



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

## **4th Annual PRISM Awards Winners 2006**

### **Best of Show Award**

Cirlot Agency  
"Mississippi Believe It! Campaign"

### **Judges Choice Award**

Northrop Grumman Ship Systems  
"Katrina Response"

### **PRism Awards**

Total Public Relations Program over \$10,000  
The Cirlot Agency  
Rick Looser

Special Public Relations Program (Short-Term) under \$5,000  
GodwinGroup  
Lee Ragland

Special Public Relations Program (Long-Term) under \$5,000  
Baptist Memorial Hospital – North Mississippi

Special Public Relations Program (Long-Term) \$10,000 and above  
The Cirlot Agency  
Rick Looser

Special Public Relations Program (Long-Term) \$10,000 and above  
GodwinGroup – Hancock Fabrics  
Vicki Harper Blake, APR and Meredith Cleland

Special Public Relations Program (Short-Term) \$10,000 and above  
The Cirlot Agency  
Rick Looser

Community Relations Program (Long-Term)  
The Cirlot Agency  
Rick Looser

Community Relations Program (Short-Term)  
Northrop Grumman Ship Systems

Public Service (Short-Term)  
The Cirlot Agency  
Rick Looser

Public Service (Short-Term)  
Neel-Schaffer Inc.  
Randy Meador and Donna Lum

Crisis Communication (Short-Term)  
East MS Electric Power Association  
Mike Reich and Lisa H. Shoemaker

Special Events and Observances (Short-Term)  
Lee Ragland

Special Events and Observances (Long-Term)  
Jim Beaugez

Special Events and Observances (Short-Term)  
The Cirlot Agency

Special Events and Observances (Short-Term)  
Wendy H. Copeland  
Kelly Scrivner

Annual Report under \$2,000  
Denton Gibbes  
Craig West

Annual Report over \$2,000  
Barbara Lago  
Amy Evans  
Sabrina Brown

Publication - External Audience over \$2,000  
GodwinGroup  
Louisville Slugger

Publication - External Audience over \$2,000  
John Webb  
Patti Wade  
Kelley Matthews

Publication – External Audience over \$2,000

East MS Electric Power Association  
Mike Reich & Lisa H. Shoemaker

Publication – External Audience over \$2,000  
Denton Gibbes  
Jenifer Bailey  
Wade Rico

Brochure over \$1,000  
Kelley Matthews  
John Conway  
Patti Wade

Invitation over \$5  
The Reese Network, LLC  
Christian Reese for Hard Rock Hotel and Casino Biloxi

Logo Design Over \$500  
GodwinGroup  
Mississippi Children's Museum

Direct Mail Program over \$1,000  
The Cirlot Agency  
Rick Looser

Print Advertising under \$500  
The Cirlot Agency  
Rick Looser

Feature Story or Series  
Crystal Cannon

Feature Story or Series  
Brad Barr

Feature Story or Series  
Bonnie Coblenz

Feature Story or Series  
Barbara Lago

Specialty Item over \$2  
Wendy H. Copeland  
Kelly Scrivner

Specialty Item over \$2  
Lynn Meadows Discovery Center

AdLib Creative Services  
Mary Cordray

Audio Program/Production – Public Services Announcement  
Crystal Cannon

Website over \$1,000  
The Cirlot Agency  
Rick Looser

Special Video Production under \$5,000  
Baptist Memorial Hospital – North Mississippi  
Sarah Hollis

Special Video Production under \$5,000  
Mississippi State Hospital

Photography – Color  
Eddie Robinson

Media Kit  
Robin Street

Media Kit  
Denton Gibbes, Wade Rico

Media Kit  
GodwinGroup – Hancock Fabrics  
Vicki Harper Blake, APR & Meredith Cleland

Potpourri  
Pam Swain

## **Award of Excellence**

Denton Gibbes, Craig West, Wade Rico  
Total Public Relations Program - \$5,000-\$10,000  
The Gibbes Company  
“House Call”

