

2006 PRSA Totems • Public Relations Components Award Winners

External Publications, Newsletters, 3+ Colors

COE to Tracey Fitzgerald and Bill O'Grady of Text 100 Public Relations for "News Fit to Print: Xerox at Work Newsletter" on behalf of Xerox Corporation

Totem to Gail Neubert of Evergreen Healthcare, Sara Patillo of GA Creative, and Larry Gill of Photography by Larry Gill for "Evergreen Monitor"

Special Publications, Advertising, Print

Totem to Virginia Felton and James Owenby of Seattle Housing Authority, Al Doyle of Fusionpartners, LLC, and Teresa Kenney of Writer-at-Large for "Othello Station Zine" on behalf of Seattle Housing Authority

Special Publications, Advertising, Print

Totem to Leyla Tandag of The Hazelnut Council; Jennifer Hawton, Steve Bryant, Vicki Nesper, Aaron Pitts, Sarah Oldham, Bonnie Gorder-Hinchey, Andrea Clark and Simon Bowers of Publicis Dialog for "Driving New Product Development with Hazelnuts" on behalf of the Hazelnut Council

Special Publications, Advertising, TV

Totem to Sara Cerrell, Arlene Fairfield, and Diane West of DDB Issues and Advocacy for "The One Campaign 'Days'" on behalf of The One Campaign

Emerging Technologies, Interactive CD-ROM

COE to Scott Kinney, Washington State Department of Financial Institutions for "DFI's Guide to Home Loans"

Annual Reports, For Profit

COE to Nancy Blanton of Port of Seattle for "2004 Report to the Community"

Annual Reports, Non-profit

Totem to Michelle Peterson and Kathleen Paul of Virginia Mason Medical Center and Terri Nakamura of Nakamura Design for "Virginia Mason Health System Annual Report"

Media Relations Components, Media Kits

COE to Kristen Woodward of Fred Hutchinson Cancer Research Center for "Hibernation on Command"

Totem to Karmen Johnson, Katie Goldberg, and Agnes Hansdorfer of Edelman for "Xbox 360 Global Toolkit" on behalf of Microsoft, Xbox 360

Media Relations Components, Public Service Announcements, TV

COE to Brett Stav and Emma Johnson of City of Seattle Department of Ecology and Bob Casazza of NW Directions for "Recycle. Why Waste a Good Thing?" on behalf of the Puget Sound Recycling Team

2006 PRSA Totems • Public Relations Programs Award Winners

Community Relations, Government

Totem to Katherine Diers, Leslie Stark, Carey Evenson, and Dave Resnick of PRR, Inc. and Lisa Sepanski of King County Solid Waste Division for "E-waste Ban Announcement & Staples Electronics Recycling Program" on behalf of King County, City of Seattle

Community Relations, Associations/Non-profit Organizations

COE to Dan McConnell, Dane Estes, and Mindy Meyring of DDB Public Relations for "Montana Meth Project Campaign Launch" on behalf of Montana Meth Project

COE to Swedish Medical Center Corporate Communications, represented by Melissa Tizon for "Introducing a Freestanding ER to Issaquah"

Institutional Programs, Business/Manufacturing

Totem to Steve Poole and Jenny Watz of SmithBucklin; Lisa Kelly, Megan Behrbaum, APR, Aaron Pitts, Robin Duranleau, Craig Handzlik, Kaulani Ostrem, and Sarah Oldham of Publicis Dialog for "Trans Fat Solutions: Introducing Soybean Improvements to the Food Industry via QUALISOY Trade Show and Influencer Program" on behalf of QUALISOY

COE to Tara Darrow, APR and Kathy Budinick, APR of Plum Creek for "A Good Neighbor: Plum Creek Promotes Land Conservation"

Institutional Programs, Business/Services

COE to Roger van Oosten, Sam Butler, Rose Berg-Fosnaugh and Ann Kuo of Edelman for "Preston Gates & Ellis LLP Displays its Expertise" on behalf of Preston Gates & Ellis LLP

Special Events and Observances (seven or fewer days), Government

COE to Jennifer West and Eric Moses of Rockey Hill & Knowlton for "Inland Northwest Economic Alliance Southern California Media Tour" on behalf of Inland Northwest Economic Alliance

Totem to Elise Chisholm, Chris Porter, and Natalia Angelo of Publicis Dialog and Michael Cousins, Liz Anderson, and Jacquie Coe of Washington's Lottery for "Mega Millions Tax Day Tour" on behalf of Washington's Lottery

Totem to Deanna Zachrisson, APR, of Port of Seattle and Port of Seattle Public Affairs for "Sea-Tac Airport's Central Terminal Grand Opening"

Special Events and Observances (eight or more days), Government

Totem to Denise Walz, Leslie Stark, Carey Evenson, and Joy Radford of PRR, Inc. and Bryan Cohen of Colehour+Cohen for "ENERGY STAR Change a Light, Change the World Campaign" on behalf of U.S. Environmental Protection Agency

Totem – Totem Award

COE – Certificate of Excellence

COM – Certificate of Merit

Special Events and Observances (eight or more days), Associations/Non-profit Organizations

