



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

2nd Annual PRISM Awards Winners 2004

Best of Show Award

MS State Hospital

“Jimmy’s Logo”

by Mississippi State Hospital and Katie White

Judges Choice Award

Singing River Electric

“The Early Years: 2002 Annual Report”

by Lorri Freeman, Jennifer Flanagan and Nancy Jo Maples

PRism Awards

Community Relations Program (Short Term)

MS State Hospital

“Christmas Magic” by Mississippi State Hospital

Community Relations Program (Short Term)

Singing River Electric

“The Early Years: 2002 Annual Report” by Lorri Freeman, Jennifer Flanagan and Nancy Jo Maples

Feature Story

Mann & Associates

“States Bite Down on West Nile Virus” by Mann & Associates, LLC and American Trauma Society,
Mississippi Chapter

Feature Story

Southern MS Department of Marketing & Public Relations

“An Uncommon Man” by Angela Cutrer

Feature Story

Robin Street

“Out of Darkness Can Come Light”

Internal Communications (Long Term)

MS State Hospital

“Mississippi State Hospital Heart Walk”

Invitation (under \$5.00)

Southern MS Department of Marketing
"Evening of Artistry" by Melanie Kemp

News Story or Series
Millsaps College
"Millsaps College Green Semester" by Nicole Bradshaw, John Webb and Jon Peede

Publication, Internal Audience (over \$500)
USA Int. Ballet Co.
"USA IBX Pointes Newsletter-Fall 2003" by Nicole Bradshaw, Vidal Blankenstein and Sue Lobrano

Publication, External Audience (under \$2,000)
Methodist Rehabilitation Center
"Ways & Means" by Jim Albritton, Susan Christensen and Collin Johnson

Specialty Item (under \$2.00 each)
Baptist Children Village
"2003 BCV Ornament" by Celeste Cade and Chrystelle Thames

Specialty Item (under \$2.00 each)
Bobby King and Assoc.
"Tupelo Z-Card", The Tupelo Convention & Visitors Bureau

Website (over \$1,000)
MS Hospital Assoc.
"MHA Website" by Shawn Lea, Karen Crowe and Larry Champan

Annual Report (over \$2,000)
Mississippi Hospital Association
"MHA Annual Highlights" by Shawn Lea and Eddie Foster

Annual Report (over \$2,000)
Mississippi State University
"2003 Annual Report of MSU Extension Service" by Danny Gardner

Brochure (over \$1,000)
Salvation Army
"Salvation Army Camp Brochure –'Camp Hidden Lake'" by Pamela Griffis and Tammy Craft

Innovation
U.S. Army E. R&D Center
"Redesign: RSM Information Exchange Bulletin for Web" by Elke Briuer, APR and Betty Watson

Logo Design (over \$500)
GodwinGroup
"Jackson Housing Authority Logo" by the GodwinGroup and the Jackson Housing Authority

Logo Design (under \$500)

PRism

MS State Hospital

“Jimmy’s Logo” by Mississippi State Hospital and Katie White

Potpourri

Oxford-Lafayette County Chamber of Commerce

“Oxford and Ole Miss—A Winning Combination” by Pam Tullis and Rosie Vassallo

Potpourri

Mann & Associates

“Be Smart/Drive Smart Trade Show Campaign” by Mann & Associates, LLC and Mississippi Department of Transportation

Special Event (Short Term)

Gulfport Chamber of Commerce

“Margaritafest” by Lea Ivy Stone, APR

Special Event (Short Term)

MS Hospital Association

“MHA’s 72nd Annual Leadership Conference” by Shawn Lea, Judith Forshee and Marcella McKay

Special Event (Short Term)

MS Hospital Association

“Volunteer of the Year Awards Program”, by Shawn Lea and Judith Forshee

Special Event (Short Term)

Methodist Rehabilitation Center

“Reunion Race 2003”, by Lauren Fairburn, Jim Albritton and Susan Christensen

Special Public Relations Program (Short Term, \$5,000-\$10,000)