Lorri Freeman & Jennifer Flanagan  
Total Public Relations Program over \$10,000  
Singing River Electric Power Association  
“2005 Hurricane Katrina Preparation and Response”

Denton Gibbes, Craig West, Wade Rico

Special Public Relations Program (Long-Term) \$5,000-\$10,000  
The Gibbes Company  
"House Call"

Denton Gibbes, Craig West, Anthony Vachris  
Special Public Relations Program (Long-Term) \$10,000 and Above  
The Gibbes Company  
"Thanks Y'all"

The Cirlot Agency  
Special Public Relations Program (Long-Term) \$10,000 and Above  
"Gulf LNG Clean Energy Project"

Steve Alderman & Lee Ragland  
Special Public Relations Program (Short-Term) \$10,000 and Above  
GodwinGroup  
"Hancock Post – Katrina PR"

Preferred Hospitals of MetroJackson and Jackson Advertising Federation  
Public Service (Short-Term)  
"Christmas for the Coast"

The Cirlot Agency  
Public Service (Long Term)  
"Mississippi Believe It! Campaign"

University of Southern Mississippi  
Public Service (Short-Term)  
USM/Sun Herald – Issues and Answers Lecture Series

The Cirlot Agency  
Public Affairs (Long-Term)  
Gulf LNG Clean Energy Project

Mississippi State Hospital  
Internal Communication (Long-Term)  
"Wash Your Hands!"

Northrop Grumman Ship Systems  
Internal Communication (Short-Term)  
"Katrina Response"

Employees of Mississippi Hospital Association  
Crisis Communication (Long-Term)  
"MHA Cares – Hurricane Katrina Crisis Communication Plan"

Northrop Grumman Ship Systems

Crisis Communication (Short-Term)  
Northrop Grumman's Katrina Response

Shelia White & Judy Isbell  
Crisis Communication (Short-Term)  
University of Southern Mississippi Gulf Coast  
"Hurricane Katrina Crisis Communication"

Checky Herrington  
Crisis Communication (Short-Term)  
Entergy Mississippi  
"Entergy Mississippi's Hurricane Katrina Restoration Communications"

Northrop Grumman Ship Systems  
Special Events and Observances (Short-Term)  
"Northrop Grumman's Katrina Response"

Melissa Brewer, Shannon Coker & Shawn Lea  
Special Events and Observances (Short-Term)  
Mississippi Hospital Association  
"18<sup>th</sup> Annual Maggie Awards Program"

Mississippi State Hospital  
Special Events and Observances (Short-Term)  
"150<sup>th</sup> Anniversary Celebration"

Wendy H. Copeland & Kelly Scrivner  
Special Events and Observances (Short-Term)  
Mississippi Blood Services  
"Mississippi Blood Services Go Wild Promotion"

Melissa Bryant & April Lollar  
Annual Report Over \$2,000  
Coast Electric Power Association  
"Annual Report – Value"

Jason Moulder and Lisa Siegel  
Annual Report Over \$2,000  
Mississippi Development Authority  
"Annual Report 2005"

Lorri Freeman & Jennifer Flanagan  
Annual Report Over \$2,000  
Singing River Electric Power Association  
"2005 Hurricane Katrina Preparation and Response"

Mississippi State Hospital

Publication – External Audience Under \$2,000  
“150<sup>th</sup> Anniversary History Book”

Kristie Aylett, APR  
Publication – External Audience Over \$2,000  
The KARD Group  
“Resurrecting Communications with Brite Alumni”

Jason Moulder  
Publication – External Audience Over \$2,000  
Mississippi Department of Transportation  
“MDOT Hurricane Map”

Northrop Grumman Ship Systems  
Specialty Report Over \$2,000  
“Northrop Grumman’s Katrina Response”

Office of Agricultural Communications – Mississippi State University  
Specialty Report Over \$2,000  
“*Take Note* – Accountability Testimonials”

Beth Messina, Becky Martin, Service Printers  
Brochure Under \$1,000  
Central Mississippi Medical Center  
“CMMC Cardiac Care Brochure”

