key opportunity to bring to life stories that demonstrate how Pacific Power is "powering the greatness" of its customers and communities. The pioneering town of Independence, Oregon, held the key to telling this smart rural story.

Oregon and Visitors Shine — 2017 Eclipse Preparation

ODOT and Oregon State Agencies
Event Campaign

Oregon was the first state to witness the Aug. 21, 2017 total eclipse that crossed 14 states. With no precedent for this in the U.S., state agencies analyzed, anticipated, and planned. Oregon recognized the potential crises that could occur when hundreds of thousands of people flock to hundreds of eclipse events spread across the 350-mile long, 60-mile wide path of the moon's shadow. State agencies, tasked with protecting lives, teamed with state tourism and the Governor's Regional Solutions Team, supporting economic development to ensure we communicated consistent messages to eclipse viewers about public safety, disaster preparedness, disaster response and tourism: prepare them, don't scare them.

Scoop It Forward

Oregon Dairy and Nutrition Council
Event Campaign

It's hard to frown when you have an ice cream cone in your hand. Ice cream is one of those things that makes everything better, creating smiles and bringing people together. That's what "Scoop It Forward" is all about. From July 15 to 22, the Oregon dairy community delivered ice cream, positivity and joy to people's lives in surprising and unexpected ways and encouraged others to continue spreading random acts of ice cream using the hashtag #scoopitforward. The campaign delivered engaging and uplifting stories to consumers while leveraging partners in Oregon and nationwide to join in the celebration of appreciation.

Oregon's New Luxury Hotel Grand Opening

Coates Kokes and Headlands Coastal Lodge & Spa
Event Campaign

Coates Kokes provided event planning, coordination and media relations support for the grand opening of Headlands Coastal Lodge & Spa in Pacific City, Oregon. Headlands is the newest luxury hotel on the Oregon Coast, offering hospitality, Oregon-style. It features 33 oceanfront guest rooms, Meridian Restaurant & Bar, and Tidepools Spa. We were tasked with providing media relations for the Lodge's grand opening and ongoing PR after the event. The Lodge has received more than \$1.55 million in media coverage value in the past year.

Life Flight Network Celebrates 40 Years of Service

Berg & Associates LLC for Life Flight Network
Event Campaign

Life Flight Network, the largest not-for-profit air ambulance service in the United States in 2017 celebrated its 40th anniversary. Life Flight Network wanted to generate and leverage news coverage of its 40th anniversary to promote its membership program and bolster its reputation within its service region. Life Flight Network turned to its public relations firm, Berg & Associates. Berg & Associates created and executed a highly successful public relations program that generated more than 65 positive local and trade publication news stories and resulted in a 48 percent increase in new membership sales.



Alaska Airlines Great American Eclipse Flight

C+C and Alaska Airlines
Event Campaign

There's nothing Alaska Airlines pilots like more than a challenge. As a company that started out flying between remote airfields in the Alaskan "bush," safely navigating where other airlines can't is in Alaska's blood. The 2017 Great American Eclipse was the perfect event to showcase Alaska's reputation as a pioneering airline that goes beyond customer expectations—38,000 feet in the air. By being the first airline to offer an eclipse flight, and the only airline to get the eclipse science right, Alaska's attention to detail from every angle allowed them to truly own the "eclipse from the sky" event.

Merit Awards

Building Cultural Community

A.wordsmith for All Classical Portland
Media Relations

All Classical Portland, Portland's non-profit classical music radio station, engaged A.wordsmith in August of 2017 with the goal of reinvigorating their brand position as a thriving arts organization, increasing awareness of their community engagement and social impact initiatives, and ultimately punctuating the significance of making the arts accessible to broad audiences. Through strategic media outreach, A.wordsmith successfully raised awareness of the All Classical Portland's community impact, securing 25 pieces of coverage in less than a year.

PWCC — Leading the Trading Card Marketplace

LANE, a Finn Partners Company
Media Relations

PWCC is the market leader in the trading card auction house industry with ambitious plans to transform trading cards into an investor-level asset class akin to fine art. PWCC turned to LANE, a Finn Partners Company, to raise awareness of the potential investment opportunity of trading cards and the tools and resources available from PWCC to aid in making investment decisions. In just six months, the team strategically inserted PWCC in alternative investment discussions in top-tier media such as Forbes, The New York Times, WorthPoint, The Wall Street Journal and equities.com, driving awareness and building website referrals by 268 percent.



