



# Awards


 

## 2006 Bronze Anvil Award of Commendation Winners

### Upcoming Events

Bronze Anvil

Reading Room

2006 Bronze Anvil Award Winners

2006 Bronze Anvil Award of Commendation Winners

### August 2006

- 11**  
Media Relations 101: How to Deliver Effective Media Standups
- 14**  
Writing That Sells – Products, Services and Ideas
- 15**  
Extreme Makeover for a Web Site
- 17**  
Get the Word Out on the Web
- 17-18**  
Building and Evaluating an Employee Communications Program
- 21-22**  
Measuring PR Effectiveness
- 21-22**  
Public Relations Programming: A Comprehensive Approach
- 22**  
Managing and Motivating People to Succeed!
- 23**  
Mega-Disasters: Communications Lessons from Hurricane Katrina
- 24**  
Media Training for Media Trainers

### MEDIA RELATIONS – Consumer Products - Health Care

Exponent Public Relations and Novartis Animal Health US, Inc.  
*with*

*Press for Access at the Nation's Best Dog Parks*

### MEDIA RELATIONS – Consumer Products - Health Care

Boehringer Ingelheim  
*with*  
GCI Group

*The Flomax One Week Challenge*

### MEDIA RELATIONS – Consumer Products - Technology

Nintendo of America  
*with*  
Golin/Harris - Los Angeles

*Media Experience Puppy Love with Nintendogs*

### MEDIA RELATIONS – Consumer Products - Technology

Kodak  
*with*  
Ketchum and Mirror Show Management

*Capturing Attention at CES 2006 - Kodak Cements Itself as Consumer Electronics Leader*

### MEDIA RELATIONS – Consumer Products - Technology

Firefly Mobile  
*with*  
Grow Marketing

*Firefly Mobile Launch*

### MEDIA RELATIONS – Consumer Products - Food & Beverage

Butterball/ConAgra Foods  
*with*  
Edelman

*25th Anniversary of the Butterball Turkey Talk-Line*

**MEDIA RELATIONS – Consumer Products - Food & Beverage**

Nestle Crunch  
*with*  
Manning, Selvage and Lee

*Reinvigorating the 7th Annual Nestle Crunch Hot Shots Contest*

**MEDIA RELATIONS – Consumer Products - Food & Beverage**

The Almond Board of California  
*with*  
Porter Novelli

*Almonds: Grab a Handful Today*

**MEDIA RELATIONS – Consumer Products - Non-Packaged Goods**

Masterbrand Cabinets, Inc.  
*with*  
Carmichael Lynch Spong

*Creating Cabinetry Buzz*

**MEDIA RELATIONS – Consumer Products - Non-Packaged Goods**

Select Comfort  
*with*  
Carmichael Lynch Spong

*Waking Up the Media with Select Comfort*

**MEDIA RELATIONS – Consumer Products - Other (categories not elsewhere defined)**

Best Buy  
*with*  
MS & L

*Usher Truth Tour DVD Premieres in Style*

**MEDIA RELATIONS – Consumer Services – Travel & Tourism**

Las Vegas Conventional Visitors Authority  
*with*  
Las Vegas Centennial Commission and R&R Partners

*The Las Vegas Centennial Birthday Week Celebration*

**MEDIA RELATIONS – Consumer Services – Travel & Tourism**

Radisson Hotels & Resorts and Select Comfort

*with*  
Carmichael Lynch Spong

*Resting Easy with Radisson and Select Comfort*

**MEDIA RELATIONS – Consumer Services - Health Care Services**

Eli Lilly and Company  
*with*  
Chamberlain Communications Group

*Support Partners -- Building Networks of Support to Overcome Depression*

**MEDIA RELATIONS – Consumer Services - Health Care Services**

Children's Healthcare of Atlanta

*The Baby Noor Campaign*

**MEDIA RELATIONS – Consumer Services - Health Care Services**

Children's National Medical Center

*Separating Conjoined Twins: One Hospital's Story*

**MEDIA RELATIONS – Consumer Services - Technology**

Echostar Communications Corp. and Dish Network Satellite TV Service

*The Dish City Makeover: How Clark, Texas became Dish, Texas*

**MEDIA RELATIONS – Consumer Services - Financial Services**

Ameritrade Holding Corp.

*TD Waterhouse Acquisition Announcement*

**MEDIA RELATIONS – Consumer Services - Other (categories not elsewhere defined)**

Atlantic Station  
*with*  
Edelman

*Atlantic Station Community for Live, Work and Play*

**MEDIA RELATIONS – Business to Business - Products**

Dixie Foodservice  
*with*  
Brand Resources Group

*2005 Media Campaign*

**MEDIA RELATIONS – Business to Business - Products**

Oversight Systems  
*with*  
Arketi Group

*Establishing Thought Leadership...Inside Executive Issues*

**MEDIA RELATIONS – Associations/Nonprofit Organizations**

Georgia Tech Research Institute  
*with*  
Office of Naval Research and Georgia Tech  
Research News and Publications Office

*Unveiling the ULTRA Armored Patrol*

**MEDIA RELATIONS – Associations/Nonprofit Organizations**

American Academy of Dermatology

*2005 Melanoma Monday: Motivating the Public to be Sun Smart*

**MEDIA RELATIONS – Associations/Nonprofit Organizations**

Minnesota Hospital Association  
*with*  
Weber Shandwick

*First Do No Harm*

**MEDIA RELATIONS – Government**

Transportation Security Administration

*Deployment of Explosive Detection Canine Teams to Mass Transit*

**MEDIA RELATIONS – Government**

Minneapolis MOSAIC  
*with*  
Padilla Speer Beardsley, Inc.

