

STANDARD OF EXCELLENCE '23

The Best of the Inaugural Executive Communication Awards

About the Executive Communication Awards

Launched in 2023 to recognize excellence in all aspects of executive communication, the ECAs are organized by the people who convene the Executive Communication Council. Program Chair: Sharon McIntosh. Director of Judging: Laura Field. Chief Administrator: Mike King. Director of Operations: Benjamine Knight.

THE EXECUTIVE COMMUNICATION AWARDS

GRAND AWARD

WINNER: “Semiconductors Run the World: Bringing Chips Back to the U.S. and Europe” *Intel*

AWARD BY CATEGORY

EXTERNAL/EXECUTIVE CONVERSATION

WINNER: “Mike Sievert at The Economic Club of Washington, D.C.” *T-Mobile*

EXTERNAL/EXECUTIVE CONVERSATION SERIES

WINNER: “Sidekicks Conversations with Mike Sievert” *T-Mobile*

HONORABLE MENTION: “SOX Talks Podcast” *Center for Audit Quality*

HONORABLE MENTION: “Thursday Thoughts” *University of California, Davis*

OP-ED

WINNER: “She Scared the Hell Out of Me (and Made Me Better)” *University of Wisconsin-Madison*

HONORABLE MENTION: “In Her Own Words: Kimberly Vesey Builds a Home Every 11 Days for Vets” *Hill+Knowlton Strategies*

EXTERNAL/EXECUTIVE BLOG POST

WINNER: “A New Era of Un-Carrier” *T-Mobile*

SOCIAL MEDIA CAMPAIGN

WINNER: “T-Mobile Game of Phones Holiday Metaverse” *T-Mobile*

HONORABLE MENTION: “Building Trust in the Administration Through Social Media” *University of California, Davis*

HONORABLE MENTION: “Amplifying the CEO’s Online Personal Profile” *CFA Institute*

EXTERNAL/GENERAL EXEC COMMS CAMPAIGN

WINNER: “Pivoting the Criminal Justice Conversation to Public Safety Solutions” *REFORM Alliance*

ANALYST CALL

WINNER: “Inaugural T-Mobile for Business Analyst Summit” *T-Mobile*

INTERNAL/ EXECUTIVE TOWN HALL MEETING SERIES

WINNER: “Ozinga Townhall” *Ozinga*

HONORABLE MENTION: “The Morning Meeting with Doug McMillan” *Walmart, Inc.*

HONORABLE MENTION: “T-Mobile All-Employee Meetings” *T-Mobile*

GRAND AWARD WINNER

“Semiconductors Run the World: Bringing Chips Back to the U.S. and Europe”

Entry Written by Kari Aakre, Senior Director, Technology & Executive Communications, Intel

PROJECT ORIGIN

Every aspect of human existence is becoming digital. This shift is felt every single day as it changes how we work, learn, communicate, our transportation, healthcare and our energy. As technology has permeated nearly every aspect of our lives, it has driven unprecedented demand for chips, made more acute by the COVID pandemic and severe disruptions in our global supply chain.

Chips or semiconductors power everything digital. Semiconductors are the foundation for the increasingly advanced and life-altering technologies that touch our everyday lives, including artificial intelligence, 5G networking and connectivity, autonomous vehicles, and intelligent edge devices.

Yet, global supply chains are vulnerable. Nothing should be reliant on a single port – whether in the U.S., Europe or Asia. In 1990, 80% of supply was in the US and EU. Today 80% is in Asia with only 12% in the U.S. Half of that is Intel. The U.S. will fall further behind unless companies and governments take important action now to invest together to build more chips here on domestic soil.

Intel both realized the need to look beyond short-term capacity and recognized what long-term chip leadership truly entails. The first and primary focus was championing the pressing need to incentivize geographically distributed manufacturing. To support a thriving chips sector, however, Intel also recognized the need to invest in semiconductor manufacturing education and research collaborations to address the skills gap and ensure a robust and talented future workforce to regain manufacturing leadership.

PROJECT NARRATIVE

The two paths to tackle our primary challenge of incentivizing more geographically distributed manufacturing were: take on the immense task of convincing lawmakers, companies, and the public of the critical importance of investing in manufacturing, or go the traditional, less publicly scrutinized route of behind-the-scenes lobbying to drive lawmaker action. We chose what we know to be the more difficult, but effective, option of rallying key stakeholders publicly around a critical shared challenge.

Intel CEO Pat Gelsinger’s voice was our principal platform for advocating for public investment. To amplify impact, we programmed a strategic, disciplined, multi-channel campaign to engage and educate key audiences. This included regular media

interviews and broadcast appearances to reinforce the importance of the chip sector, intimate conversations with lawmakers and heads of states across U.S. and EU, prominent editorials across top-tier media, behind-the-scenes sessions with stakeholders at cutting-edge factories, attendance at local chamber of commerce job councils, and outreach to academia and the next generation of leaders through commencement speeches.

