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FOR IMMEDIATE RELEASE

Fifth Third Bank, Wordsworth among top winners at PRSA Blacksmith Awards

CINCINNATI, Ohio – Fifth Third Bank with Leo Burnett and Wordsworth Communications were the Best in Show winners at the [Cincinnati Public Relations Society of America's](#) 2014 Blacksmith Awards.

More than 100 awards were announced at the 20th Century Theater during the Nov. 13 ceremony. The Blacksmith Awards recognize the best and most effective public relations campaigns and tactics executed in Greater Cincinnati throughout the year. Only one top award —the Blacksmith -- is given in each category.

Blacksmith winners for public relations campaigns:

ColorNine: Community Relations Campaign, for Health Inequity Awareness Campaign
Scooter Media/Vision 2015: Nonprofit PR Campaign, for myNKY Community Visioning Campaign
Fifth Third Bank with Leo Burnett: Social Media Campaign, for ReTweet to ReEmploy: A Reemployment Campaign; Best in Show
The Eisen Agency: Branding Campaign, for Cove Federal Credit Union
Razor Marketing Communications: Media Relations Campaign, for Montgomery Inn

Blacksmith winners for public relations tactics:

Northlich for Joanie Bernard Foundation: News Release; Press Kit, Media Website
Wordsworth Communications: News Conference/Publicity Stunt; Op-Ed/Bylined Article;
YouTube/Vimeo/Vine; Special Event; Best in Show
Fifth Third Bank: Best Placement
Copperfox Marketing: External Newsletter or Magazine
Julia Mace: Annual Report
Southwest Ohio Regional Transit Authority/Metro: Employee Event
Darlyne Koretos, APR: Website
Cincinnati USA Regional Tourism Network: Video

Blacksmith winners for professional recognition:

Julie Calvert, Cincinnati USA CVB and Source Cincinnati: Public Relations Professional of the Year
Stephanie Vermillion, Wordsworth Communications: Young Public Relations Professional of the Year
Mary Ellen Lintner, University of Cincinnati: PRSA Student of the Year
Cincinnati USA Convention and Visitors Bureau: Communications Team of the Year
ColorNine: Small/Mid-Size Agency of the Year
William Rumpke, Jr.: CEO Communicator of the Year

Anne Campbell, administrator to the chapter, won a special Blacksmith for her exemplary service to Cincinnati PRSA.



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Silver and bronze winners/campaigns:

Community Relations:

Cristofoli-Keeling, Inc., Silver

Non-Profit Public Relations:

Greater Cincinnati Foundation, Silver

Cincinnati USA Regional Chamber, Bronze

Flottman Company – Brilliant Communications, Bronze

Branding Campaign:

Greater Cincinnati Foundation, Silver

Cincinnati USA Regional Chamber, Silver

Government/Public Affairs

Razor Marketing Communications, Bronze

Hamilton County Developmental Disabilities Services/Mainstream Strategy Inc., Bronze

Influencer Relations:

Source Cincinnati, Silver

Wordsworth Communications, Silver

Integrated Marketing:

Topic Design Group, Bronze

Scripps National Spelling Bee, Bronze

Silver and bronze winners/tactics:

News or feature release:

Razor Marketing Communications, Silver

M. Gail Myers, APR, Silver

The Eisen Agency, Silver

Cristofoli-Keeling, Inc., Bronze

News conference/publicity stunt:

Cincinnati Museum Center, Silver

Press kit/media website:

The Eisen Agency, Bronze

Best Placement:

Northlich, Silver

Northlich for Joanie Bernard Foundation, Silver

The Eisen Agency, Silver

Wordsworth Communications, Silver

Copperfox Marketing, Bronze

Op-ed/Bylined article:

Empower MediaMarketing and Powerhouse Factories, Bronze

External newsletter/magazine:

Pete Gemmer for UC Blue Ash College, Silver

Razor Marketing Communications, Silver

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Annual Report:

YMCA of Greater Cincinnati, Silver

United Way of Greater Cincinnati, Silver

Northlich for Cincinnati Public Library, Silver

Ohio National Financial Services, Silver

Wordsworth Communications, Silver

Connie Kolita for Federal Home Loan Bank, Bronze

Kathleen Williams & Sara Specter for SWORWIB, Bronze

Public service announcement:

Razor Marketing Communications, Bronze

Internal newsletter/magazine:

Southwest Ohio Regional Transit Authority/Metro: Bronze

Employee Event:

Ohio National Services, Bronze

Print Collateral:

Razor Marketing Communications, Bronze

Cincinnati USA Regional Tourism Network, Bronze

ColorNine, Bronze

Website:

Cincinnati USA Regional Tourism Network, Silver

United Way of Greater Cincinnati, Silver

Vision 2015, Silver

Hamilton County Job & Family Services, Bronze

Ohio National Financial Services, Bronze

Copperfox Marketing, Bronze

Video:

Hamilton County Job & Family Services, Silver

Cincinnati USA Regional Tourism Network, Silver

M. Gail Myers, APR, and Health Care Access Now, Silver

Copperfox Marketing, Silver

Southwest Ohio Air Quality Agency, Bronze

Facebook:

Razor Marketing Communications, Silver

O'Keeffe's Company Brand Team, Silver

Gorilla Glue Brand Team, Bronze

Topic Design Group, Bronze

Microblogging/Twitter:

Northlich for Joanie Bernard Foundation, Silver

Scripps National Spelling Bee, Bronze

YouTube/Vimeo/Vine:

Rumpke Waste & Recycling, Silver

Blogger Relations:

Wordsworth Communications, Silver

Cincinnati USA Regional Tourism Network, Bronze

Topic Design Group, Bronze



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Special event:

Razor Marketing Communications, Silver

Cincinnati USA Convention & Visitors Bureau, Silver

Trade show:

Wordsworth Communications, Silver

Experiential marketing:

Wordsworth Communications, Silver

Blog:

Copperfox Marketing, Silver

Razor Marketing Communications, Silver

The Eisen Agency, Bronze

Research:

Razor Marketing Communications, Silver

Partnership:

Cristofoli-Keeling, Inc., Bronze

Cincinnati Museum Center with Kenzie's Closet, Bronze

Silver winners/Professional:

Annie McManis, Professional of the Year

Amy Hollon, Young Professional of the Year

Alana Frew, PRSSA Student of the Year

Greater Cincinnati Foundation, Communications Team of the Year

Wordsworth Communications, Small-MidSize Agency of the Year

"Greater Cincinnati has a wealth of public relations talent," said Lauren Doyle, APR, 2014 president of Cincinnati PRSA and a senior account supervisor at Wordsworth Communications. "The depth and breadth of the work done by these professionals is reflected in our Blacksmith Awards. I am so proud of our winners!"

About Cincinnati PRSA:

With more than 200 professionals actively engaged in the promotion of ethical standards, creative and engaged thinking, and leading-edge public relations work, [PRSA Cincinnati](http://www.prsa.org) is the most recognized professional society for those seeking to advance their career in the TriState.

The Public Relations Society of America, based in New York City, is the world's largest organization for public relations professionals helping to advance the profession and the professional. Its nearly 20,000 members, organized into 116 chapters nationwide, represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional service firms and nonprofit organizations. For more information about PRSA, please visit www.prsa.org.