GodwinGroup

“Introduction of the Town Lost Rabbit” by Vicki Blake

Special Public Relations Program (Short Term, \$5,000-\$10,000)

Mann & Associates

“GoMDOT Website Campaign” by Mann & Associates, LLC and the Mississippi Department of Transportation

Brochure (over \$1,000)

Salvation Army

“Salvation Army Disaster Brochure – Need Knows No Season” by Pamela Griffis and Tammy Craft

Public Service (Long Term)

GodwinGroup

“Litter Prevention Public Service”

Specialty Report
Coast Electric EPA
“Corporate Profile” by Leah Tolbert and Melissa Bryant

Specialty Report
USM Gulf Coast
“Report to IHL Commissioner” by Shelia White and Christopher Rolley

Video Project (under \$5,000)
Coast Electric EPA
“Coast Electric Profile Video 2003” by Leah Tolbert and Melissa Bryant

Awards of Excellence

Special Video Production (over \$5,000)
GodwinGroup
Baptist Cancer Center

Audio Program/Production – Public Service Announcement
Salvation Army
Salvation Army Christmas Radio 60 Second PSA - “Sharing is Caring” by Pamela Griffis, Tammy Craft and Carol Ryan

Audio Program/Production – Public Service Announcement
Salvation Army
Salvation Army Christmas Radio 60 Second PSA – “Christmas Story” by Pamela Griffis, Tammy Craft and Carol Ryan

Audio Program/Production – Public Service Announcement
Salvation Army
Salvation Army Christmas Radio 30 Second PSA – “Christmas Story” by Pamela Griffis, Tammy Craft and Carol Ryan

Audio Program/Production – Public Service Announcement
Gulf of Mexico Program
“One Gulf... One Community!” Radio PSAs by Terry Hines Smith, APR

Community Relations Program (Long Term)
Mann & Associates
“Nursing Home Quality Initiative” by Mann & Associates, LLC; Information & Quality Healthcare, Inc.

Community Relations Program (Short Term)
Oxford-Lafayette County Chamber of Commerce
“Shop Oxford” Campaign by Pam Tullis

Crisis Communication (Short Term)
Methodist Rehabilitation Center
“West Nile Virus Update” by Lisa Gates, Susan Christensen and Jim Albritton

Feature Story
Mann & Associates
“Outmaneuvering SARS on Global Battlefield” by Mann & Associates, LLC

Feature Story
Methodist Rehabilitation Center
“Tucker Everlasting – Triumph Over Brain Injury” series by Susan Christensen

Feature Story
MS State Hospital
“Changing Lives Through Art” by Mississippi State Hospital and Reed O’Brien

Feature Story
USM Gulf Coast
“USMGC Helping Disabled Enjoy Golf, Tennis” by Christopher Rolley

Feature Story
USM Gulf Coast
“Southern Mississippi Gulf Coast Lends Helping Hand to Nursing Student” by Christopher Rolley

Internal Communications (Long Term)
Gulf of Mexico Program
“Gulf of Mexico’s Program Director’s Report” by Terry Hines Smith, APR

Invitation (under \$5.00)
MS State Hospital
“Independence Day Celebration Invitation”

News Story or Series
Methodist Rehab
“U.S. News and World Report Names Methodist Rehabilitation” by Susan Christensen and Jim Albritton

News Story or Series
Methodist Rehab
“State-of-the-art Health Care” (series) by Susan Christensen and Lisa Uzzle Gates

News Story or Series
Methodist Rehab
“West Nile Patient Profiles” (series) by Susan Christensen and Lisa Uzzle Gates

News Story or Series

Millsaps College

"Millsaps to host Middle Passage Exhibit" by Nicole Bradshaw

News Story or Series

USM Gulf Coast

"USMGC Graduates First Doctoral Students" by Christopher Rolley

News Story or Series

Robin Street

"Two Oxford Artists Take Top prizes in Tupelo Museum's Art"

Print Advertising (over \$500)

GodwinGroup

"WaterColor Private Residence Club National Advertisement" by GodwinGroup and Arvida

Print Advertising (over \$500)

Mann & Associates

"GoMDot Website Ad" by Mann & Associates, LLC; Mississippi Department of Transportation

Print Advertising (over \$500)

Pine Belt Mental Healthcare

"A Time of Healing" by Joanne Marsh

Public Affairs (Long term)

MS Hospital Assoc.