Beth Messina, Rachel Crews, Service Printers  
Brochure Under \$1,000  
Central Mississippi Medical Center  
“Wound Care Brochure”

Matt Martin, Designer  
Brochure Over \$1,000  
Mighty Penguin Design  
“African American Military History Museum Rack Card”

Northrop Grumman Ship Systems  
Logo Design Over \$500  
“Stormriders Logo Design”

Wendy H. Copeland & Kelly Scrivner  
Direct Mail Program Under \$1,000  
Mississippi Blood Services  
“Holiday Heroes Program”

GodwinGroup  
Direct Mail Program Over \$1,000

“Baptist Health System’s Clinic Cold and Flu”

Godwin Group & Redfish Village  
Direct Mail Program Over \$1,000  
“Redfish Village Retention Mailer Campaign”

Matt Martin, Designer  
Print Advertising Over \$500  
Mighty Penguin Designs  
“Prism Magazine Ads”

Rankin Medical Center  
Print Advertising Over \$500  
“Series of Physician Announcement Ads”

Northrop Grumman Ship Systems  
Print Advertising Over \$500  
“Katrina Billboard”

Rush Health Systems  
News Story or Series  
“Rush Hall Dedication”

Amy Hornback  
News Story or Series  
Mississippi Department of Transportation  
“MDOT is Committed to Listening”

David Tisdale  
News Story or Series  
University of Southern Mississippi Marketing and Public Relations  
“History Professor Made Royalty in Nigeria”

Aaron Madson  
News Story or Series  
University of Mississippi Media and Public Relations  
“Peter L. Fortune History Symposium”

Christopher Mapp  
Feature Story or Series  
University of Southern Mississippi Marketing and Public Relations  
“Film School Grad Gets Close-Up of Ukrainian History Through Peace Corps

Christopher Mapp  
Feature Story or Series  
University of Southern Mississippi Marketing and Public Relations  
“Putting a Human Touch on Research”

Kristie Aylett, APR  
Feature Story or Series  
The Kard Group  
“TCC Technical Programs Transform Over Time”

Shelia White  
Feature Story or Series  
University of Southern Mississippi Gulf Coast  
“Friendship Oak – A Symbol of Strength”

Brad Barr  
Feature Story or Series  
4-County Electric Power Association  
“Banks of Tenn-Tom hold hidden natural resources”

Wendy H. Copeland & Kelly Scrivner  
Specialty Item Over \$2 Each  
Mississippi Blood Services  
“Mississippi Blood Services St. Paddy’s Day Shirt”

Joanne Marsh  
Specialty Item Under \$2 Each  
Pine Belt Mental Healthcare Resources  
“A Little Bit of Sanity Goes A Long Way”

GodwinGroup & MDOT  
Audio Program/Production – Public Service Announcement  
“MDOT Deuce Theater Spot”

GodwinGroup & MDOT  
Audio Program/Production – Public Service Announcement  
“MDOT Myrtle TV Spot”

GodwinGroup & MDOT  
Audio Program/Production – Public Service Announcement  
“MDOT Gameday Radio Spots”

GodwinGroup & Cellular South  
Audio Program/Production – Public Service Announcement  
“Cellular South PSA”

Wesley Medical Center  
Video Program/Production – Advertisement  
“Women’s Services Family TV Ad”

GodwinGroup, Mississippi Power

Video Program/Production – Advertisement  
“Katrina Campaign”

Melissa Brewer, Larry Chapman, Curnis Upkins, Jr.  
Website Under \$1,000  
Mississippi Hospital Association  
“MHA Health Careers Center Website”

Chris Spear, Shelly Bass, Patti Wade  
Website Under \$1,000  
Millsaps College Office of Communication  
“Student Website Survey”

Shelly Bass  
Website Over \$1,000  
Millsaps College Office of Communications  
“Millsaps College Website”

The Cirlot Agency  
Website Over \$1,000  
“Gulf LNG Clean Energy Project”

