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PRSA DALLAS CELEBRATES 2016 PEGASUS AWARD WINNERS, CHAPTER AWARD WINNERS, 2017 PRSA OFFICER SLATE

Melissa K. Flynn, APR takes on 2017 presidency of PRSA Dallas

DALLAS – December 15, 2016 -- The [Dallas chapter of Public Relations Society of America](#) (PRSA) announced the winners of the [2016 Pegasus Awards](#). The chapter's Pegasus Awards recognize the most outstanding public relations and strategic communications efforts by Dallas area public relations professionals. The chapter also recently awarded individual chapter awards and elected the new 2017 Dallas chapter officers.

Pegasus Awards

Pegasus Award winners were announced at a luncheon presentation during the annual PRSA Dallas Communications UnSummit, which drew nearly 200 public relations and communications professionals for a full day of speakers with leading industry experts.

Highest honors and Best of Show awards went to 7-Eleven with Ketchum in the Programs division for Wiener Wars: 7-Eleven Takes Big Bite Out of Rival's News, and to DoubleTree by Hilton in the Projects division for DoubleTree by Hilton Launches "Nice Travels" Movement. The Best of Show awards recognize the two most outstanding entries in the Programs and Projects categories for their creativity and effectiveness in achieving goals and objectives.

Pegasus Awards were also given in six categories of the Programs division, represented by multi-faceted campaigns that used several strategies and tactics to reach an objective. The winners were:

Community Relations

Pegasus Award: Fluor
Award of Honor: TrizCom with Heroes for Children

Events and Observances

Pegasus Award: Fluor
Award of Honor: Denton County Transportation Authority
Award of Honor: Mary Kay
Award of Honor: Dallas Area Rapid Transit (DART)

Internal Communications

Pegasus Award: Dean Foods Company
Award of Honor: Allstate
Award of Honor: Aviall: A Boeing Company
Award of Honor: Children's Health

Marketing Communications, Business-to-Business

Pegasus Award: Ketchum
Award of Honor: TrizCom Public Relations with Goodway Group

Marketing Communications, Consumer

Pegasus Award: 7-Eleven with Ketchum
Award of Honor: Denton County Transportation Authority (DCTA)

Risky Business

Pegasus Awards: 7-Eleven with Ketchum
Award of Honor: Dean Foods Company
Award of Honor: Solis Mammography with TrizCom Public Relations
Award of Honor: North Texas Tollway Authority (NTTA)

Winners were also announced in seven categories of the Projects division, which included entries representing a single tactic developed as part of a comprehensive campaign. The following awards were announced:

Media Relations, Associations, Government or Non-profit

Pegasus Award: Children's Health
Award of Honor: Hill + Knowlton Strategies

Media Relations, Consumer

Pegasus Award: DoubleTree by Hilton
Award of Honor: 70kft
Award of Honor: Scottish Rite Hospital for Children

Social Media

Pegasus Award: DoubleTree by Hilton
Award of Honor: HomeTeam Pest Defense with QMobius
Award of Honor: Tetra Pak with Golin

Brochure

Pegasus Award: Baylor Scott & White Health with QMobius

Newsletter/Magazine

Pegasus Award: Chili's
Award of Honor: Allstate

Video

Pegasus Award: Scottish Rite Hospital for Children
Award of Honor: Fluor
Award of Honor: Buckner International

Wildcard

Pegasus Award: Buckner International
Award of Honor: Aero Kinetics with Shorey Public Relations
Award of Honor: North Texas Tollway Authority with HNTB
Award of Honor: HMS

The Pegasus Award is named after the iconic red Pegasus in downtown Dallas. It serves as a symbol of public relations excellence in Dallas and North Texas. The Pegasus Awards luncheon sponsor was [Ketchum](#). For more information about the awards and PRSA, visit [PRSA Dallas](#).

Individual Recognition from the Chapter

The chapter also announced the winners of its 2016 Chapter awards, which recognizes members at all stages of their careers for public relations excellence and significant contributions to the chapter. PRSA Dallas announced the individual chapter awards as:

President's Award for Outstanding Service to the Chapter

Kara Schectman, YPO

New Member of the Year

Chris Pilcic, State Farm

Member of the Year

Amanda Lam, Viverae

Norm Teich Award

Leah Ekmark Williams, APR, C. Pharr & Co.

2017 Slate of Officers

PRSA Dallas has also announced its 2017 slate of officers effective January 1, 2017:

President

Melissa Flynn, APR, Melissa Flynn Public Relations & Marketing

President-Elect

Donna Coletti, APR, Texas Instruments

Vice President

Brooke Traister, Children's Health

Secretary

Christi Matthys, Lewis Public Relations

Assembly Delegates (2017-19)

Christy Baily-Byers, APR; Accrediting Bureau of Health Education Schools

Bernadette Davis, APR; IBM

Sandra Duhé, APR, Fellow PRSA, Southern Methodist University

Alternative Delegate

John Janney, APR, Muslim Legal Fund of America

About PRSA Dallas

[PRSA Dallas](#) is one of the nation's largest and most active chapters of the Public Relations Society of America. Founded in 1950, three years after the national society founding, PRSA Dallas has grown to a membership of more than 300 dedicated professionals located in and around the Dallas area working on local, national and even international projects and campaigns.

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