To demonstrate Intel’s commitment, we announced a more than \$20 billion investment to construct two new leading-edge chip factories in Ohio as well as \$100 million over the next decade in education and research collaborations across the U.S. to address manufacturing technical challenges and workforce shortages.

The crowning moment of this winning strategy was when President Biden invited our CEO to attend the State of the Union, during which the President praised Intel while underscoring the importance of investing in chips technology.

STRATEGY

Since its founding in 1968, Intel has been an integrated device manufacturer (IDM) – a semiconductor company that both designs and builds its own chips. Operating as an IDM has served Intel well, delivering the success that the company has enjoyed for decades. However, recent events opened the company leadership’s eyes to the pressing need for a new and better model. To address the global semiconductor supply chain imbalance, Intel took on the task of reinventing its traditional IDM strategy to meet today’s challenges and ensure a secure future for Intel and its customers around the world.

This new era in chipmaking requires a reboot around our foundry model mindset – differentiating leaders of the future from those comfortable with status quo. In March 2021, CEO Pat Gelsinger introduced “IDM 2.0,” a major evolution of our manufacturing strategy that involves a multi-year journey to regain unquestioned technology leadership, manufacturing scale and long-term growth. This new model includes significant manufacturing expansion plans for Intel to become a major provider of foundry capacity in the U.S. and Europe to serve customers globally.

The success of Intel’s business strategy will take more than the efforts of just one company. We know that investing in domestic chip manufacturing will incentivize and draw other companies

GRAND AWARD WINNER, CONT.

in the value chain to establish operations in these high-tech areas, drive more advanced research and developments and produce a multiplier effect that will also include jobs in the chip industry and other sectors.

TACTICS

Earned Media:

- CEO meetings with multiple world leaders (and social photo ops)
- Multiple op-eds in Politico, Washington Post and other top-tier publications
- Conference speakerships: Aspen Ideas Festival, Fortune Brainstorm, WSJ Tech Live

Public Policy:

- Executive invitations to State of the Union Address and CHIPS Act Bill Signing
- CEO invited to provide congressional testimony and speak at National Governor's Association 2022 Annual Summer Meeting
- Joint press conferences with Ohio Gov. Mike DeWine and other officials to announce Intel's manufacturing investments

Educational Institutions:

- Reinforced commitment to future talent pipeline with education partnerships, including the Ohio Semiconductor Education and Research Program
- CEO invited to give Ohio State University 2022 Commencement Speech (based on location of new manufacturing site)

Spotlight Events:

- Hosted Ohio site groundbreaking event with keynote and remarks by President of the United States
- Leveraged leadership speaking events like Fortune Brainstorm, WSJ Tech Live, World Economic Forum Annual Meeting to build awareness and advocate for action

Industry Organizations:

- Worked with Trade and industry organization to build third party advocacy. Our CEO joined the board of SIA (Semiconductor Industry Association)

Advocacy by customers:

- Rallying our customer base in various countries to provide their perspective
- CEO dinners and networking with peers

Social Media:

- Full social media strategy that included using Intel channels, CEO and executive social channels
- Short and long form content

Employee Engagement to rally friends and neighbors:

- Engaging employee support through weekly CEO selfie videos

MEASUREMENT RESULTS

The main result is CHIPS and Science Act was passed by the 117th Congress and signed into law by President Biden. The European Chips Act was passed by the European Parliament's Committee on Industry, Research and Energy. This is the most seminal piece of industrial legislation the United States has passed since the Second World War, and Intel CEO, Pat Gelsinger received credit for driving these efforts forward as the semiconductor industry face of the bills.

Sentiment in media coverage for the Ohio groundbreaking event was 100% net-positive neutral, garnering 200+ total pieces with 48% in top outlets. 79% of the coverage mentioned Intel in the headline or first 100 words. One or more of our key messages was pulled through 63% of coverage, with "Ohio is an ideal location for Intel's U.S. expansion" as the most prominent message. Notable placements are from top-tier outlets, policy publications, and local markets, including AP News, The Washington Post, Axios Columbus, The Columbus Dispatch and more.

LESSONS LEARNED

- First and foremost, use the CEO platform dynamically – both in typical and in unique ways. Don't shy away from trying new things.
- Play off the authenticity of your executive's personality to enable the message to shine through. We embraced CEO Pat Gelsinger's engineering background, his deep expertise and roots in semiconductor industry, his love of all things technical and his own rallying cry of "Bringing the Geek Back" to showcase his passion for addressing this critical challenge.