*2005 Minneapolis MOSAIC: A World Tour. Without the Jet Lag*

**MEDIA RELATIONS – Government**

Stand/Ohio Tobacco Use Prevention & Control Foundation  
*with*  
Northlich Inc, Golin/Harris and Miller Public Relations

*Stand 53K : Anti-Tobacco Teams Unite Support for Clean Indoor Air*

**NEWSLETTERS - Fewer than 17 pages**

Nestle Purina  
*with*  
Exponent Public Relations

*The Glossy, Double-Folded Sales Rep*

**NEWSLETTERS - Fewer than 17 pages**

Worthington Industries  
*with*

Fahlgren Mortine Public Relations

*Worthington Industries News*

**MAGAZINES - Internal Audiences Primarily**

GuideOne Insurance

*"Momentum" Magazine*

**MAGAZINES - Internal Audiences Primarily**

Novartis Pharmaceutical Corp.

*with*

Ruder Finn

*Pharma Business Review: Connecting And Educating Global Work Force*

**MAGAZINES - External Audiences Primarily**

Engineering and the Sciences at the University of California, Santa

Barbara

*with*

bbg/c

*Convergence*

**BROCHURES - Fewer than 17 pages**

Pita Communications LLC

*What's it Going to Take? Brochure*

**BROCHURES - Fewer than 17 pages**

American Plastics Council

*with*

Edelman

*Love Your Leftovers Brochure*

**BROCHURES - 17 pages or more**

California Department of Health Services, Cancer Prevention Nutrition  
Section

*with*

Hill & Knowlton

*Harvest of the Month: Growing Healthy Students*

**PUBLICATIONS - Single Issue Newsletters/Booklets/  
Calendars**

Pittsburgh Paints

*with*

Burson-Marsteller and MediaVox

*The Voice of Color Launch - Dealer Marketing Kit*

**PUBLICATIONS - Single Issue Newsletters/Booklets/  
Calendars**

The Allstate Foundation - Allstate Insurance Company

*Chronic: A Report on the State of Teen Driving 2005*

**PUBLICATIONS - Single Issue Newsletters/Booklets/  
Calendars**

Miami University  
*with*  
Snavelly Associates. Ltd.

*The Miami University Campaign for Love and Honor Campaign Case  
Statement*

**PUBLICATIONS - Books**

Brasfield & Gorrie  
*with*  
Arketi Group

*An Aquarium for Georgia*

**PRESS KITS/MEDIA KITS - Products**

Homestat Farms  
*with*  
Fahlgren Mortine Public Relations

*Maypo Media Mailer*

**PRESS KITS/MEDIA KITS - Events/Commemorations/Other**

General Motors

*General Motors: Chicago for Everyone*

**PRESS KITS/MEDIA KITS Events/Commemorations/Other**

Twinnings of London  
*with*  
Ruder Finn

*Twinnings 300th Anniversary Tea Bag*

**PRESS KITS/MEDIA KITS - Events/Commemorations/Other**

United States Australian Football League  
*with*  
Core Creative, Inc.

*Get Cultured. Australian Football.  
Campaign for the 9th Annual United States Australian Football League  
National Championships*

