

## 2005 PRSA TOTEMS TOP AWARD WINNERS

**Best of Show Award:** Tara Darrow of the Air Line Pilots Association for “The Ups and Downs of Negotiations: Keeping our membership engaged and maintaining credibility.”

**The Outstanding Young Professional Award:** Jennifer Riendeau of Edelman for “Microsoft Hardware Holiday Mailer.”

## 2005 PRSA TOTEMS PUBLIC RELATIONS COMPONENTS AWARD WINNERS

### **Writing, Editorials/Op-ed columns:**

*Totem* to David Schaefer of the Port of Seattle for “Make Our Ports Safer”

### **External Publications, Magazines 2 colors:**

*Totem* to Lisa Crockett of Providence St. Peter Hospital for “PSPH News.” *Totem* to Lisa Crockett of Providence St. Peter Hospital for “Destination Quality”

### **External Publications, Magazines 3+ colors:**

*COE* to Jennifer Seymour, Jennifer Fisch and Susan Macek of Children’s Hospital and Regional Medical Center for “Connection”

### **External Publications, Newsletters, 1-2 colors:**

*Totem* to Michele Norris of Antioch University for “Journeys”

### **External Publications, Newsletters, 3+ colors:**

*COE* to Ryan Risenmay and Stephen Dorsey of PlayNetwork, Inc. and Zeljko Karlica of Hacker Promotion and Design for “Centerstage: The In-Store Entertainment Report”

### **Special Publications, Brochures:**

*COE* to Corbet Curfman of MarketFitz, Inc. for “Illuminations Brochure” on behalf of Benaroya Research Institute, *COE* to Jennifer Dovey, Marc Bonne, Pam Smith Mentz and Leslie Wright of Antioch University for “Redesign of Antioch University Seattle’s Fact Sheets”

### **Special Publications, Direct Mailers:**

*COE* to Allison May, Corbet Curfman and Lex Reis of MarketFitz, Inc. and Colleen O’Leary of Consolidated Restaurants for “DC’s Grill Spring & Summer Mailers” on behalf of Consolidated Restaurants

*COE* to Karmen Johnson, Katie Goldberg, Agnes Hansdorfer and Courtney Weins of Edelman for “A New View on Video Games Holiday Mailer” on behalf of Microsoft Game Studios

*Totem* to Heather Fitzpatrick, Allison May and Thomas Hering of MarketFitz, Inc. and Brad Parrott of Parrott Partnership LLP for “Parrott Partnership Monopoly Mailer”

*Totem* to Lincoln Davis, Heather Snively and Melissa Chambers of Edelman and Tamara Hills of Brooks Sports for “Brooks Sports: Platform Sock Anatomy 101”

*Totem* to Lincoln Davis, Heather Snively and Melissa Chambers of Edelman for “Cranium Zigity Travel Mailer” on behalf of Cranium, Inc.

*Totem* to Jennifer Riendeau, Jolene Cramer and Amy Gutmann of Edelman for “Microsoft Hardware Holiday Mailer”

### **Special Publications, Advertising, TV:**

*Totem* to Candy Cox, Arlene Fairfield and Mindy Meyring of DDB Bass & Howes for “Gill Foundation Turnout 2004” on behalf of The Gill Foundation

### **Special Publications, Advertising, Radio:**

*Totem* to Elise Chisholm, Chris Porter and Jason Pollock of Publicis Dialog and Michael Cousins of Washington’s Lottery for “Lotto Feel Like a Million Makeover Challenge Radio” on behalf of Washington’s Lottery

### **Special Publications, Posters:**

*COE* to Corbet Curfman for “Illuminations Poster” on behalf of Benaroya Research Institute

### **Visual Presentations, Videos:**

*COE* to Pete Delaunay of Delaunay Communications Inc. and Lindsay Hutchinson and Oscar Velasco of Seminis Vegetable Seeds for “Lettuce Jammers Jam Session” on behalf of Seminis Vegetable Seeds

### **Emerging Technologies, Internet:**

*COE* to Candy Cox, Dane Estes and Kristin Proctor of DDB Bass & Howes and Aaron Rosenstein of DDB Direct for “Gill Foundation Turnout 2004” on behalf of The Gill Foundation *Totem* to Elise Chisholm, Chris Porter and Charmaine Wyland of Publicis Dialog and David Farris of Washington’s Lottery for “Lotto Feel Like a Million Makeover Challenge Website” on behalf of Washington’s Lottery