INDIVIDUAL(S) AND/OR TEAM RESPONSIBLE FOR THIS COMMUNICATION EFFORT

Tara Smith, Kari Aakre, Will Moss, Tricia Stream, Nima Gupta, Krystal Heaton, Karlin Keller, Julianne Whitelaw, Fran Ashcroft, Mark Miller

[⇒ CLICK HERE FOR WORK SAMPLES](#)

WINNER: EXTERNAL/EXECUTIVE CONVERSATION

“Mike Sievert at The Economic Club of Washington, D.C.”

Entry Written by Brandon Black, Communications Manager, Executive Thought Leadership, T-Mobile

PROJECT ORIGIN

The Economic Club of Washington, D.C., promotes global awareness of the pivotal role Washington plays in national and world economies. Its goals are twofold: to provide a prominent forum where global leaders can share their insights about major issues, and to promote a robust peer community for the area's top executives.

David Rubenstein, co-founder of The Carlyle Group, is chairman and hosts the club's "Signature Events" speaker series. The series features "the very highest caliber of world-renowned speakers," with typical in-person event attendance of around 500. Content from the series is shared across various media channels.

T-Mobile CEO Mike Sievert's conversation with Rubenstein at The Economic Club on July 13, 2023, focused on key thought leadership strategies.

- Highlighted T-Mobile 5G industry leadership and two-year post-merger successes.
- Strengthened T-Mobile's brand among D.C. thought leaders, policymakers and media.
- Positioned Mike as a leader in the telecommunications policy and regulatory space.

PROJECT NARRATIVE

By bringing together public officials, industry government affairs representatives and business leaders from around the world, the Economic Club of D.C. event provided the ideal forum to showcase T-Mobile's global leadership in 5G technology and how it delivers pro-competitive success for American consumers. Two years after the T-Mobile/Sprint merger closed was a perfect time to share that the merger commitments are being achieved ahead of schedule and delivering critical consumer benefits, including increased competition in both wireless and high-speed internet, expedited and expanded access to world-class 5G connectivity, and addressing the digital divide by extending free and/or subsidized service to low-income, underserved communities.

STRATEGY

This was an important audience for our CEO that we tied to the second full year of our merger. It provided an opportunity to strengthen T-Mobile's brand and reputation among influential D.C. thought leaders, policymakers and media. And it gave Mike a forum to highlight T-Mobile's 5G leadership, along with the healthy competition we fostered for wireless and broadband customers.

We proactively reached out to the Economic Club to recommend a conversation with Mike. It coincided with the two-year mark of the merger and was a great opportunity for Mike to detail the progress we'd made on our commitments as a new company. The forum provided an opportunity to strengthen T-Mobile's brand and reputation among D.C. thought leaders, policymakers and media representatives.

TACTICS

Background materials were prepped for Mike, including profiles of the organization, its membership and leadership, along with samples of previous executive presentations (including those with the CEOs of competitors Verizon and AT&T) to ensure that Mike was familiar with Rubenstein's discussion style. We also developed talking points to prepare our CEO for anticipated questions.

Finally, our messaging document was organized into three sections that aligned with Mike's preferences: a one-page, "at-a-glance" outline of "key messages to land"; a comprehensive Q&A document that included 50 potential questions and corresponding answers that would deliver key messages; and a third section/appendix that outlined the key messages in a logical flow and more comprehensively, including data support, attribution to research and other details.

MEASUREMENT RESULTS

Audience reach:

- 500 in-person attendees + online viewers of live event
- 15K views on Economic Club's YouTube channel
- 70K @TheEconomicClub YouTube subscribers

WINNER: EXTERNAL/EXECUTIVE CONVERSATION, CONT.

Key themes communicated to the audience:

- Our merger with Sprint is delivering a 5G network that is leading the industry and the U.S. into the 5G era to ultimately help transform industries and communities.
- T-Mobile's Un-carrier philosophy delivers the best value on the best network and fosters healthy competition that creates choice and flexibility for wireless and broadband customers.
- T-Mobile is using its new scale and network capacity to help bridge the digital divide and connect underserved communities to the digital world.

INDIVIDUAL(S) AND/OR TEAM RESPONSIBLE FOR THIS COMMUNICATION EFFORT

Office of the CEO: Alice Williams, VP, CEO Chief of Staff
Alex Pottmeyer, Director, Executive Operations & Intelligence
Topher Lambert, Senior Business Operations Manager

Government Affairs: Kathleen Ham, SVP

CEO Communications: Tom Linafelt, Senior Lead CEO
Communications Manager

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WINNER: EXTERNAL/EXECUTIVE CONVERSATION SERIES

“Sidekicks Conversations with Mike Sievert”

Entry Written by Brandon Black, Communications Manager, Executive Thought Leadership, T-Mobile

PROJECT ORIGIN

Sidekicks Conversations was created out of an idea from our CEO Mike Sievert to produce content for social media that goes beyond sharing company news. He wanted a forum in which he could connect on a personal level with people who would be interesting to the T-Mobile community of employees, customers and other stakeholders.