Totem to Ann Kuo, Scarlett Foster-Moss, and Rose Berg-Fosnaugh of Edelman for “Susan G. Komen Breast Cancer Awareness Month Campaign” on behalf of Komen Foundation’s Puget Sound Affiliate

COE to Katie Lindstrom and Dan McConnell of DDB Seattle for “World Children’s Day with the Williams Sisters Tour” on behalf of McDonald’s

Public Service, Business

COE to Dan Miller, Dan McConnell, Ann Marie Ricard, and Katie Lindstrom of DDB Seattle for “Tackling Hurricane Relief” on behalf of Space Needle

Public Affairs, Associations/Non-profit Organizations

COM to Art Merrick, and Patrick Bannon of Rocky Hill & Knowlton and Cheri Russum and Teresa Wenta of Providence Everett Medical Center for “PEMC Colby Expansion” on behalf of Providence Medical Center

Totem to Pete Delaunay and Dan Lee, Delaunay Communications for “Your New Fire Station” on behalf of Renton Fire District 40

Marketing Communications-Consumer Products, Technology

COE to Liz DeBord, Kristen Johnson, Amy Gutmann, and Kerry Gentes of Edelman for “Feel the Difference: Microsoft Launches Ergonomic Keyboard” on behalf of Microsoft Hardware

COE to Karmen Johnson, Pete Pedersen, Katie Goldberg, and Jill Knisley of Edelman for “Xbox 360 PR Program” on behalf of Microsoft, Xbox 360

COE to Karissa Sams, Amy Jorgenson, Jaclyn Ruckle, and Michelle Gettle of Weber Shandwick for “Microsoft Start Something Campaign” on behalf of Microsoft

Marketing Communications-Consumer Products, Food and Beverage Products

COE to Brenda South and Scott Charlston of Weber Shandwick for “Juan Valdez Comes to Seattle” on behalf of National Federation of Coffee Growers of Columbia

COE to Scott Battishill, Doreen Jarman, and April Matson of DDB for “America Goes Bear Naked” on behalf of Bear Naked

COE to Pete Delaunay, Dan Lee, and Jason Lichtenberger of Delaunay Communications for “Washington Interscholastic Nutrition forum” on behalf of Dairy Farmers of Washington

Totem to Shawn Perkins, Hannah Coan, and Mollie Petersen of Publicis Dialog and Roz O’Hearn and Harry Jones of Nestlé Lean Cuisine for “Spa Cuisine Launch” on behalf of Nestlé Lean Cuisine

Marketing Communications-Consumer Products, Other Packaged Goods

COE to Chris Porter, Elise Chisholm, and Natalia Angelo of Publicis Dialog and Michael Cousins, Liz Anderson, and Jacquie Coe of Washington’s Lottery for “Lotto’s Trip of a Lifetime” on behalf of Washington’s Lottery

Marketing Communications-Consumer Products, Other Packaged Goods

Totem to Christina Watt, Stacey Page, and Sally Fouts of MWW Group for “Harry Potter and the Half-Blood Prince” on behalf of Amazon.com

Marketing Communications-Consumer Products, Nonpackaged Goods

COE to Scott Battishill, Ann Marie Ricard, and April Matson of DDB Public Relations for “Allrecipes.com—From the Web to the Kitchen” on behalf of AllRecipes.com

Marketing Communications-Consumer Services, Travel and Tourism/Hospitality

COE to Brenda South and Scott Charlston of Weber Shandwick for “Hostage Training Goes Mainstream—It’s Not Just for the Military Anymore” on behalf of National Hostage Survival Training Center

Marketing Communications-Consumer Services, Technology

COE to Brenda South and Scott Charlston of Weber Shandwick for “Verizon Wireless Vcast: When Late, Even Better” on behalf of Verizon Wireless Northwest Region

Marketing Communications-Consumer Services, Other

Totem to Brett Stav of City of Seattle for “Seattle Recycling Ordinance Education Campaign”

Marketing Communications-Business to Business, Professional and/or Financial Services

COE to Ann Marie Ricard of DDB Seattle and Tom Phillips, Eric Walter, and Thomas Jackson of DDB Public Relations for “Shareholder 401K” on behalf of ShareBuilder Securities Corporation

Marketing Communications-Business to Business, Products

COE to Tracey Fitzgerald of Text 100 Public Relations for “Color Everywhere: Xerox 2005 COLOR SENSE” on behalf of Xerox Corporation

COE to Tracey Fitzgerald and Jill Fairbanks of Text 100 Public Relations for “‘Most Deserving Small Business’ Office Makeover Contest” on behalf of Xerox Corporation

COE to Heather Opthof, Emilia Palaveeva, Rose Tucker, and Yana Terukhova of Weber Shandwick for “Microsoft Goes Telco” on behalf of Microsoft Communications Sector

Internal Communications

Totem to Michelle Warmuth of City of Tacoma for “Tacoma Recycles@Work on behalf of City of Tacoma Solid Waste Management

Totem to Joe Rothrock of Safeco for “Total Rewards”

Totem – Totem Award
COE – Certificate of Excellence
COM – Certificate of Merit