### **Media Relations Components, Bylined articles, Consumer Media:**

*Totem* to Davina Gruenstein and Judy Bakshi of Publicis Dialog and Barb Skoog of Nestle USA for “Communicating Nestle’s Nutrition Expertise” on behalf of Nestle USA

### **Media Relations Components, Media Kits:**

*COE* to Karmen Johnson, Rebecca Holmes, and Stone Chin of Edelman for “Next Milestone in Aviation Creative Mailer” on behalf of Microsoft Game Studios

### **Media Relations Components, Public Service Announcements, TV:**

*COE* to Aimee Knox, Steve Bryant and Jim Clune of Publicis Dialog for “Simon Baker PSA” on behalf of National CASA

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COE – Certificate of Excellence  
Totem – Totem Award

## PUBLIC RELATIONS PROGRAMS AWARD WINNERS

### **Community Relations programs, Government:**

*COE to* Erika Schmidt of The Frause Group for “Envirostars Recognized Leader Distinction” on behalf of King County Envirostars

*COE to* Natalie Quick and Traci Paulk of The Fearey Group and Lynn Lampe of Port of Seattle for “Neighbors for North Bay” on behalf of Port of Seattle/ North Bay

### **Institutional Programs, Business/Manufacturing:**

*Totem to* Davina Gruenstein, Judy Bakshi, Tiffany Cho and Brandi Dippold of Publicis Dialog for “Nestle USA Food Editor Outreach Campaign” on behalf of Nestle USA

### **Institutional Programs, Government:**

*COE to* Bryan Cohen, Suzette Riley, Keri Shoemaker and Carey Evenson of PRR, Inc. for “Best Workplaces for Commuters Fortune 500 Announcement” on behalf of U.S. Environmental Protection Agency

### **Institutional Programs, Non-Profit Organizations:**

*COE to* Neil Neroutsos, PUD Corporate Communications and PUD General Counsel of Snohomish County Public Utilities District for “The Enron Tapes: A Campaign for Consumers” on behalf of Snohomish County Public Utilities District

### **Institutional Programs, Non-Profit Organizations:**

*Totem to* Kathleen Deakins and Kathryn Schwarz of JayRay and Annie Wright School Board of Directors and Lynn Sealey, chair of Gender Education Committee for “Is the Future Coed: Imagining the Best Annie Wright School” on behalf of Annie Wright School

### **For Special Events & Observances, Less than 7 Days, Business/Manufacturing:**

*COE to* Doreen Jarman and Scott Janzen of DDB Public Relations for “Beecher’s Handmade Cheese Grand Opening Media Reception”

### **Special Events, Less than 7 days, Business/Services:**

*Totem to* Olivia Riley and Darcy Donahoe-Wilmot of Washington Mutual for “Washington Mutual Celebrates a Decade of Free Checking

### **Special Events, Less than 7 days, Government:**

*COE to* Deanna Zachrisson, Terri-Ann Betancourt and Aviation Public Affairs of Port of Seattle/Seattle-Tacoma International Airport for “A Grand New Sea-Tac Concourse, A Grand Opening”

### **Special Events, Less than 7 days, Associations/Non-profit Organizations:**

*Totem to* Aaron Blank, Rose Berg-Fosnaugh and Laura Butorac of Edelman for “Science Fiction Museum and Hall of Fame Grand Opening” on behalf of Vulcan, Inc.

### **Special Events and Observances, 8 days or more, Business/Services:**

*COE to* Lex Reis, Corbet Curfman and Ingrid Sellie of MarketFitz, Inc. and Colleen O’Leary of Consolidated Restaurants for “Ocean Harvest Festival” on behalf of Consolidated Restaurants

*Totem to* Bob Frause of The Frause Group for “Fab Four-Oh! at The Edgewater” on behalf of The Edgewater Hotel

### **Special Events and Observances, 8 days or more, Associations/Non-Profit Organizations:**

*COE to* Cara Egan and Erika Lindsay of Seattle Art Museum for “Spain in the Age of Exploration PR Program” on behalf of Seattle Art Museum

*Totem to* Heidi Happonen and Theresa Ripp of DDB Public Relations for “Ronald McDonald House Charities of Western Washington – Online Auction”

### **Public Service Programs, Association/Non-Profit Organizations:**

*COE to* Aimee Knox, Steve Bryant and Mollie Petersen of Publicis Dialog for “National CASA Association National Awareness Campaign”

