



## KOA ANVIL AWARDS 2022 WINNERS (FULL LIST)

### BEST OF SHOW

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**Entry:** Building Trust in COVID-19 Vaccines through Community Outreach and Values

**Category:** Public Service: Government

**Entrant:** Olomana Loomis ISC

### MVP TEAM OF THE YEAR

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**Agency:** Becker Communications, Inc.

**Awards:** 12

### HONOREES

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- **President's Leadership Award:** Piia Aarma
- **Hökūpaa Young Public Relations Professional of the Year:** Maribell Pabalan
- **Gregg W. Perry Public Relations Professional of the Year:** Keith DeMello

### KOA ANVIL AWARDS

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#### COMMUNITY RELATIONS: BUSINESS (SERVICES)

Award of Excellence:

- *Hawaii Pacific Health COVID-19 Community Vaccinations*  
Hawaii Pacific Health and Becker Communications, Inc.

#### PUBLIC SERVICE: GOVERNMENT

Award of Excellence:

- *Community Outreach for the Emergency Broadband Benefit Program*  
Crystal Clear Communications

Koa Anvil Award:

- *Building Trust in COVID-19 Vaccines through Community Outreach and Values*  
Olomana Loomis ISC

#### PUBLIC SERVICE: ASSOCIATIONS/NON-PROFIT ORGANIZATIONS

Award of Excellence:

- *Emergency Rent Relief Programs During COVID-19*  
Becker Communications, Inc. on behalf of Catholic Charities Hawaii

**PUBLIC SERVICE: BUSINESS**Koa Anvil Award:

- *Hawai'i Pacific Health COVID-19 Community Vaccinations*  
Hawai'i Pacific Health and Becker Communications, Inc.

**PUBLIC AFFAIRS: TRAVEL & TOURISM/HOSPITALITY**Koa Anvil Award:

- *Creating the Standard for Regenerative Tourism Development: Kumu Hou At Waikoloa*  
Catherine Coleman and Sitarani Crevier  
Bennet Group Strategic Communications

**EVENTS AND OBSERVANCES (7 DAYS OR FEWER): BUSINESS (PRODUCTS)**Award of Excellence:

- *Plus Power Groundbreaking*  
Becker Communications, Inc. on behalf of Plus Power

**EVENTS AND OBSERVANCES (MORE THAN 7 DAYS): BUSINESS (PRODUCTS)**Award of Excellence:

- *Corteva Agriscience Launches First-Ever, 360-Degree Virtual Sunflower Tours*  
Anthology Group on behalf of Corteva Agriscience

Koa Anvil Award:

- *HPM Building Supply 100th Anniversary: Celebrating A Century of Helping Hawaii Build And Live Better*  
Olomana Loomis ISC

**EVENTS AND OBSERVANCES (MORE THAN 7 DAYS): ASSOCIATIONS/NON-PROFIT ORGANIZATIONS**Award of Excellence:

- *Hawaii Education Association Centennial Campaign*  
Olomana Loomis ISC

**INTERNAL COMMUNICATIONS: ASSOCIATIONS/GOVERNMENT/NON-PROFIT ORGANIZATIONS**Koa Anvil Award:

*Eat Local Challenge*  
Kamehameha Schools

**MULTICULTURAL PUBLIC RELATIONS**Koa Anvil Award:

- *NHPI COVID-19 Collective Awareness and Prevention Campaign*  
Pono Suganuma, Jamie Fend and Sitarani Crevier  
Bennet Group Strategic Communications

**INTEGRATED COMMUNICATIONS: CONSUMER PRODUCTS**Koa Anvil Award:

- *Enhancing Kaka'ako: Advancing Ulana Ward Village and The Park Ward Village*  
Catherine Coleman and Megan Tsuchida  
Bennet Group Strategic Communications

## **INTEGRATED COMMUNICATIONS: CONSUMER SERVICES**

### Koa Anvil Award:

- *Hawai'i Pacific Health COVID-19 Community Vaccinations*  
Hawai'i Pacific Health and Becker Communications, Inc.