The central idea was, “What if we could drop in on Mike having a conversation with someone in a bar?” Well, we happen to have a bar on our corporate campus. It’s called Sidekicks, named after the iconic T-Mobile Sidekick phone. So, we asked, “Why not have it there?” And that’s how Sidekicks Conversations with Mike Sievert was born.

PROJECT NARRATIVE

We were inspired by the Netflix series “Comedians in Cars Getting Coffee,” hosted by Jerry Seinfeld, as well as interviews conducted by CEOs of other companies. One of the things that struck us about those conversations was how the host was doing a lot of listening and learning throughout the episodes.

In doing so, they became a stand-in for the audience – asking the questions they might have. By creating a show for Mike to host, he could ask the guests questions that would be interesting and inspiring to T-Mobile employees and customers. For example, how does military mapping technology make our home internet product better? How does a boat racing league use our network to reinvent their sport? How does a serial entrepreneur think about a massive merger between two companies?

We experimented and made changes throughout the first few episodes. For example: adding a live audience to bring up the energy; developing different styles to meet the needs of different social networks and adding exclusive footage only available to employees.

STRATEGY

These videos are seen by the roughly half a million followers of Mike’s social media channels and amplified further through paid media. With each episode, we can target the paid media to

reach customers likely to be interested in the guest. For example, when Mike interviewed the CEOs of Alaska Airlines and Accenture, we targeted the employees and customers of those two companies.

The success of the program has attracted interest from other future guests. We’re looking forward to having more fascinating conversations and taking the show on the road – Sidekicks isn’t just a place. It’s a state of mind.

TACTICS

Through six episodes, Mike has spoken with T-Mobile employees, CEOs, entrepreneurs and a pilot for the U.S. Navy Blue Angels. The full-length shows are about 10-15 minutes per episode, and we post them externally on YouTube and internally on our company intranet. And, recognizing the unique user behavior of other social platforms, we create short social clips specifically for Instagram, Twitter and Facebook.

MEASUREMENT RESULTS

The program’s first four episodes garnered more than 71.6M impressions across the CEO’s social media platforms, including Facebook, Twitter, Instagram and LinkedIn. The engagement rate on those posts exceeded benchmark by +45.5%, indicating strong interest among social audiences. The initial four episodes of the series were also viewed more than 84K views on the T-Mobile brand YouTube page.

INDIVIDUAL(S) AND/OR TEAM RESPONSIBLE FOR THIS COMMUNICATION EFFORT

Rob Wolf, Philip Brown, Kris Koivisto, Tara Darrow, Jeffrey Grondahl, Marjorie Grant-Pickel, Alberto Enriquez, Tabitha Benabente, Akil Brown

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WINNER: OP-ED

“She Scared the Hell Out of Me (and Made Me Better)”

Entry Written by Amanda Todd, Director of Executive Communications, University of Wisconsin-Madison

PROJECT ORIGIN

Our campus community was grieving following the death of our beloved former chancellor. Her death was, to all but a small circle, unexpectedly sudden. There were hundreds of tributes, but as her longtime speechwriter, I felt there was something missing. I took the opportunity to share how I had experienced her in a column written for my fellow speechwriters at Pro Rhetoric, assuming that was my key audience. But then people on campus got wind of it, and suddenly it was being shared everywhere. I heard from her closest family and from people all over the campus and in the community that the column was the truest thing they'd read, and it brought them joy. And when the Secretary of the Treasury, Janet Yellen, weighed in, I knew this little piece had resonated beyond anything I'd imagined.

PROJECT NARRATIVE

I wrote and rewrote this column in my head on a 5-hour drive, exploring and discarding multiple approaches. I wanted a personal remembrance, different from the other tributes I'd read, and something that would make people laugh and maybe cry too. But I couldn't initially figure out how to do that without potentially causing insult. For example, I thought about sharing a few foibles that would humanize her, like the time she mixed up pages of her speech and – instead of seamlessly moving on – stood at the podium before a crowd of 7,000 and announced, “These pages are out of order!” Or the time she pronounced the name “Desiree” as “Desire E” before a crowd of 50,000 at commencement. But then concluded that this could be viewed as belittling, and it wouldn't be what Becky would have wanted, so I settled on sticking closely to examples that showed her as strong, rather than wobbly.

STRATEGY

Our campus of 60,000, and our community, and our various stakeholder groups, were mourning the passing of a great leader who died before her time. I wasn't thinking about strategy when I wrote this piece; it was my way of mourning her death. But it touched people in ways I hadn't expected. Those who knew her well were grateful to recognize the person who'd been not quite

captured in the many encomia and began to share their own Becky stories. And those who did not know her personally but had admired her were grateful to learn about another facet of this complicated woman. On a big, far-flung campus, building community is important and difficult. It's something we work hard at, and this piece helped to do that at a critical moment.

