



Public Relations Association of Mississippi
*The best public relations practitioners in
Mississippi belong to PRAM!*

1st Annual PRISM Awards Winners 2003

Best of Show Award

*Mississippi Development Authority
Public Relations Campaign
Traci Hayes & Vicki Harper-Blake
Godwin Group*

Judges Choice Award

*News Stories
Nicole Bradshaw
Millsaps College*

List of PRISM Awards and Awards of Excellence

Total Public Relations Program
Over \$10,000
*Mississippi Development Authority
Lee Ragland & Cindy White
Godwin Group*

Total Public Relations Program
Over \$10,000
*Cellular South
Traci Hayes & Vicki Harper Blake
Godwin Group*

Total Public Relations Program
Over \$10,000
*2002 USA International Ballet Competition
Traci Hayes & Vicki Harper Blake
Godwin Group*

Special Public Relations Program – Long Term
Under \$5,000
*Band-It Right Campaign
Forrest General Hospital*

Special Public Relations Program – Long Term
Over \$10,000
Hotel Opening
Christian Reese
Casino Magic - Bay St. Louis

Special Public Relations Program – Long Term
Over \$10,000
One Gulf...One Community Campaign
Terry Hines Smith
U.S. Environment Protection Agency
Gulf of Mexico Program

Special Public Relations Program – Long Term
Over \$10,000
Delta Queen Is Back
Vicki Harper Blake & Traci Hayes
Godwin Group

Special Public Relations Program – Long Term
Over \$10,000
Gulf Guardian Awards
Terry Hines Smith
U.S. Environment Protection Agency
Gulf of Mexico Program

Special Public Relations Program – Long Term
Over \$10,000
First Time Freshman Campaign
Catherine Sliman, Shelia White & Chris Rolley
USM Gulf Coast

Special Public Relations Program - Short Term
\$5,000 - \$10,000
A Southern Palate
Denton Gibbes, Wade Rico & Kathleen Valentine
The Gibbes Agency

Special Public Relations Program - Short Term
Over \$10,000
Delta Pride Catfish
Cindy White
Godwin Group

Special Public Relations Program - Short Term
Over \$10,000

Jackson/Hinds County Library System "Check It Out"
Cindy White
Godwin Group

Special Public Relations Program - Short Term
Over \$10,000
Official Golf Guide
Kevin Drum &
MS Gulf Coast Golf Association

Community Relations Program – Long Term
Bricks To Books – The Pathway To Knowledge
Shelia White, Jean Wiesenburg & Christopher Rolley
USM Gulf Coast

Community Relations Program – Short Term
Walter Inglis Anderson: Seeing Light
Mississippi State Hospital

Public Service Campaign – Long Term
Think First
Jim Albritton, Lisa Gates & Lauren Fairburn
Methodist Rehabilitation Center

Public Affairs Campaign
– Long Term
National Hardwood Lumber Association
Denton Gibbes & Jenifer Bailey
The Gibbes Agency

Public Affairs Campaign – Long Term
MHA Tort Reform Education
Shawn Lea, Amy Arrington & Shannon Dozier
Mississippi Hospital Association

Public Affairs Campaign – Long Term
Tort Reform
Steve Alderman, Alan Goodson & Tal McNeil
The Godwin Group

Public Affairs Campaign – Long Term
Make A Healthy Choice – Vote!
Shawn Lea, Amy Arrington & Shannon Dozier
Mississippi Hospital Association

Public Affairs Campaign – Short Term
WWL Radio Interview

Terry Hines Smith
U.S. Environment Protection Agency
Gulf of Mexico Program

Crisis Communication – Long Term
West Nile Virus News Conferences
Jim Albritton & Collin Johnson
Methodist Rehabilitation Center

Crisis Communication – Short Term
A Southern Palate
Denton Gibbes, Wade Rico & Kathleen Valentine
The Gibbes Agency

Special Events and Observances – Short Term
USMGC Moves Into State of the Art Library
Christopher Rolley & Shelia White
USM Gulf Coast

Special Events and Observances – Short Term
Christmas House
Mississippi State Hospital

Special Events and Observances – Short Term
Mississippi Giant Bank Party
Kristen Kern & Mac Deaver
Mississippi Bankers Association

Special Events and Observances – Short Term
Groundbreaking Ceremony
Jim Albritton, Collin Johnson & Lisa Gates
Methodist Rehabilitation Center

Special Events and Observances – Short Term
Night of Giving
Katiya Vitayaudom
CBL Properties

Special Events and Observances – Short Term
Riverview Parkway Opening Ceremony
Gail Gettis, Sam Puckett & Denise Westerfield
The Ad Agency

Special Events and Observances – Short Term
Whole Lotta Bankin' Going On
Kristen Kern
Mississippi Bankers Association

Special Events and Observances – Short Term
71st Annual Leadership Conference
Shawn Lea, Judith Forshee & Marcella McKay
Mississippi Hospital Association