Joanne Marsh  
Website Over \$1,000  
Pine Belt Mental Healthcare Resources  
“Clearview”

Leighton Spann  
Special Video Production Under \$5,000  
Office of Ag Communications, Mississippi State University  
“Quilt Symposium Video News Release”

Glenn Smith  
Special Video Production Over \$5,000  
Mississippi Department of Transportation  
“Katrina – Thank you Video Production”

CMMC Marketing Department, MAD Genius, Inc. & Eyevox  
Special Video Production Over \$5,000  
“RyouN”

Dayonne McGuire, Shelia White & Judy Isbell  
Special Video Production Over \$5,000  
University of Southern Mississippi Gulf Coast  
“SACS Video”

Denton Gibbes, Wade Rico, Craig West

Media Kit  
The Gibbes Company  
"House Call Media Kit"

Wendy H. Copeland & Kelly Scrivner  
Potpourri  
Mississippi Blood Services  
"Mississippi Blood Services 2005 Christmas Card"

Wesley Medical Center & Lisa Slay Mader  
Innovation  
Wesley Medical Center  
"Southern Miss Mascot Gets Makeover"

## **Certificate of Achievement**

Total Public Relations Program - \$5,000-\$10,000  
GodwinGroup – Steve Alderman  
Mississippi Children's Museum

Total Public Relations Program over \$10,000  
GodwinGroup for Cellular South 2005 Public Relations Program

Special Public Relations Program (Long-Term) \$5,000-\$10,000  
Mann and Associates, LLC  
Mississippi Health Care Association  
Mississippi Health Care Foundation

Special Public Relations Program (Short-Term) under \$5,000  
Crystal Cannon  
Read With Me Campaign

Special Public Relations Program (Short-Term) under \$5,000  
GodwinGroup – Lee Ragland & Steve Alderman  
Vue Crescente Announcement

Special Public Relations Program (Short-Term) under \$5,000  
Kellie Bell  
Hip, Hip Hooray! There are treatment options for hip pain

Special Public Relations Program (Short-Term) \$5,000-\$10,000  
GodwinGroup – Steve Alderman & Lee Ragland  
64 Slice PR

Community Relations Program (Long Term)  
Prima Plauche', Mary Perkins, Jenny Bell

I've Checked It Out, Have You?

Community Relations Program (?-Term)  
Mississippi Department of Transportation  
Public Involvement Pilot Project

Community Relations Program (Long-Term)  
Gibbes Company – Denton Gibbes  
Thanks Y'all

Community Relations (Long-Term)  
Singing River Electric Power Association – Lorri Freeman and Jennifer Flanagan  
2005 Hurricane Katrina Preparation and Response

Community Relations Program (Long-Term)  
United Way of South Mississippi  
It's Time – 2005-2006 Annual Campaign

Community Relations Program (Short-Term)  
The Cirlot Agency  
Gulf LNG Clean Energy Project

Special Events and Observances (Short-Term)  
Mississippi Hospital Association – Melissa Brewer, Shannon Coker and Shawn Lea  
2005 Celebrate Your Elected Officials Day

Special Events and Observances (Short-Term)  
Mississippi Hospital Association – Stacy Bishop, Melissa Brewer and Judith Forshee  
2005 Volunteer of the Year Awards Program

Special Events and Observances (Short-Term)  
Hattiesburg Clinic  
28<sup>th</sup> Place Groundbreaking Ceremony

Annual Report Over \$2,000  
GodwinGroup – Steve Alderman  
Parkway Properties Annual Report

Annual Report Over \$2,000  
The Gibbes Company – Denton Gibbes, Jennifer French, Natalie Pittman  
Singing River Hospital System 2004 Community Report

Annual Report Over \$2,000  
Mississippi Hospital Association – Melissa Brewer, Eddie Foster and Shawn Lea  
2005 Annual Highlights

Publication – External Audience Under \$2,000

MetroJackson Chamber of Commerce  
Members Only Newsletter

Publication – External Audience Under \$2,000  
University of Southern Mississippi – Christopher Mapp, Natalie Wilkinson, Ryan Portis  
A Work In Progress

