

## **NCPRSA Recognizes Top PR, Marketing and Communications Programs at 2016 InSpire Awards**

October 17, 2016 - Communications, public relations and marketing professionals from across central and eastern North Carolina converged at NC State University's McKimmon Center for the North Carolina Public Relations Society of America (NCPRSA) Annual InSpire Seminar & Awards.

For the first time, the NCPRSA combined their Annual Seminar and InSpire Awards Banquet into one event. The theme bringing public relations professionals together was "Know Thine Audience," to learn from industry leaders including Tania Garcia Richardson, Senior Manager, Global Talent Acquisition at Red Hat, Karen Albritton, CEO/President of Capstrat, Richard D. French, Chairman & Chief Executive Officer of French/West/Vaughan, Pam Saulsby, veteran broadcaster and multi-E Emmy award-winning news journalist, and Jason deBruyn, Data Reporter with WUNC and formerly with the Triangle Business Journal.



The InSpire Awards recognized the best public relations, communications and marketing programs in 2015 submitted by organizations and individuals throughout central and eastern North Carolina by honoring their work with a 2016 Silver or Bronze InSpire Award.

French | West | Vaughan took home the Silver InSpire Award for Best in Show for Reputation / Brand Management for their campaign "NC State ISE Rises to No. 2 National Ranking." Clairemont Communications won the Bronze InSpire Award for Best in Show for their Creative Tactics program "Lincoln Apartments Moves into Downtown Raleigh."

NCPRSA's 2016 Annual InSpire Seminar & Awards premier sponsors NC State Department of Communication and Brand Fuel, as well as silver sponsor Transitions LifeCare were recognized for their support of the public relations profession.

### **2016 Silver InSpire Award Winners**

#### **French | West | Vaughan**

Community Relations: *Showcasing the Best of the West: Dude Ranch-Style*

Integrated Communications: *Meet Me for Midnight*

Marketing - Consumer Products/Services: *Pendleton Midnight Launch*

Reputation / Brand Management: *NC State ISE Rises to No. 2 National Ranking*

#### **Clairemont Communications**

Events and Observances: *Raising the Barn, Wendell Falls Grand Opening*

#### **G&S Business Communications**

Internal / Employee Communications: *A Step Change to Better Health with Acuron® Corn Herbicide*

## **2016 Bronze InSpire Award Winners**

### **G&S Business Communications**

Annual Reports: *We Are Knowles*

### **Shaw University**

Brochures: *Holiday Brochure*

### **Clairemont Communications**

Creative Tactics: *Lincoln Apartments Moves into Downtown Raleigh*

### **S&A Communications**

Editorials / Op-Ed Columns: *Smith Anderson Guest Article on Entrepreneur.com*

### **Kim Morris PR**

Feature Stories: *Feeding the World, Engineering Technologies for the Food Value Chain*

### **S.T. Wooten Corporation**

Magazines: *Beyond the Specs*

### **Articulon**

Media Relations: *30th Annual International Festival of Raleigh, Discover the World in Raleigh*

### **McKeeman Communications**

Public Service Announcements: *Your Small Change Makes a Big Difference, RMHC of NC Donation Boxes*

### **French | West | Vaughan**

Social Media: *Meet Me for Midnight*

Websites: *Meet Me for Midnight Landing Page*

### **Lt. Col. Robert Carver, North Carolina National Guard**

Video News Releases / Satellite Media Tours / Internal / External Video Programs: *Saving STARBASE*

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**About the NCPRSA InSpire Awards:**

The NCPRSA InSpire Awards was modeled after the national PRSA's Bronze and Silver Anvil Awards. InSpire Awards nominations are open to all public relations, communications and marketing agencies, teams, and solo practitioners. Silver InSpire Awards recognize entire programs or campaigns demonstrating the highest standards of performance in the profession by incorporating sound research, planning, execution and evaluation. Bronze InSpire Awards honor specific tactics and components of programs or campaigns. Both the Silver and Bronze InSpire Awards winners must demonstrate exemplary professional skill, creativity and resourcefulness.

**About NCPRSA:**

North Carolina Chapter of the Public Relations Society of America, Inc., (NCPRSA) represents public relations professionals and organizations throughout central and eastern North Carolina. Affiliated with Public Relations Society of America (PRSA), the world's largest professional public relations association, the NCPRSA serves to advance the practice, advocacy, ethics, education and the profession of public relations. For more information on the NCPRSA visit [www.ncprsa.org](http://www.ncprsa.org) or connect on Facebook at or Twitter at @NCPRSA.

**About:**

Heyden Communications is a boutique firm based in Raleigh, North Carolina specializing in integrated communications, marketing, public relations, advertising, digital media, strategic planning and consulting tailored to clients interested in driving results and achieving long-term, sustainable success in meeting their business goals with clients, customers, investors, employees and all constituencies. Visit [www.heydencommunications.com](http://www.heydencommunications.com) to learn more.

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