"MHA's Grassroots Leadership Initiative" by Shawn Lea and Amy Arrington

Public Affairs (Long term)

MS Hospital Assoc.

"2002 Make a Healthy Choice: Vote" by Shawn Lea, Shannon Coker and Amy Arrington

Public Service

MS State Hospital

"Serendipity"

Publication, Internal Audience (over \$500)

L-3 Vertex Aerospace

"Plane Talk" by Chris Blount

Publication, Internal Audience (over \$500)

Mann & Associates

"The Public Health Communicator" by Mann & Associates, LLC.

Publication, Internal Audience (over \$500)

Methodist Rehab

"Dateline Methodist" by Lisa Gates, Susan Christensen and Jim Albritton

Publication, Internal Audience (over \$500)
MS Hospital Assoc.
"2003 Grassroots Action Guide & Planning Calendar" by Shawn Lea and Amy Arrington

Publication, Internal Audience (over \$500)
MSU Info Tech Serv.
"Information Technology Student Guide" by Amy Berryhill

Publication, External Audience (under \$2,000)
Oxford-Lafayette County Chamber of Commerce
"Oxford-Lafayette County Community Guide" by Pam Tullis

Publication, External Audience (under \$2,000)
Bobby King Associates, Inc.
"2003 Mississippi Tour Guide" by the Mississippi Tourism Association and Bobby King Associates, Inc.

Publication, External Audience (under \$2,000)
MSU Office of Agricultural Communication
"MAFES Research Highlights" by Bob Ratliff, Robyn Hearn, Beth Dishongh, Annette Woods, Jim Lytle, Marco Nicovich, Tom Thompson, Linda Breazeale and Bonnie Coblentz, Laura Whelan and Keryn Page

Specialty Item (under \$2.00 each)
GodwinGroup
"MDOT Litter Patrol Badge"

Specialty Item (under \$2.00 each)
GodwinGroup
"MDOT Litter Bags" by GodwinGroup

Website (over \$1,000)
Methodist Rehab C
"methodistonline.org" by Jim Albritton

Annual Report (over \$2,000)
Coast Electric EPA
2002 Annual Report-" Trust" by Leah Tolbert and Melissa Bryant

Annual Report (over \$2,000)
Millsaps College
"Millsaps President's Report" by John Webb, writer; Lewis Lowe & J.D. Graffam, Jr.; design

Annual Report (over \$2,000)
MS Center for Nonprofits
"The Mississippi Center for Nonprofits 2002-203 Annual Report" by Mississippi Center for Nonprofits

Singing River Electric for the entry “The Early Years”

Brochure (over \$1,000)
Southern Mississippi Department of Marketing and Public Relations
“Rose Garden” by Melanie Kemp and Linda Flanders

Direct Mail Program (over \$1,000)
GodwinGroup
“Watercolor Inn & Resort Direct Mail Program”

Logo Design (over \$500)
GodwinGroup
“Fire Prevention Alliance Logo” by the GodwinGroup

Logo Design (over \$500)
Mann & Associates
“GoMDOT Website Logo” by Mann & Associates, LCC and the Mississippi Department of Transportation

Media Kit
GodwinGroup
“MDA Leave Behind CD-ROM Kit” by the GodwinGroup and the Mississippi Development Authority

Non English Print Advertising (over \$500)
Mann & Associates
“Hispanic GoMDOT Website Ad” by Mann & Associates, LCC and the Mississippi Department of Transportation

Non English Print Advertising (over \$500)
Mann & Associates
“Thalia Mara World Performance Series” by Mann & Associates, LCC and Thalia Mara Arts International Foundation

Potpourri
Salvation Army
“Salvation Army PAOC 2004 Postcard – Compassion & Action” by Pamela Griffis and Tammy Craft