Schwabe, Williamson and Wyatt Leadership Change

Quinn Thomas and Schwabe, Williamson & Wyatt
Integrated Communications

Schwabe is a leading Pacific Northwest law firm that aims to be bold and innovative. This philosophy is supported by a leadership transition that moved from a traditional co-managing partner model to a single CEO model. Graciela Gomez Cowger was unanimously chosen to lead the firm. As a Latina, she represents another historic break from the past. She is both the first woman to lead Schwabe and one of only a handful of Latinas to lead a U.S. law firm. Through an integrated earned, owned and paid campaign Quinn Thomas created a swell of positive exposure for the announcement.

ProKarma Rebrand Content Development

A.wordsmith for ProKarma
B2B Marketing

Following ProKarma's rebrand to focus on digital transformation and business value, rather than technical achievements, A.wordsmith developed content for a new website and supporting content to match the new brand. This totaled 26 pages of web copy, 40 new case studies and five "Perspectives" articles.

Vacasa Champions First CSR Campaign

Vacasa PR Team
Community Relations

To improve Vacasa's community relations in its hometown or Portland, Oregon, the communications team created and executed the company's first CSR campaign, Home for the Holidays, raising \$40,000 in 2017 for Central City Concern that provided 1,022 nights of safe housing. This concerted CSR effort not only changed the perception of Vacasa in the community but also secured new interest from future customers, employees and partners.

Reynolds School District Bond Communications Program

Reynolds School District and JLA Public Involvement
Community Relations

In 2015, Reynolds School District voters narrowly passed a bond measure for major school upgrades. It was critical that in implementing the projects, the District communicate the value provided by the bond, setting up community support for future bonds. The District engaged JLA Public Involvement to lead a proactive community relations campaign to raise awareness of the bond measure and resulting work, communicate about construction impacts, and leave the District better ready to communicate about the next round of bond projects. With a thoughtful, phased strategy and structured yet flexible approach, this campaign was effective throughout a challenging, multi-faceted project.

USB-IF New Technology Standard Benefits

Visually Impaired

Nereus USB-IF PR Team

News Release/Social Media

Nereus Worldwide, on behalf of USB Implementers Forum (USB-IF), developed a press release to announce the publication of a new technology standard that will make it easier for companies to develop braille displays across different operating systems, ultimately improving access to technology for blind and low-vision users. Nereus worked with USB-IF members Apple and Microsoft to highlight the collaboration between technology companies to enhance the lives of visually impaired people. The press release garnered media coverage and conversation on Twitter, including awareness of the need for technological accessibility for people with disabilities.

Hydropower Flows Here

Bonneville Power Administration

Integrated Communications

Digital Communications

Hydropower Flows Here is a strategic communications initiative created by Bonneville Power Administration (BPA) to increase public awareness of and appreciation for the many benefits of Northwest hydropower. The initiative uses a combination of digital media, traditional media, events and internal communications to educate BPA employees and the public on the clean energy, reliable power and economic benefits of hydropower. From June 2017 through July 2018, social media posts using the hashtag #HydroFlowsHere have been posted 1,129 times with a potential reach of 3.8 million social media viewers. Complementary campaign messages are also incorporated into both public and internal events

Hydropower Flows Here is a strategic communications initiative created by Bonneville Power Administration (BPA) to increase public understanding of the many benefits of Northwest hydropower. Each month, new digital content is created by BPA, shared across BPA digital platforms and provided to Northwest power utilities for use on their own social media channels. From its launch in June 2017 through July 2018, social media posts using the hashtag #HydroFlowsHere and highlighting the clean energy, reliable power and economic benefits of Northwest hydropower have been posted 1,129 times with a potential reach of 3.8 million social media viewers.

ODFW — Take a Friend Hunting

Event Campaign

Pac/West and ODFW

On behalf of the Oregon Department of Fish and Wildlife (ODFW), Pac/West developed a targeted outreach and awareness campaign aimed at increasing the number of hunting licenses sold in Oregon, which, in turn, fund conservation efforts in our state. The campaign targets hunters with lapsed licenses, as well as potential first-time hunters. Pac/West developed a multi-phased promotional mix for each targeted audience. Research revealed that many potential hunters do not have someone to introduce or accompany them — a mentor. To overcome this hurdle, Pac/West created an adult mentor program, the “Take a Friend Hunting” contest.