**DIRECT MAIL/DIRECT RESPONSE-**

Procter & Gamble's Tide Brand - Tide Coldwater  
*with*  
Fleishman Hillard

*Tide Coldwater: Chill Out*

**DIRECT MAIL/DIRECT RESPONSE**

Clearwire Wireless Broadband  
*with*  
St. John & Partners

*Clearwire Wireless Broadband Rocket Launch Invitation*

**SATELLITE MEDIA TOURS**

Holiday Inn Express  
*with*  
GCI Group

*Holiday Inn Express Simply Smart Shower Program Satellite Media Tour*

**INTERNAL VIDEO PROGRAMS - Corporate/Organization News**

YMCA of the USA  
*with*  
Diane DeRe Productions and Crews Control

*Tsunami 2004 - YMCA's Respond*

**INTERNAL VIDEO PROGRAMS Corporate/Organization Feature**

UPM North America  
*with*  
2 X 4 Communications

*'The Donald' Takes on the BHAG*

**INTERNAL VIDEO PROGRAMS Corporate/Organization Feature**

Thomson Legal and Regulatory

*TLR-TV: "Global Justice: War Crimes, International Courts and Westlaw"*

**INTERNAL VIDEO PROGRAMS - Corporate/Organization Feature**

Raytheon

*AED/CPR Safety*

**EXTERNAL VIDEO PROGRAMS -**

University of Florida  
*with*  
Fletcher Martin Agency

*"The Undergraduate"*

**EXTERNAL VIDEO PROGRAMS-**

Farmers Insurance

*"Freedom's Song"*

**TELEVISION PSAs**

National Foundation for Infectious Diseases

*with*  
Cooney/Waters Group

*Power of 10*

**TELEVISION PSAs**

Alliance to Save Energy  
*with*  
Ogilvy PR

*Super Powers*

**RADIO PSAs**

The National Meningitis Association (NMA)  
*with*  
Cooney/Waters Group

*Parents Against Meningitis: What Happened Shouldn't Happen*

**AUDIO PROGRAMS**

AARP  
*with*  
News Generation, Inc.

*"The Power to Make Things Better for Those 50 and Older in the U.S."*

**AUDIO PROGRAMS**

Virginia Community College System  
*with*  
Rainmaker Productions and Virginia Association of Broadcasters  
*Choose a Virginia Community College-- for all the right reasons*

**SPEECHES**

Missouri Department of Transportation  
*2006 State of Transportation Address*

**SPEECHES**

The Allstate Corporation  
*"Fixing the Way America Deals with Catastrophe"*

**SPEECHES**

Dominion  
*"Everything I needed to know about business ethics I learned from my parents, my boss and Arthur Ashe"*  
*Thomas N. Chewning, Executive Vice President and Chief Financial Officer, Dominion*  
*March 22, 2005 McIntire School of Commerce, University of Virginia*

**FEATURE STORIES**

Cargill Safelane

*with*  
Carmichael Lynch Spong

*Making Bridges Safer: Article Paves Way for New Anti-Icing Technology*

**FEATURE STORIES**

Geller DeVellis, Inc.  
*with*  
Bishoff Communications LLC

*Keeping in Context with the Community*

**EDITORIALS/OP-ED COLUMNS**

Ketchum

*Reaching Out to Today's Multi-Minding Woman*

**EDITORIALS/OP-ED COLUMNS**

Triwest Healthcare Alliance

*Honoring Heroes*

**EDITORIALS/OP-ED COLUMNS**

Peppercom, Inc.

*What keeps CMO's Up at Night?*

**EDITORIALS/OP-ED COLUMNS**

U.S. Army Chemical Materials Agency  
*with*  
URS Coleman

*U.S. Army Chemical Materials Agency: Programmatic Op-Ed Series*

**ADVERTORIAL**

Housing Virginia  
*with*  
CRT/tanaka

*Housing Virginia Pilot Campaign*

**ADVERTORIAL**

National Heart, Lung, and Blood Institute  
*with*  
Ogilvy PR Worldwide

*The Heart Truth: Newsweek Heart Health*

**RESEARCH/ EVALUATION**

Minnesota Hospital Association  
*with*  
Weber Shandwick

*First Do No Harm*

**RESEARCH/ EVALUATION**

SAP  
*with*  
Burson-Marsteller w and The Economist Intelligence Unit

*Business 2010: Embracing the Challenge of Change*

**CREATIVE TACTICS**

General Motors (GM)  
*with*  
Dome HK

*General Motors: Chicago for Everyone*

**CREATIVE TACTICS**

National Heart, Lung, and Blood Institute  
*with*  
Ogilvy PR

*The Heart Truth: First Ladies Red Dress Collection*

**CREATIVE TACTICS**

Showtime Networks, Inc.

*Earlybird Mailings*

**WEBSITES - External**

Old Navy  
*with*  
Burson-Marsteller and Marsteller

*Flipahead.com*

**WEBSITES - External**

St. Louis Regional Chamber & Growth Association  
*with*  
Fleishman-Hillard Inc.

*Selling St. Louis on the Web: [www.gotostlouis.org](http://www.gotostlouis.org)*

**WEBSITES - Internal/Intranets**

Afilias Limited

*Afilias Creates Harmony with Concert*

**MULTI-MEDIA COMMUNICATIONS - Press Kit/Media Kit**

Shedd Aquarium  
*with*  
Public Communications Inc.

*Shedd Celebrates 75*

**MULTI-MEDIA COMMUNICATIONS - Newsletters**

University of Miami Alumni Association

*@Miami - A Monthly News Service for University of Miami Alumni and Friends*

**MULTI-MEDIA COMMUNICATION - Newsletters**

The Marianists, Province of the United States  
*with*

*Family Online*

**MULTI-MEDIA COMMUNICATIONS - Editorial/Direct Mail**

PowerBar  
*with*

The Robins Group and Todd Street Productions

*Knowledge is Power: Sports Nutrition Tools for the Performance Edge*

**PODCASTS**

Whirlpool Brand  
*with*

Zeno Group

*Whirlpool American Family Podcasts*

**BLOGS**

High Point Regional Health System  
*with*

The King's English

*Patient Blog Program*

**BLOGS -**

Avent America  
*with*

Edelman

*Avent Sisterhood Six Blog: Connecting Moms Across the Miles*

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[Return to Top](#)

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