Annual Report Under \$2,000
PBMHR Annual Report
Joanne E. Marsh
Pine Belt Mental Healthcare Resources

Annual Report Over \$2,000
Singing River Hospital System Community Report
Denton Gibbes, Jennifer French & Natalie Pittman
The Gibbes Agency

Annual Report Over \$2,000
2002 President's Report
Millsaps College

Annual Report Over \$2,000
Annual Report
Mississippi Center for Non-Profits

Annual Report Over \$2,000
Trustmark 2001 Annual Report
The Godwin Group

Annual Report Over \$2,000
Parkway Properties Annual Report
Glenn Simpson, Nicole Stowe & Todd Ballard
The Godwin Group

Publication – External Audience Under \$2000
Southern Story
Tracie G. Bertaut
South Mississippi State Hospital

Publication – External Audience Over \$2000
African-American Tourism Guide
Kami Wert & Vicki Harper-Blake
The Godwin Group

Publication – External Audience Over \$2000
Official Golf Guide of the Gulf Coast Kevin Drum
MS Gulf Coast Golf Association

Publication – External Audience Over \$2000
Ways & Means
Jim Albritton, Collin Johnson & Rodney Richardson
Methodist Rehabilitation Center

Publication – External Audience Over \$2000
General Scope
Forrest General Hospital

Publication – External Audience Over \$2000
2003 Calendar
Forrest General Hospital

Publication – Internal Audience Under \$500
Mental Notes
Tracie Bertaut
South Mississippi State Hospital

Publication – Internal Audience Over \$500
Student Guide – Fall 2002
Amy Berryhill
Mississippi State University

Publication – Internal Audience Over \$500
Millsaps Calendar
Lewis Lowe, Jon Peede & Kay Barksdale
Millsaps College

Publication – Internal Audience Over \$500
Employee Newsletter
Tom Carlton
Garden Park Medical Center

Specialty Report Over \$2,000
Singing River Hospital System Cancer Report
Denton Gibbes, Jenifer Bailey & Jennifer French
The Gibbes Agency

Specialty Report Over \$2,000
Mississippi Gaming Association Dynamic Decade
Lee Ragland
The Godwin Group

Brochure Under \$1,000
Walter Inglis Anderson: Seeing Light
Mississippi State Hospital

Brochure Over \$1,000
The Pediatric Center Brochure
Ad Lib & Garden Park Medical Center

Brochure Over \$1,000
Obstetrics Brochure
Ad Lib & Garden Park Medical Center

Brochure Over \$1,000
Finance Your Education
Lewis Lowe, Jon Peede & Ann Hendrick
Millsaps College

Brochure Over \$1,000
Annual Conference Brochure
Mississippi Center for Non-Profits

Brochure Over \$1,000
MHA Tort Reform Primer
Shawn Lea & Amy Arrington
Mississippi Hospital Association

Brochure Over \$1,000
Through The Grove
Forrest General Hospital & Pine Grove Recovery Center

Brochure Over \$1,000
Junior Achievement Bowling Classic
Traci Hayes, Jeff Russell & Cheri Magee
The Godwin Group

Invitation Produced In-House
PAC Breakfast Postcard Invitation
Shawn Lea & Shannon Dozier
Mississippi Hospital Association

Invitation Produced In-House
State of the City Address
Beth Baugh
City of Hattiesburg

Invitation Produced In-House
Get The Scoop!
Joanne E. Marsh
Pine Belt Mental
Healthcare Resources

Invitation Produced Externally

Ray Charles Invitation
Christian Reese
Casino Magic - Bay St. Louis

Invitation Produced Externally
River Region Medical Center Invitation
Cindy White
The Godwin Group

Logo Design Produced In-House
City of Hattiesburg
Beth Baugh
City of Hattiesburg

Logo Design Produced In-House
St. Gregory School
Denton Gibbes & Wade Rico
The Gibbes Agency

Logo Design Produced In-House
Jacquith Nursing Home
Mississippi State Hospital

Logo Design Produced Externally
The Pediatrics Center
Ad Lib & Garden Park Medical Center

Logo Design Produced Externally
Logo Series
Jim Albritton & Rodney Richardson
Methodist Rehabilitation Center

Logo Design Produced Externally
Logo
Mississippi Center for Non-Profits

Logo Design Produced Externally
Mississippi Golf Trail
Philip Shirley
The Godwin Group

Logo Design Produced Externally
Anti-Litter Mascot
The Ad Agency

Direct Mail Program Under \$1,000
Has Life Got You Puzzled?