TACTICS

The initial audience was speechwriters. David Murray put it out on LinkedIn and Facebook and Twitter, and I sent it personally to a few friends on our campus, who then shared it more widely. I wasn't necessarily looking at the column as something to push out; in fact, with a remembrance of this sort it could be a bit tacky to flog it on every possible channel. But it moved through the campus and our community in a wonderfully organic way.

MEASUREMENT RESULTS

This piece became important to a mourning community. It connected people and encouraged others to tell their stories.

Another result was a new level of respect for, and understanding of, the level of skill and diplomacy an executive communicator must possess to be successful.

LESSON LEARNED

Take notes! Your personal story – especially one that includes ups and downs – can be compelling. We're so good at telling others' stories that we might overlook our own.

INDIVIDUAL(S) AND/OR TEAM RESPONSIBLE FOR THIS COMMUNICATION EFFORT

Amanda K. Todd

[⇒ CLICK HERE FOR WORK SAMPLES](#)

WINNER: EXTERNAL/EXECUTIVE BLOG POST

“A New Era of Un-Carrier”

Entry Written by Brandon Black, Communications Manager, Executive Thought Leadership, T-Mobile

PROJECT ORIGIN

Nearly three years after the historic merger with Sprint, T-Mobile continues to stake new ground in wireless and beyond. T-Mobile's lead in 5G has reshaped the wireless industry, as CEO Mike Sievert explains in the T-Mobile newsroom post in 2022. The combination of T-Mobile's low-band and mmWave spectrum with Sprint's mid-band frequencies gave the Un-carrier a big head start on building a modern, multilayer 5G network, and now the other guys – the carriers – are playing catch-up. They were forced to invest more in spectrum and deployment, placing early bets on mmWave, and then pivoting to focus on mid-band. Since then, T-Mobile has built America's only stand-alone nationwide 5G network to deliver on its promise of 5G for All.

PROJECT NARRATIVE

In 2020, T-Mobile and Sprint joined forces through the biggest merger in U.S. telecom history. In this blog post, Mike talks about a years-long, audacious dream that the new company could realize ending the false choice forced on consumers between the best value and the best network. By combining assets, the company was finally able to solve this 30-year dilemma by offering consumers affordability and reliability. Mike also outlines how T-Mobile's high-capacity network is providing 5G for All through transformational experiences and choices that had previously been unavailable to many, especially in America's small towns and rural markets.

STRATEGY

The thought leadership blog post highlights the audacious goal we had to become the first in wireless to simultaneously offer customers the best value and the best network, backed by the best experiences. We dreamed of a future where merging with Sprint would enable us to put an end to the wireless industry's false choice between a good deal and a great product. Having led T-Mobile through the biggest merger in U.S. telecom history, Mike has a unique and powerful story to tell, and consumers, employees and stakeholders all benefit from what started as a big dream.

TACTICS

Mike's executive thought leadership blog was posted on the T-Mobile newsroom and LinkedIn. It was amplified on his social channels and by other members of his Senior Leadership Team.

The piece highlights T-Mobile's transformation from a traditional wireless carrier to the Un-carrier, backed by an obsession for putting customers first. The blog covers innovative products and perks like T-Mobile Tuesdays and Magenta MAX, which the company created to bring goodness to customers — no strings attached! By using his voice as CEO, Mike's able to deliver a personal look into the Un-carrier culture, one that prioritizes transparency, authenticity and empowerment for customers and employees. These are essential elements to T-Mobile's present and future success.

MEASUREMENT RESULTS

Mike Sievert's article was shared on the T-Mobile newsroom and drew 40,782 page views between April 1 and December 31, 2022. The article was also posted to Mike's LinkedIn, Twitter and Facebook. The following are results from Mike's social channels.

LinkedIn

40.5k impressions | 745 engagements | 1,176 article views

Twitter

2m impressions | 33.6k engagements | 3,115 link clicks

Facebook

2.5m impressions | 162.5k engagements | 30,209 link clicks

INDIVIDUAL(S) AND/OR TEAM RESPONSIBLE FOR THIS COMMUNICATION EFFORT

Executive Thought Leadership and Corporate Communications

[⇒ CLICK HERE FOR WORK SAMPLES](#)

WINNER: SOCIAL MEDIA CAMPAIGN

“T-Mobile Game of Phones Holiday Metaverse”

Entry Written by Brandon Black, Communications Manager, Executive Thought Leadership, T-Mobile

PROJECT ORIGIN

For the 2022 Executive Social holiday campaign, we created holographic versions of every member of T-Mobile’s senior leadership team (all 17). The game is called “Game of Phones.” The executive holograms posed trivia questions for players and shared facts about T-Mobile’s industry leadership. Each question answered correctly earned the player a token. Players navigated inside the renovated Bellevue, Wash., campus, touring where employees connect, collaborate and recharge.