Publication – External Audience Under \$2,000  
Oxford Lafayette County Chamber of Commerce – Pam Swain  
Oxford-Lafayette Co. Community Guide and Membership Directory

Publication – External Audience Over \$2,000  
Coast Electric Power Association – Melissa Bryant and April Lollar  
Energy Life

Publication – External Audience Over \$2,000  
University of Southern Mississippi College of Business - Jana Bryant, Linda Flanders, Natalie  
Wilkinson  
Joint Venture

Publication – External Audience Over \$2,000  
Preferred Hospitals of MetroJackson  
Your Health Newsletter

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

Publication – Internal Audience Over \$500  
Mississippi Department of Transportation – Jason Moulder and Carrie Adams  
Connection Magazine

Publication – Internal Audience Over \$500  
Hattiesburg Lake Terrace Convention Center - Traci Holmes, Editor and Matt Martin,  
Designer/Photographer  
@ Your Service Newsletter

Publication – Internal Audience Over \$500  
Mississippi State University - Information Technology Services – Amy Berryhill  
Information Technology Student Guide

Publication – Internal Audience Over \$500  
Northrop Grumman Ship Systems  
Northrop Grumman's Katrina Response

Specialty Report Under \$2,000  
Mississippi Department of Transportation – Lisa Siegel and Jason Moulder

Shooting Star Newsletter – Hurricane Katrina

Specialty Report Over \$2,000

Mississippi Department of Transportation – Jason Moulder  
Vision 21 Report

Brochure Under \$1,000

Mississippi Hospital Association's Health Careers Center – Melissa Brewer, Rosalyn Howard,  
Curnis Upkins, Jr.  
The Health Careers Center Brochure

Brochure Over \$1,000

Mann and Associates, LLC – Mississippi Department of Health, First Steps  
First Steps Intervention Program Brochures Non-English

Brochure Over \$1,000

Central Mississippi Medical Center, Beth Messina, Graphic Designer; Rachel Crews, Director of  
Marketing; Allison Muirhead, Photographer; Coopwood Communications  
Central Mississippi Medical Center Image Brochure

Brochure Over \$1,000

GodwinGroup – Steve Alderman  
Mississippi Children's Museum Brochure

Brochure Over \$1,000

GodwinGroup – Lee Ragland  
Jackson Academy Capital Campaign Brochure

Brochure – Over \$1,000

Mississippi Hospital Association – Melissa Brewer, Wanda Jones, Shelia Keller  
ONW Student Navigator Brochure

Brochure Over \$1,000

Garden Park Medical Center – Ad2, Inc.  
Family Health Care Center Brochure

Brochure Over \$1,000

Mississippi Hospital Association – Wanda Jones, Dr. Beverly Smallwood, Melissa Brewer  
Magnetic Resources Inventory (MRI) Brochure

Logo Design Over \$500

GodwinGroup – Lee Ragland  
Vue Cresente Logo Design

Logo Design Over \$500

Mann and Associates, LLC; Mississippi Health Care Association; Mississippi Health Care  
Foundation

Mississippi Health Care Foundation Logo

Logo Design Over \$500

South Mississippi Electric Power Association, Bice Advertising  
South Mississippi Electric Power Logo Design

Direct Mail Program Under \$1,000

Pine Belt Mental Healthcare Resources – Ashlea Maddox  
Pine Belt Graphics

Direct Mail Program Over \$1,000

Wesley Medical Center  
ER Renovation Direct Mail

Direct Mail Program Over \$1,000

Baptist Memorial Hospital – North Mississippi  
Treat Yourself

Direct Mail Program Over \$1,000

The Gibbes Company – Denton Gibbes, Craig West, Anthony Vachris  
Thanks Y'all

Direct Mail Program Over \$1,000

Baptist Memorial Hospital – North Mississippi  
Our Services for Women and Children

Feature Story or Series

University of Southern Mississippi Marketing and Public Relations – David Tisdale  
Speech Communication Degree Gives Sisters Foundation