Potpourri
Southern Miss Department of Marketing & Public Relations
“Southern Mississippi Recruitment Piece”, by Melanie Kemp and Kellie Burnham

Potpourri
Baptist Children’s Village
“Concert Winner” by Celeste Cade and Chrystelle Thames

Potpourri
GodwinGroup
"Watercolor Inn & Resort Collateral Program"

Potpourri
Mann & Associates
"Watch Out & Stay Safe RV & Ambulance" by Mann & Associates, LLC and Mississippi Emergency Medical Services for Children

Special Event (Short Term)
GodwinGroup
"Special Public Relations Program"

Special Public Relations Program (short term)
MS Hospital Assoc.
"HIPPA Privacy Rule Education" by Shawn Lea and Amy Arrington

Specialty Item (over \$2.00 each)
MS State Hospital
"2003 MSH Day T-Shirt" by Mississippi State Hospital

Specialty Item (under \$2.00 each)
South MS State Hospital
"Friends Favorites: A Collection of Recipes" by South Mississippi State Hospital and Tracie Bertaut

Video Program/Production
Award of Excellence
GodwinGroup
"Cellular South Jubilee Jam! TV Spot" by GodwinGroup and Cellular South

Video Program/Production
GodwinGroup
"MDOT Litter Prevention Television PSAs"

Brochure (over \$1,000)
MS State Hospital
"Mississippi State Hospital Museum Brochure"

Website (under \$1,000)
Telephone Electric Company
"Website-www.videoinctv.com" by Emily Mixon and Rebecca Lacey

Certificates of Achievement

Special Video Production (under \$5,000)

Methodist Rehabilitation Center
"Methodist Overview" by McLemore and Jim Albritton

Audio Program/Production – Public Service Announcement
Godwin Group
"MDOT Litter Prevention" Radio PSAs

Audio Program/Production – Public Service Announcement
Mann & Associates
"Be Smart/Drive Smart Highway Safety" Radio Campaign

Crisis Communication (Short Term)
GodwinGroup
"Lextron Layoffs"

Feature Story
GodwinGroup
"Mississippi Spotlight" by Traci Hayes and Mississippi Development Authority

Feature Story
MS State University
"Summer Program Sends Students to Med School" by Bonnie Coblenz

Feature Story
Pine Belt Mental Healthcare Resources
"Make Your Mental Health a Priority" by Ashlea Maddox

Feature Story
Southern MS Department of Marketing & Public Relations
"Time Marches On" by Angela Cutrer

News Story or Series
GodwinGroup
"Cellular South Opinion Editorial"

News Story or Series (Student)
Ole Miss Athletic Media Relations
"Ole Miss Coach Offers Advice on Improving Your Golf Game" by Allen Thigpen

News Story or Series (Student)
Ole Miss Athletic Media Relations
"Ole Miss Olympic Sports" by Allen Thigpen

Print Advertising (over \$500)
USM Gulf Coast
"Experience the tradition" by Catherine Sliman

Public Service

Singing River Electric

"It's About Time"-United Way of Jackson and George Counties Campaign 2003 by Lorri Freeman, Rex Bridges, Ken Flanagan, Jennifer Flanagan, Donna Stewart, Claire Nelson, Martha Duvall and Joanne Anderson

Publication, Internal Audience (over \$500)

Telephone Elect. Co.

"TEC Exchange Corporate Newsletter by Emily Mixon and Rebecca Lacey

Publication, External Audience (under \$2,000)

Salvation Army

"Salvation Army External Newsletter – Salvation Voice" by Pamela Griffis and Tammy Craft

Annual Report (over \$2,000)

GodwinGroup

"Annual Report" by the GodwinGroup

Annual Report (over \$2,000)

Salvation Army

Salvation Army 2002 Annual Report-" Your Gifts Creates Change" by Pamela Griffis and Tammy Craft

Direct Mail Program (over \$1,000)

Coast Electric EPA

"Proxy Self-Mailer" by Leah Tolbert and Melissa Bryant

Direct Mail Program (over \$1,000)