PROJECT NARRATIVE

Over the past six years, T-Mobile’s Senior Leadership Team has come together to host a light-hearted social media campaign for the holiday season, often including giveaways and donations ... and always with a bit of fun. That’s the Un-carrier style. The 2022 executive social campaign, called “Game of Phones,” was built off the 2021 campaign, which introduced a “mini-metaverse” and holiday holograms.

STRATEGY

The game took advantage of the Metaverse and augmented reality by showcasing T-Mobile’s 5G capacity and network-leading technology, while also educating audiences on T-Mobile’s Corporate Social Responsibility efforts. We had two goals:

Give players an interactive, immersive experience at T-Mobile’s Bellevue, Wash., headquarters with senior leadership team leaders acting as guides, and teach them a bit about our company.

Distribute a large donation from T-Mobile to the nonprofits who help support our Corporate Responsibility efforts: Big Brothers Big Sisters of America, National Urban League and Conservation International.

TACTICS

At the start of the game, players were greeted by T-Mobile’s CEO, Mike Sievert, who explained the game and the prizes for collecting all 17 tokens. He then asked the first trivia question.

As players moved through the holiday-decorated campus,

additional executive holograms appeared; each posing a trivia question. If answered correctly, the player received a token before moving forward to the next executive in another area of campus. If a player answered incorrectly, the executive would provide a hint to help them earn a token.

Players who collected all 17 tokens were entered into a prize drawing. More importantly, every player who completed the game was given a choice of three nonprofits for T-Mobile to donate to: Big Brothers Big Sisters of America, National Urban League and Conservation International.

MEASUREMENT RESULTS

Driven by our executive social handles, the campaign saw over 400K people complete the game — an astonishing 8,700% increase over our 2021 holiday campaign.

And we donated \$100k to our designated nonprofits!

Total coverage:

- 66.4 million (25X YoY) impressions
- 3.85 million (400X YoY) engagements
- 400k+ game entries had an average engagement time of 2:48 with 1.1 million plays

INDIVIDUAL(S) AND/OR TEAM RESPONSIBLE FOR THIS COMMUNICATION EFFORT

T-Mobile Executive Social team: Kris Koivisto, Cory McConnell, Taeshon Greene, Rob Wolf

[⇒ CLICK HERE FOR WORK SAMPLES](#)

WINNER: EXTERNAL/GENERAL EXEC COMMS CAMPAIGN

“Pivoting the Criminal Justice Conversation to Public Safety Solutions”

Entry Written by Alexandra Ozols, Director of Executive Communications, REFORM Alliance

PROJECT ORIGIN

While economic opportunity, public safety, and racial justice capture the attention of many Americans, reform of the nation’s probation and parole systems as a vehicle to achieve these goals is not on their radar. So how do we get them to pay attention and take action? By meeting people where they are across all realms of society and communicating to them in a way that connects true public safety to their families, communities and daily lives.

REFORM Alliance CEO Robert Rooks had the opportunity to explain why reforming a failed probation and parole system is critical to the whole of society and to inspire the imagination of Americans to find practical, tangible, and sustainable solutions.

Robert’s experience as one of the nation’s leading advocates for both crime survivors and system-impacted people made him a particularly credible and authentic thought leader on the subject, a compassionate and passionate champion of justice, and ally of those trapped in the system as well as those victimized by crime. We sought to generate visibility for REFORM and elevate the issue of probation and parole in new places by leveraging Robert’s ability to connect with diverse audiences and build understanding. A key strategy was to reach parents and business leaders, as they are key decision makers for the populations we serve. This included broadening our reach to new audiences such as lifestyle and business outlets.

PROJECT NARRATIVE

While people knowledgeable and passionate about criminal justice reform are essential advocates, it was important to the organization and Robert to branch out to reach everyday Americans and cultivate new allies. Many Americans, don’t know that the majority of people in the criminal justice system are not in prison or jail but on probation or parole, and that people on probation and parole can be sent to prison without committing a crime.

Through media placements, speaking engagements, and influencer/donor cultivation, we developed a message that communicated the importance and urgency of supporting probation and parole reform to end the poverty-to-prison pipeline, create economic opportunity, and strengthen families. We pursued

op-eds, essays, and interviews with target publications, speeches to target audiences, and any venues where we could lift up our issue in front of audiences unfamiliar with probation and parole reform. We also are keenly aware that there are few Black male leaders in the overall advocacy space, and that most people are not familiar with probation and parole systems. So we are still charting new territory and “building the field” for future leaders and organizations.

