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**Charlotte-Area Businesses, Individuals Honored for
Outstanding Work in Public Relations, Communications**

2024 Queen City PR Awards Presented to 19 Winners

CHARLOTTE, NC (Nov. 8, 2023) – Local governments, large corporations, small firms and nonprofits were all among the businesses and individuals honored at the 2024 Queen City Public Relations (QCPR) Awards ceremony.

The Charlotte Chapter of the Public Relations Society of America hosts the awards, which honor public relations and communication professionals across the area for successfully researching, planning, implementing and evaluating communication campaigns with exemplary professional skill, creativity and resourcefulness.

Made possible through the sponsorship of **Robert Half**, the world's first and largest specialized talent solutions and business consulting firm, **New Systems Ethic** and **Boingo Graphics**, the ceremony was held Thursday, Nov. 7, at the Charlotte City Club.

Judges from the New Mexico chapter of PRSA evaluated entries across 14 campaign categories, focusing on how effectively participants used research to shape their communication strategies and tactics, and how well they demonstrated measurable results.

“Purposeful communication can drive successful outcomes for any organization,” said Paige Layne, a longtime PRSA member and this year’s event chair. “When used effectively, communication campaigns foster mutually beneficial relationships. Whether it’s selling more tickets to an event, improving customer satisfaction, or responding effectively during a crisis, our Charlotte-area communications professionals are delivering bottom-line results for the organizations they support.”

Fourteen entries across all categories and subcategories received the coveted Crown Award, presented by emcee Kristen Miranda, and PRSA Charlotte Chapter President Samantha Story.

Luquire, a Charlotte-based advertising, marketing & PR agency, won the “Best of the Best” award for its “Airheads Welcome” campaign for the Sullenberger Aviation Museum. The honor is given to the entry that receives the overall highest score across all categories.

The QCPR Awards also include four individual awards:

- **Jacob McManus**, corporate communications manager for the Cardea Group, was honored with the **New Pro Award**. This award recognizes a public relations professional and chapter member of respected character, with a maximum of seven years of professional communication experience, who exemplifies strong professional capabilities, leadership qualities and service to the public relations community.
- **Cheron Porter, M.A., APR**, vice president of Corporate Communications for INLIVIAN, received the **Mosaic Award**. This award is given to a public relations professional who greatly and consistently champions diversity and inclusion through work in the communications sector.
- **Betsy Mack**, vice president of Corporate Social Responsibility for Hornets Sports & Entertainment and the executive director of the Charlotte Hornets Foundation, received the **Pegasus Award** for significant contributions to the betterment of the community, enhancing its reputation and prestige through the effective use of exceptional communication and public relations practices.
- **John G. Clemons, M.S., APR, ABC, SCMP, IABC Fellow**, president of Clemons Communications and adjunct instructor at the University of North Carolina Charlotte and Loyola University in New Orleans, received the **Infinity Award**. The award honors a public relations professional who has dedicated their career to the practice of public relations, achieved substantial professional success, and represents the highest standards of ethical conduct in the practice of public relations.

The 2024 Queen City PR Crown Award Winners include:

Brand Journalism

- Atrium Health - MoMo Twins

Community Relations - Solo Practitioner

- Colleen Brannan/BRANSTORM PR - Meet Us at The Mill

Crisis Communications – Government/ Association/Nonprofit

- Charlotte-Mecklenburg Police Department - Deadly Ambush & Honoring the Fallen

Digital, Social Media

- Charlotte Douglas International Airport - Horsing Around at CLT

Events Observances – Business

- Chernoff Newman - Arboretum Walmart Supercenter Conversion Celebration

Events, Observances - Government/ Association/Nonprofit

- Charlotte Douglas International Airport - Airport Overlook Grand Opening

Integrated Comms – Business

- Ahold Delhaize USA - Ahold Delhaize USA - Transition & Launch

Integrated Communications - Government/ Association/Nonprofit

- Luquire for Sullenberger Aviation Museum - Airheads Welcome

Issues Management – Business

- Kelso Communications for Tryon Medical Partners - Forged from Fire: Creating Tryon's Crisis Plan

Multicultural D&I - Government/ Association/Nonprofit

- Kelso Communications for CLT Alliance Foundation - Charlotte Small Business Growth Fund for Woman and Minority-owned Businesses

Print

- Goodwill Industries of the Southern Piedmont - Building a Village: Goodwill's 2023 Community Report

Shoestring Budget – Business

- Luquire for Bojangles - Smart Cookie Campaign: An “A” Activation

Shoestring Budget - Government/ Association/Nonprofit

- Holy Angels NC - Golden Angels

Video

- Charlotte Douglas International Airport - CLT's Iconic Chairs and Local Craftsmanship

About PRSA Charlotte

With approximately 300 members, the Charlotte Chapter of the Public Relations Society of America is one of the region's largest and most active chapters. Founded in 1978, the chapter helps members become more valuable to their organizations and clients – and more successful professionally – by providing peer-based support, encouraging professional growth through participation in the chapter's educational programs and leadership roles, and promoting the highest standards of professional competence and ethics. For more information, visit www.prsacharlotte.org.

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