Pine Belt Mental Healthcare Resource Center

"EXPO V.I.P." by Ashlea Maddox

Innovation

GodwinGroup

"USB Flash Drive Kit"

Innovation

Methodist Rehab Center

"Health and Research News Service" by Jim Albritton, Susan Christensen and Lisa Uzzle Gates

Interactive CD-ROM

GodwinGroup

"Leave Behind CD-ROM Kit" by the GodwinGroup and the Mississippi Development Authority

Interactive CD-ROM

South MS State Hospital

"Reflections" by South Mississippi Hospital and Tracie Bertaut

Logo Design (under \$500)

Mann & Associates

"Bump Around the State Logo" by Mann & Associates, LCC and Bumpers Drive-In

Media Kit

Methodist Rehab Center

"West Nile – Lancet Media Kit" by Jim Albritton and Susan Christensen

Non English Audio Program/Production – Public Service Announcement

GodwinGroup

"MDOT Litter Prevention Radio PSA Non-English"

Photography Color

GodwinGroup

"Valley Services Photography"

GodwinGroup and Valley Services, Inc.

Photography Color

MS State Hospital

"Baby Birds" by Mississippi State Hospital and Lorrie Redden

Potpourri

MS State Hospital

"Jingle Balls"

Potpourri

Mann & Associates

"GoMDOT Web Site Outdoor" by Mann & Associates, LLC and Mississippi Department of Transportation

Special Event (Short Term)

GodwinGroup

"Delta Pride Catfish on Parade Event" by GodwinGroup and Delta Pride

Special Public Relations Program (under \$5,000)

GodwinGroup

"Parkway Properties Best Performing REIT" by Lee Ragland

Special Public Relations Program (short term)

Beau Rivage

"Port House Restaurant Opening-media familiarization trip" by Mary Cracchiolo

Special Public Relations Program (short term)

Mann & Associates

"Bump Around the State Scholarship Campaign" by Mann & Associates, LLC; Bumpers Drive-In

Video Program/Production

USM Gulf Coast
"Experience the Tradition" by Catherine Sliman

Video Program/Production
Mann & Associates
"GoMDOT Website Television Spots" by Mann & Associates, LLC and the Mississippi Department of Transportation

Special Video Production (over \$5,000)
MSU Office of Ag Communication
"Farmweek from the 2003 Sunbelt Ag Expo" by Leighton Spann

Website (under \$1,000)
Mann & Associates
"GoMDOT Web Site" by Mann & Associates, LLC and the Mississippi Department of Transportation

Brochure (over \$1,000)
GodwinGroup
"Watercolor Private Residence Club Fulfillment Brochures"

Brochure (over \$1,000)
Mann & Associates
"GoMDOT Website Brochure" by Mann & Associates, LLC and the Mississippi Department of Transportation

Brochure (over \$1,000)
Mississippi Center for Nonprofits
"Fall 2003 Training Schedule" by Mississippi Center of Nonprofits

Brochure (over \$1,000)
USM Gulf Coast
"Gulf Park Campus Map" by Sheila White and Steve Rouse

Public Service (Long Term)
Methodist Rehabilitation Center
"Think First Injury Prevention Program" by Lauren Fairburn

Publication, External Audience (under \$2,000)
MS State Hospital
"Mental Outlook Newsletter" by Mississippi State Hospital

Publication, Internal Audience (under \$500)
MS Center for Nonprofits
"Insider Update" by Mississippi Center for Nonprofits

Publication, Internal Audience (under \$500)

South MS State Hospital

"Mental Notes" by South Mississippi State Hospital; Tracie Bertaut

Video Project (under \$5,000)

MS State Hospital

"Mississippi State Hospital 2002 Habitat for Humanity Project"

Internal Communications (Short Term)

Mann & Associates

"First Annual Mississippi Trauma Symposium" by Mann & Associates, LLC; American Trauma Society, Mississippi

Internal Communications (Short Term)

Robin Street and Neil White

"Giving, Receiving & Grace"