

## **PRSA Hoosier Chapter 2017 Pinnacle Award Winners**

### **PRSA Hoosier Chapter PR Catalyst Award**

- Jennifer Dzwonar, APR – managing principal, Borshoff

### **PRSA Hoosier Chapter APR of the Year**

- Danielle Falconer, APR – senior vice president, marketing and communications, Field & Main Bank

### **Best of Show: *Highest score and standard of excellence in public relations***

- Bose Public Affairs Group, “Preserve Our Crestview” – External Communications program
- Indianapolis Zoo, “2015 Annual Report” – Annual Report project

### **Pinnacle Award: *Programs and projects that demonstrated excellence in overall execution***

- Bandy Carroll Hellige and IMAX Theater in the Indiana State Museum, “Rogue One: A Star Wars Story” – Media Relations program
- Bohlsen Group, “Easterseals Crossroads #CutTheDisCampaign” – Marketing Communications program
- Communications Redefined, “Kiss Kiss Bang Bang Media Relations Campaign” – Media Relations program
- Project Lead The Way, “PLTW Summit 2016” – Special Events program
- Hirons and Company and the Indiana Secretary of State’s Office, “INBiz Campaign” – Marketing Communications program
- Communications Redefined, “Hendricks Regional Health Media Relations Campaign” – Media Relations program
- Bohlsen Group, “OrthoIndy Foundation YMCA #YLovesVets Campaign” – External Communications program
- Bohlsen Group, “Indianapolis Symphony Orchestra 2016 Signature Events” – Special Events program
- VOX Global and St. Vincent, “St. Vincent Media Relations” – Media Relations program
- Angie’s List, “Green Thunder Internal Communication at Angie’s List” – Internal Communications program
- Indiana Humanities, “Next Indiana Campfires” – Marketing Communications program
- Indianapolis Zoo, “2016 Indianapolis Prize Gala Event” – Special Events program
- Indianapolis Neighborhood Housing Partnership, “2016 End-of-Year Annual Campaign” – External Communications program
- VOX Global and Indianapolis Zoo, “2016 Indianapolis Prize” – External Communications program
- Angie’s List, “Freemium Membership Tier Launch” – Media Relations program
- Bose Public Affairs Group, “Epogee Fat Replacement,” – Media Relations program
- IU Health and Borshoff, “Video Visits” – Media Relations program

- Bulla Communications and LISC Indianapolis, “Great Places 2020” – External Communications
- Borshoff, “NIPSCO Storm Safety Commercial” – AudioVisual project
- Caldwell VanRiper, “Columbia Club Direct Mail” – Printed Collateral project
- CooperVision, Inc. with McDougall Communications, “CooperConnect Magazine” – Newsletter/Magazine
- Caldwell VanRiper, “CNO Financial Group Monumental Marathon” – Media Relations project
- Project Lead The Way, “PLTW.org Redesign” – Electronic and Digital Communications program
- Caldwell VanRiper, “Citizens Energy Group – Igers” – Social Media program
- Indiana Department of Revenue, “2016 Annual Report” – Annual Report project
- Borshoff and Eli Lilly and Company, “Lilly Molecule Wall” – AudioVisual project
- Hirons and Company and Eskenazi Health Public Affairs, “Eskenazi Health Webpage” – Electronic and Digital Communications program

**Award of Honor: *Programs and projects that rose above the standard in overall execution***

- Independent Colleges of Indiana, “31 Answers to Your Questions About College” – Electronic and Digital Communications program
- Caldwell VanRiper, “Indiana Golf Foundation” – Electronic and Digital Communications program
- Hirons and Company and the Villages, “Power of One Campaign” – External Communications program
- McDougall Communications and CooperVision, Inc., “The Ask Dan Initiative” – Internal Communications program
- Miller Brooks, Inc., “Ivy Tech Community College Statewide Message Training” – Internal Communications program
- The Plaid Agency, “MOFOCO: Monon Food Co.” – Marketing Communications program
- Miller Brooks, Inc., “Ivy Tech Community College Statewide Marketing Campaign” – Marketing Communications program
- Bandy Carroll Hellige, “IFF Winning Film” – Media Relations program
- Bandy Carroll Hellige, “IMAX Theater Screen Raising” – Media Relations program
- Bandy Carroll Hellige, “University Park Mall Holiday Campaign” – Media Relations program
- Bandy Carroll Hellige, “The Fashion Mall at Keystone Luxe Show” – Media Relations program
- Indianapolis Zoo, “Rocky Heard ‘Round the World” – Media Relations program
- Bandy Carroll Hellige, “Punch Bowl Social Grand Opening” – Media Relations program
- Project Lead The Way, “NAEP Results Pitching 2016” – Media Relations program
- Borshoff, “EWSU’s Understanding Your Bill Better bill insert” – Printed Collateral project
- The MEK Group, “To TIF or Not to TIF: Creating Myth-busting Breakthroughs for Tax Incremental Finance (TIF) in Indiana” – Public Affairs program
- Bose Public Affairs Group, “Hoosiers for Equal Access to Records Grassroots Campaign” – Public Affairs program
- Borshoff, “Meet the Greenes Facebook Campaign” – Social Media program
- Ball State University and Indiana Office of Tourism Development, “Indiana Bicentennial Torch Relay” – Special Events program
- Bandy Carroll Hellige, “Earth Fare Seminole, Florida, Grand Opening” – Special Events program
- Miller Brooks, Inc., “Maytag 57<sup>th</sup> Annual Meeting” – Special Events program
- Bandy Carroll Hellige, “IMAX 20<sup>th</sup> Anniversary” – Special Events program

- Indiana University Health, “Indiana University Health Hoosier Heroes” – Special Events program
- Bandy Carroll Hellige, “IMAX: Gene Wilder” – Special Events program

### **Student Awards**

- Best of Show: Boiler Communications, Purdue University “Yeoman United Methodist Church” – External Relations program
- Best of Show: Cardinal Communications, Ball State University “Yorktown Fire Department Video” – AudioVisual project
- Award of Honor: Cardinal Communications, Ball State University, “House Rules” – Internal Communications program
- Award of Honor: Boiler Communications, Purdue University, “Campaign for Hoosier Families” – Special Events program
- Award of Honor: Cardinal Communications, Ball State University, “Martin Luther King Dream Team” – Crisis Communications program

The PRSA Capital Chapter in Sacramento, California, judged all award entries to ensure non-partial scoring.