*Totem to* Candy Cox, Arlene Fairfield and Mindy Meyring of DDB Bass and Howes for “Gill Foundation Turnout 2004”

### **Public Affairs, Association/Non-Profit Organizations:**

*Totem to* Natalie Price and Natalie Quick of The Fearey Group for “Build the Streetcar Campaign” on behalf of Build the Streetcar

### **Marketing Communications, Consumer Products, Technology:**

*COE to* Nate Murphy, Elissa Brown and Kirsten Koci of Edelman for “Microsoft Software: Behind the Wheel” on behalf of Microsoft  
*COE to* Dan Miller, Scott Janzen, Doreen Jarman and April Matson of DDB Public Relations for “Beyond Connected Home Debuts at CES” on behalf of Salton, Inc.

*COE to* Jennifer Riendeau, Jolene Cramer, Julie Smith and Amy Gutmann of Edelman for “Microsoft Reveals Nine New Ways to Get in Touch with PC” on behalf of Microsoft Hardware  
*Totem to* Brooke Shepard, Hillary Crowley and Tina Conley of Weber Shandwick and James Bernard of Microsoft Corporation for “Portable Media Centers: A new category of portable entertainment” on behalf of Microsoft Corporation

### **Marketing Communications, Consumer Products, Packaged Goods:**

*COE to* Karmen Johnson, Katie Goldberg, Agnes Hansdorfer and Shon Damron of Edelman for “Halo 2 PR Program” on behalf of Microsoft Game Studios

*Totem to* Lincoln Davis, Heather Snavelly and Melissa Chambers of Edelman for “Balloon Lagoon Launch” on behalf of Cranium, Inc.  
*Totem to* Mollie Petersen, Aimee Knox, Katy Pollock and Steve Bryant of Publicis Dialog for “Chef’n Kitchen Communications” on behalf of Chef’n

### **Marketing Communications, Consumer Products, Non-Packaged Goods:**

*COE to* Lincoln Davis, Heather Snavelly, Shannon Mapp and Melissa Chambers of Edelman and Tamara Hills of Brooks Sports for “Brooks Sports Runs Through New York Media Tour”

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COE – Certificate of Excellence  
Totem – Totem Award

**Marketing Communications, Consumer Services, Health Care Services:**

*COE to* Judy Smith of Saint Joseph Hospital and Grady Britton for “2004 Women’s HEART Campaign” on behalf of Saint Joseph Hospital – Cardiovascular Center

**Marketing Communications, Consumer Services, Health Care Services:**

*COE to* Amy Jorenson, Karissa Sams and Scott Charlston of Weber Shandwick for “WellPoint: An Rx for Healthcare IT” on behalf of WellPoint

**Marketing Communications, Consumer Services, Financial Services:**

*COE to* Rachel Mills and Daniel Craven of First Heritage Bank and Beverly Theunis of Design Write for “Keeping What’s Yours” on behalf of First Heritage Bank

**Marketing Communications, Business to Business, Products:**

*COE to* Emilia Palaveeva, Kathy Porada, Michelle Gettle and Bruce Jacobs of Weber Shandwick for “Telcos TuneIn IPTV” on behalf of Gold Microsoft TV

*COE to* Kristin Mattison, Jim Bak and Amy Gutmann of Edelman for “Microsoft ABU: Connected Car Program” on behalf of Microsoft’s Automotive Business Unit

*Totem to* Vicki Nesper, Jennifer Hawton, Bonnie Gorder-Hinchey and Alisa Salmons of Publicis Dialog for “Hazelnut Council Marketing Communications”

**Crisis Communications:**

*COE to* Jennifer Seymour, Susan Macek and Melissa Hughes of Children’s Hospital and Regional Medical Center for “Pertussis Outbreak”

*COE to* Melinda Merrill and Krista Hidebrand of Rockey Hill & Knowlton for “2004 Puget Sound Grocery Negotiations” on *Totem to* of Allied Employers

**Internal Communications:**

*Totem to* Tara Darrow of the Air Line Pilots Association for “The Ups and Downs of Negotiations: Keeping our membership engaged and maintaining credibility”

*Totem to* Joe Rothrock of Safeco for “Workforce Architecture” on behalf of Safeco

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Statistics:

97 entries

60 winners

26 Totem Awards

34 Certificates of Excellence

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