STRATEGY

Building diverse coalitions is essential to REFORM’s legislative efforts. That building begins with changing hearts and minds. Introducing Robert’s voice to different audiences via distinct messages across platforms, we demonstrated why people should care about criminal justice reform – whether by appealing to parents, business leaders, policymakers, or philanthropists. Taking the movement to the next level required cultivating new support and partnerships, inviting new people into our circle, refining our message in a way that speaks to them, and inspiring them to act. In this public education campaign, we crafted compelling messages and identified strategic placements.

TACTICS

We created a drumbeat of moments to amplify Robert’s perspective and REFORM’s work among key audiences. We pursued written media placements as well as oratory. First, we crafted an essay in which Robert leaned into his personal story, including his upbringing, his foray into social justice, and his journey as a Black father. We used this piece to enter the conversation about criminal justice through the prism of parenthood.

Then in response to the 2022 midterms, we crafted an op-ed about bipartisan public safety solutions as a winning issue and placed it in Newsweek to reach DC policymakers and a general news audience. The piece showcased several governors from both parties who won reelection after signing into law effective public safety reforms amid concern about rising crime. We saw this as a crucial opportunity to respond to those blaming rising crime on criminal justice reform and explain to them that reform when it’s a bipartisan public safety solution succeeds.

WINNER: EXTERNAL/GENERAL COMMS CAMPAIGN, CONT.

To reach the business community, we secured an interview with NPR Marketplace, a go-to source for economic news. Robert made the case that a “second chance shortage” is stymying economic opportunity and hiring formerly incarcerated people is a key part of the solution. He called on employers “to roll up their sleeves to join the rest of us as we work to get people, everyone, back to work, including this population of folks.”

MEASUREMENT RESULTS

Placement in a high-profile lifestyle magazine, a high-profile economic news show, and a high-profile current events/political news outlet. Please see metrics below:

<https://www.parents.com/kindred/my-dad-was-a-model-for-change-his-version-of-black-fatherhood-inspires-me-to-fight-for-social-justice/> (UVM: 5,772,220)

<https://www.newsweek.com/criminal-justice-reform-that-prioritizes-public-safety-bipartisan-winning-opinion-1763611> (UVM: 24,673,275)

<https://www.marketplace.org/2022/10/18/the-challenge-of-finding-work-after-incarceration/> (UVM: 679,374)

LESSON LEARNED

Before submitting a piece somewhere, it’s important to explore the publication you’re considering. Not only will this deepen your understanding of the types of content an outlet publishes, but it will also help you make the strongest possible case for your piece. Moreover, you never know what new vertical or special series an outlet might have recently launched or have in the works. For example, when I saw that Parents had just launched Kindred, a platform dedicated to Black families, I thought it would be an ideal forum to pitch Robert’s essay.

INDIVIDUAL(S) AND/OR TEAM RESPONSIBLE FOR THIS COMMUNICATION EFFORT

Alexandra Ozols

WINNER: ANALYST CALL

“Inaugural T-Mobile for Business Analyst Summit”

Entry Written by Brandon Black, Communications Manager, Executive Thought Leadership, T-Mobile

PROJECT ORIGIN

T-Mobile engages with 200 analysts across 70 firms who are considered third-party experts and have relationships with most service providers and players in the telecom ecosystem. T-Mobile for Business (TFB) hosted its inaugural TFB Analyst Summit on October 13-14, 2022, at the 5G Hub experience center in Bellevue, Wash. The goal of the summit was to educate analysts and increase awareness of T-Mobile’s enterprise business, the TFB product portfolio and key priorities.

PROJECT NARRATIVE

The summit allowed analysts to receive a wholistic view of TFB’s strategy and products, with in-depth presentations by leaders, live partner product demos, and Q&A sessions with executives, partners and customers. Networking between the analyst community and TFB leaders was very beneficial and long-term relationships were formed. To create buzz around the event, attendees were encouraged to share their experiences from the event on their social channels (except for one NDA session on Day 2).

STRATEGY

Thirty-four analysts attended the summit in-person and 30 analysts attended virtually. Attendees represented leading industry research and analytic firms, including Forrester, Gartner, Recon Analytics, Global Data, IDC and NPd. Invitations to the summit headquarters were sent to select industry analysts to provide a 360-degree view of TFB strategy and products, with deep dives in key areas, including Business Internet, Cradlepoint, IoT and 5G ANS.

TACTICS

The summit gave analysts visibility and access to key TFB and T-Mobile executives and experts while leveraging Bellevue facilities like 5G&Me, Tech Experience and the 5G Hub. The two-day summit was also live streamed for additional reach and to accommodate virtual attendees.

Day two included sessions and interactive discussions. We also held a Q&A panel with TFB and Network execs—an

opportunity for analysts to ask deeper questions on the products and network technology.

MEASUREMENT RESULTS

Analyst coverage of the summit included 242 tweets highlighting T-Mobile executives, company advancements in 5G, and industry leadership. The summit was also discussed in three different podcasts, a feature in Forbes, and covered in two analyst reports (IDC and GlobalData).