Feature Story or Series

Mississippi State Hospital  
Stories Written in Stone

Feature Story or Series

Mississippi State University Agricultural Communications – Linda Breazeale  
Mare produces three foals in one season

Feature Story or Series

The Kard Group – Kristie Aylett, APR  
Brite's Mission of Caring

Feature Story or Series

University Communications – Emilie Bramlett  
UM Professor Offers Tips on Staying Safe on the Highway

Specialty Item Under \$2 Each

Mississippi State Hospital  
Santa Day Gift

Specialty Item Over \$2 Each  
Mississippi Blood Services – Wendy H. Copeland and Kelly Scrivner  
Mississippi Blood Services New Year's Shirt

Specialty Item Over \$2 Each  
Northrop Grumman Ship Systems  
Stormrider's Jacket and T-shirt

Specialty Item Over \$2 Each  
University of Southern Mississippi Gulf Coast – Judy Isbell and Shelia White  
Eagle Head Coaster

Audio Program/Production – Advertisement  
The Gibbes Company – Denton Gibbes  
State Bank and Trust Merger

Audio Program/Production – Advertisement  
The Gibbes Company – Denton Gibbes  
State Bank and Trust Late Fees

Video Program/Production – Public Service Announcement  
GodwinGroup, MDOT  
MDOT Deuce Theater Spot

Video Program/Production – Public Service Announcement  
GodwinGroup, MDOT  
MDOT Myrtle TV Spots

Website Under \$1,000  
Mississippi Hospital Association – Shawn Lea  
MHA News Now Blogs

Website Under \$1,000  
Specialized Treatment Facility – Elissa Plastino and Gary Ulrich  
External Website [www.stf.state.ms.us](http://www.stf.state.ms.us)

Website Over \$1,000  
South Mississippi Electric Power Association, Bice Advertising  
South Mississippi Electric Website

Website Over \$1,000  
GodwinGroup, Vue Crescente  
Vue Crescente Web

Website Over \$1,000  
The Gibbes Company – Denton Gibbes, Craig West  
Darden North Website

Special Video Production Under \$5,000  
Mann and Associates, LLC, The Nature Conservancy  
The Nature Conservancy – Sowing the Seeds of Tomorrow

Special Video Production Under \$5,000  
Mississippi Gulf Coast Community College – Ken Flanagan  
2005 Instructor of the Year Video

Special Video Production Over \$5,000  
Wesley Medical Center  
Katrina Response Video

Special Video Production Over \$5,000  
Central Mississippi Medical Center Marketing Department, MADGenius, Inc., Eyevox  
Revolve

Photography – Color  
University of Southern Mississippi Marketing and Public Relations – Stephen Rouse  
Sorority Bids

Photography – Color  
University of Southern Mississippi Marketing and Public Relations – Stephen Rouse  
International Belly Dance

Photography – Color  
Neel-Schaffer Inc. – Donna Lum  
Mississippi Mud

Photography – Color  
Northrop Grumman Ship Systems  
Katrina Response

Photography – Color  
Northrop Grumman Ship Systems  
Katrina Response

Potpourri  
United Way of Southeast Mississippi – Brooke Bryan  
Hurricane Katrina PowerPoint

Potpourri  
Mann and Associates, LLC, The Nature Conservancy  
The Nature Conservancy Poster

Potpourri  
Neel-Schaffer Inc. – Donna Lum  
Reflections of Natchez Then and Now

Potpourri  
Mississippi Hospital Association's Health Careers Center – Melissa Brewer, Rosalyn Howard,  
Curnis Upkins, Jr.  
The Health Careers Center Tradeshow Display

Potpourri  
Mississippi Hospital Association – Wanda Jones, Dr. Beverly Smallwood, Melissa Brewer  
Magnetic Resources Inventory (MRI) Tradeshow Display

Innovation  
University of Southern Mississippi Gulf Coast – Judy Isbell  
Southern Miss Gulf Coast Katrina Web