



## News Release

### **FOR IMMEDIATE RELEASE**

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### **PRSA HAWAII CHAPTER HONORS BEST IN PUBLIC RELATIONS AT ANNUAL KOA ANVIL AWARDS**

***Becker Communications, Inc. Wins Top Award;  
PR Professionals Melissa Chang, APR, and Donda Spiker, APR  
Recognized with Special Achievement Awards***

HONOLULU – The Hawaii chapter of the Public Relations Society of America (PRSA Hawaii) honored the best in public relations at its 27<sup>th</sup> annual PRSA Hawaii Koa Anvil Awards reception and dinner last night. From 140 entries, a record 84 Koa Anvil and Hammer awards were presented to recognize excellence in both public relations programs and tactics, respectively.

“The Koa Anvil awards honor the work of many savvy professionals in the public relations industry who often work behind the scenes on behalf of their clients,” said **Nathan Kam**, PRSA Hawaii president. “This annual awards ceremony allows these deserving professionals to emerge from the shadows and take a bow. We congratulate all of our winners and thank them for inspiring their colleagues to continue to raise the bar in strategic thinking, creativity and resourcefulness.”

**Becker Communications, Inc.** took home the organization’s top award, winning the Best in Show for its “Oscar Mayer Weinermobile” campaign executed on behalf of Kraft Foods. The coveted “Best of Show” award is given to the highest scoring Koa Anvil entry. Becker Communications, Inc. received a total of twelve awards.

**McNeil Wilson Communications/Anthology Marketing Group** topped last night’s awards ceremony winning 16 accolades in total, while **Bennet Group Strategic Communications** received 11 awards. Other multiple award winners were: **Hastings & Pleadwell** (seven awards); **Stryker Weiner & Yokota** (six awards); **Hawaii Pacific Health** and **Pang Communications** (five awards each); **The Lintiaco Company** and **Schweitzer Consulting** (four awards); **Communications Pacific, Current Events** and **Castle Medical Center** (three awards each); and **Hawaii Pacific University** (two awards).

Three individuals were also honored by the PRSA Hawaii chapter in celebration of their contributions to the public relations industry.

**Donda Spiker, APR**, marketing and public relations manager for Kuakini Medical Center, received the **Gregg W. Perry Public Relations Professional of the Year** award. The award honors an exemplary practitioner, who during a distinguished career, has made a major contribution to the profession and has applied public relations techniques in a professional manner to achieve meaningful objectives. An active member in the PR industry and the community, Spiker is a long-time member of the Public Relations Society of America, serving as a board member in various capacities of the Hawaii chapter for the past 16 years and chapter president in 2003.

**Melissa Chang, APR**, Buzzmaster of Ad Streamz, Inc., received the distinguished **President's Leadership Award** in recognition of her significant contributions to the success of the chapter and the profession. In addition to her many outstanding professional accomplishments, Chang led PRSA Hawaii as chapter president in 2000 and was named the PRSA Gregg W. Perry Public Relations Professional of the Year in 2006.

The PRSA Hawaii/Roy Leffingwell Scholarship was awarded to **Ciera Nahale** of Honolulu, an incoming senior at Hawaii Pacific University. She will receive \$1,000 to put toward her public relations studies. PRSA Hawaii was responsible for raising all scholarship monies.

For a full list of the 2010 winners, please visit [www.prsahawaii.org](http://www.prsahawaii.org).

PRSA Hawaii, chartered in 1947, was one of six founding chapters of PRSA. The society is the world's largest organization for public relations professionals, with nearly 20,000 members representing business and industry, counseling firms, government, associations, hospitals, schools, professional services firms, and not-for-profit organizations. For more information visit [www.prsahawaii.org](http://www.prsahawaii.org).

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