To build upon the success of the summit and continue building relationships, we sent all 64 attendees an event survey with personalized thank-you notes, shared presentation materials and hosted follow-up feedback inquiries with select analysts.

Overall, the summit was well received with many positive comments on the content and strategy – especially relating to the summit value, speakers and executive networking. Eighty-three percent of in-person analysts rated the summit value as excellent; 86% of in-person analysts rated the speakers as excellent; and 82% of in-person analysts rated the networking with executives as excellent.

One analyst from GlobalData remarked: “This was honestly one of the best analyst events I have been to for consistency of quality across all speakers. The fact that such senior people were standing up and setting out Tfb’s strategy was a big factor in the events success.”

An analyst from Gartner said, “Nice overview on record, and then opportunity to dig deeper with key people off record and hear about roadmap. Also really appreciated getting to see the testing labs and the 5G Hub space and innovators.”

INDIVIDUAL(S) AND/OR TEAM RESPONSIBLE FOR THIS COMMUNICATION EFFORT

PR & Analyst Relations Teams T-Mobile for Business teams

[⇒ CLICK HERE FOR WORK SAMPLES](#)

WINNER: INTERNAL/EXECUTIVE TOWN HALL MEETING SERIES

“Ozinga Town Hall”

Entry Written by Kristi Munno, Communications Manager, Ozinga

PROJECT ORIGIN

Ozinga has locations throughout the Midwest, South Florida, North Carolina and Arizona. Many of our coworkers are unable to meet for big company events, are unable to visit other locations or business units, or don't have easy access to a computer during the day. However, with three different business units in a variety of states, Ozinga ownership regularly has information we want to share with our coworkers and provide them with pertinent and timely information.

In the past, we have always held our town halls on site at various locations, but only coworkers at those locations were able to be a part of them.

This past year, we decided to change the way we did town halls by doing them via video and livestream. By doing it this way, we had a day to film on location and do an in-depth tour of our facility with local managers. We then did a pre-recorded filming with current ownership giving state of the company updates. These recordings were edited together and shared with our coworkers via email, local TVs and our internal website. In addition, we also offered a livestream Q&A session at the end of the recording so our coworkers could submit questions in real time for our owners and management to answer.

PROJECT NARRATIVE

As mentioned above, in the past, we have always held our town-halls on site at various locations, but only coworkers at those locations were able to be a part of them. While we would share the company updates via email, it didn't allow coworkers in any location to submit questions for our owners and managers to answer.

In addition, we didn't have the time to film a tour of the locations we were at, so it didn't allow us to showcase how our company operates in different areas and business units.

We then tried doing a fully livestream version of the town halls, and while this allowed for our coworkers to join in live, it limited us on location because we were forced to pick areas that had strong internet connections. Also, because of this, we were forced to stay in one spot while filming instead of being able to

walk around, which meant that even while “on location”, viewers would only see a small portion of the operation, which didn't provide much in terms of education.

STRATEGY

One of Ozinga's values is learning, and the owners are constantly pushing this. However, with coworkers in various areas and business units, too often there is not time or capability to learn about other areas of the company.

Because many locations and our headquarters are in the Midwest, the outlying locations don't hear from ownership on a regular basis.

With this new style, we were able to start providing town halls on a quarterly basis, giving all coworkers the ability to hear from ownership at least four times per year.

In addition, we were able to visit more locations, so our coworkers at those locations had the ability to have personal time with ownership.

The pre-recorded video portion also allowed us to showcase more of the overall operations at these locations, which really supported our learning value.

TACTICS

We relied on pre-recorded and livestream video to provide company updates for our coworkers. The pre-recorded section and livestream were assembled to make it look like one production.

Coworkers then had the ability to join in “live” to watch when we broadcasted through our internal TVs and intranet, or they could watch later at their leisure.

Questions for the live Q&A with our owners could be submitted ahead of time so those who couldn't join could still participate.

Finally, each town hall had a theme, so coworkers could join in the fun by participating in the theme for that specific town hall. We brought in food and coworkers who participated received gifts.

MEASUREMENT RESULTS

We measured each town hall last year by live views and replayed views. Overall, these numbers are 2-3x higher than the previous year. Q3 fell off like normal because it's our busy season.

- Q1 - Doral, Florida - Ready Mix
Live - 199
Replay - 10,416
- Q2 - Montgomery, Illinois - Cement
Live - 132
Replay - 9,214
- Q3 - Henry, Illinois - Aggregates
Live - 70
Replay - 7,995
- Q4 - Middlebury, Indiana - Recap
Live - 102
Replay - 11,517

INDIVIDUAL(S) AND/OR TEAM RESPONSIBLE FOR THIS COMMUNICATION EFFORT

Kristi Munno, Brendan O'Morrow, Vanessa Calderon