Ashlea Maddox & Joanne Marsh
Pine Belt Mental Healthcare Resources

Direct Mail Program Over \$1,000
Delta Queen Steamboat Company, Inc.
John McKie & Vicki Harper Blake
The Godwin Group

Direct Mail Program Over \$1,000
Nissan Executive Relocation Package
Todd Ballard, Stacey Morrison & Steve Alderman
The Godwin Group

Direct Mail Program Over \$1,000
Else School Study Abroad
Lewis Lowe, Jon Peede & Ann McDonald
Millsaps College

News Story or Series
Wells Methodist Congregation Endows Tonkel Scholarship
Nicole Bradshaw & Casey Parks
Millsaps College

News Story or Series
Waste Not, Want Not
Nicole Bradshaw & John Webb
Millsaps College

News Story or Series
Jackson School Teacher Leaves \$500,000
Nicole Bradshaw & John Webb
Millsaps College

News Story or Series
Solar Power
Amanda Johnson

News Story or Series
Space Available Art Show
Robin Street

News Story or Series
USMGC Moves Into State of the Art Library
Christopher Rolley
USM Gulf Coast

News Story or Series

Research Leads CDC To Warn Public Health Officials
Collin Johnson & Jim Albritton
Methodist Rehabilitation Center

Feature Story or Series
Neighbors Fight Back
Collin Johnson
Methodist Rehabilitation Center

Feature Story or Series
Waterskiing Offers Physically Challenged Athletes Confidence, Independence
Collin Johnson
Methodist Rehabilitation Center

Feature Story or Series
USMGC Students Win Big In Culinary Classic
Christopher Rolley
USM Gulf Coast

Feature Story or Series
Coast Teachers Write in New Orleans
Christopher Rolley
USM Gulf Coast

Feature Story or Series
Trustmark Opinion Column
Lee Ragland
The Godwin Group

Specialty Item Under \$2.00
Capitol Etching
Mississippi State Hospital

Specialty Item Over \$2.00
Commemorative Memento
Sam Puckett & Tiffany Caldwell
The Ad Agency

Audio Program/Production
Public Service Announcement
Jubilee JAM! Audio Program
Lee Ragland & Cindy White
The Godwin Group

Video Program/Production
Public Service Announcement
Jubilee JAM! Video Program

Lee Ragland & Cindy White
The Godwin Group

Video Program/Production
Make Your Caring Count
Public Service Announcement
Pam Tullis

Website Produced In-House
Delta Pride Catfish
Glenn Owens, Jay Pennington
& Cathy Allen
The Godwin Group

Website Produced In-House
Jackson/Hinds County Library System
Glenn Owens & Jay Pennington
The Godwin Group

Website Produced In-House
Pug CATV
Glenn Owens & Jay Pennington
The Godwin Group

Website Produced In-House
www.gulfcoast.com
Kevin Drum
MS Gulf Coast Golf Association

Website Produced Externally
Methodistonline.org
Jim Albritton
Methodist Rehabilitation Center

Interactive CD-Rom Produced In-House
Oxford Department of Tourism
Jay Pennington, Glenn Owen & Robyn Tannehill
The Godwin Group

Interactive CD-Rom Produced In-House
Reflections – Annual Report
Tracie G. Bertaut
South Mississippi State Hospital

Special Video Production Under \$5,000
Horizon Funds Website Launch Commercial

Robert L. Collins, Jr., Paul Maxwell & Hancock Investments

Special Video Production Over \$5,000

A Walk Through The Corps

Elke Bruier, APR, Richard Reed & Ron Killgo

US Army Engineer Research & Development Center

Special Video Production Over \$5,000

Baptist Brand Video

Jeff Russell, Steve Alderman & Gail Spruill

The Godwin Group

Special Video Production Over \$5,000

One Gulf...One Community Video Release

Terry Hines Smith

U.S. Environment Protection Agency

Gulf of Mexico Program

Photography Color

Reunion Race

Jim Albritton & Brent Wallace

Methodist Rehabilitation Center

Photography Color

Salvation At Work

Pam Tullis

Photography Color

Canine Companion At School

Brent Wallace & Fair

Methodist Rehabilitation Center

Photography Color

Delta Pride Catfish

Lee Ragland & Cindy White

Photography Color

Quad Rugby

Collin Johnson

Methodist Rehabilitation Center

Photography Color

Roses In The Healing Garden

Mississippi State Hospital

Photography Color
Writing On The Banks Of The Mississippi
Christopher Rolley
USM Gulf Coast

Print Advertising Over \$500
Depression Screening
Joanne E. Marsh & Copy Cats Printing
Pine Belt Mental Healthcare Resources

Print Advertising Over \$500
Mental Illness Awareness Week
Joanne E. Marsh & Ashlea Maddox
Pine Belt Mental Healthcare Resources

Print Advertising Over \$500
Take A Test Drive
Catherine Sliman
USM Gulf Coast

Potpourri
MS Symphony Orchestra Season Poster
Hazel James Cole & Joe Barnes
The Godwin Group

Potpourri
Commemorative Poster
Hazel James Cole & Joe Barnes
The Godwin Group

Innovation
MHA Grassroots Action Center
Shawn Lea, Amy Arrington & Shannon Dozier
Mississippi Hospital Association