## **INTEGRATED COMMUNICATIONS: ASSOCIATIONS/GOVERNMENT/NON-PROFIT ORGANIZATIONS**

### Award of Excellence:

- *Emergency Rent Relief Programs During COVID-19*  
Becker Communications, Inc. on behalf of Catholic Charities Hawaii

### Koa Anvil Award:

- *Building Trust in COVID-19 Vaccines Through Community Outreach and Values*  
Olomana Loomis ISC

## **KOA HAMMER AWARDS**

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### **MEDIA RELATIONS (CONSUMER SERVICES): HEALTHCARE SERVICES**

#### Award of Excellence:

- *Hawai'i Pacific Health - Airplane Baby*  
Hawai'i Pacific Health and Becker Communications, Inc.

### **MEDIA RELATIONS (ASSOCIATIONS/NON-PROFIT ORGANIZATIONS)**

#### Award of Excellence:

- *King Kalakaua Coronation Suit Installation*  
Becker Communications, Inc. on behalf of The Friends of Iolani Palace

### **MEDIA RELATIONS (GOVERNMENT)**

#### Koa Hammer Award:

- *Media Relations for the Emergency Broadband Benefit Program*  
Crystal Clear Communications

### **EDITORIALS/OP-ED COLUMNS**

#### Award of Excellence:

- *Hawai'i's Leaders Voice Support for the Mayor's Safety Strategy*  
Catherine Coleman and Sitarani Crevier  
Bennet Group Strategic Communications
- *No One Should Have to Choose to Go Hungry Op-Ed*  
Becker Communications, Inc. on behalf of Hawaii Food Bank

#### Koa Hammer Award:

- *U.S.-China Relations and the Battle for Global Dominance: Op-Ed Analysis by Chaminade University*  
Becker Communications, Inc. on behalf of Chaminade University

**MULTI-MEDIA COMMUNICATIONS: NEWSLETTERS**Award of Excellence:

- *Qs Day Tuesdays*  
Kenneth Chan, Shayna Decker, Donica Kaneshiro, Estee Manfredi, Travis Nishida, Kristen Okinaka, Michelle Orian-Lau and Teri Theuriet  
Hawaiian Electric

**BLOGS**Koa Hammer Award:

- *Taking a Journey of Discovery on Foot and Online Through the Explore Our Kaka'ako Scavenger Hunt*  
Olomana Loomis ISC

**CREATIVE TACTICS**Koa Hammer Award:

- *Deep Roots, Cherished Memories*  
Estee Manfredi, Travis Nishida and Teri Theuriet  
Hawaiian Electric

**TELEVISION PSAs**Koa Hammer Award:

- *Reaching the Samoan Community with a Pro-Vaccine Message from One of Their Own*  
Olomana Loomis ISC

**INTERNAL VIDEO PROGRAMS**Koa Hammer Award:

- *John's Story*  
Michelle Orian-Lau  
Hawaiian Electric

**EXTERNAL VIDEO PROGRAMS**Award of Excellence:

- *HPM Building Supply 100th Anniversary Visual Storytelling Campaign*  
Olomana Loomis ISC

**NEWSLETTERS: EXTERNAL AUDIENCES PRIMARILY**Award of Excellence:

- *Hawaii Youth Symphony Newsletter*  
Becker Communications, Inc. on Behalf of Hawaii Youth Symphony

**BROCHURES: FEWER THAN 10 PAGES**Koa Hammer Award:

- *NHPI COVID-19 Collective Awareness and Prevention Campaign Suite of Flyers*  
Pono Sukanuma, Jamie Fend and Sitarani Crevier  
Bennet Group Strategic Communications

**ANNUAL REPORTS: NON-PROFIT ORGANIZATIONS**Award of Excellence:

- *Catholic Charities Hawaii 2021 Annual Report: Helping Our Community*  
Becker Communications, Inc. on behalf of Catholic Charities Hawaii

**ADVERTORIALS**Award of Excellence:

- AARP HAWAI'I HONOLULU Magazine Inserts  
Craig Gima  
AARP Hawai'i

**RESEARCH/EVALUATION**Koa Hammer Award:

- *Hawaii Digital Equity Ecosystem Map*  
Crystal Clear Communications, Inc.