



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

5th Annual PRISM Awards Winners 2007

Best of Show Award

- The Cirlot Agency for Mississippi, Believe It! National Launch

Judges Choice Award

- Tupelo Convention & Visitors Bureau, The Elvis Presley Festival & Elvis Presley Enterprises for Elvis Presley Festival & 50th Anniversary Recreation

PRism Awards

Total Public Relations Program-Over \$10,000

- The Cirlot Agency for Mississippi, Believe It! National Launch

Special Public Relations Program (Long Term) Over \$10,000

- The Cirlot Agency for Mississippi, Believe It! National Launch

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

- Godwin Group, Hancock Bank for NASDAQ Opening Bell

Public Service (Long Term)

- The Cirlot Agency for Mississippi, Believe It! National Launch

Crisis Communication (Long Term)

- Project Recovery-Wendy Bailey for Project Recovery

Special Events and Observance (Short Term)

- Tupelo Convention & Visitors Bureau, The Elvis Presley Festival & Elvis Presley Enterprises for Elvis Presley Festival & 50th Anniversary Recreation

Brochure Over \$1,000

- Godwin Group, Neel-Schaffer brochure

Invitation Under \$5

- Matt Martin for PRAM-Pine Belt Invitations & Reminders

Print Advertising Over \$500

- Linda Mann, Jackson Convention & Visitors Bureau for Group Tour Print Ad Campaign

Feature Story of Series

- Robin Street for A Woman’s Right to Choose is Paramount
- Camille Breland for Patrick Smith: Cover to Cover

Video Program/Production- Advertisement

- The Cirlot Agency for There is A Place Trent Lott for Senate TV Ad

Web Site Over \$1,000

- Godwin Group, Louisville Slugger for Louisville Slugger web site
- Mike Reich & Lisa Shoemaker for Official web site for East Mississippi Electric Power Association

Media Kit

- Denton Gibbes, Lindsay Draney, Jason Lott for Points of Origin media kit

Potpourri

- Baptist Health Systems for Women’s Health Inside Out Podcast series
- Shelia White & Judy Day Isbell for Katrina: One Year Later

Award of Excellence

Special Public Relations Program (Long Term) Over \$10,000

- Renasant Bank and the Community Development Foundation for The Renasant Center for Ideas

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

- Curnis Upkins, Jr., Rosalyn Howard, Melissa Brewer for Dream Big-Health Careers Awareness Camps

Public Service (Long Term)

- Marcella McKay, PhD., Wanda M. Jones, Melissa Brewer for Saving Nurses Saves Lives Campaign
- Meredith Rose McKinney for Cherish Our Children

Public Service (Short Term)

- Pine Belt Mental Healthcare Resources for Understand Before You Judge

Internal Communication (Long Term)

- Tupelo Public School District for Ambassadors’ Voice
- Mick Reich, Lisa Shoemaker & Allan Hogan for Safety, It’s In Your Hands

Crisis Communication (Short Term)

- Traci Hayes, Ameristar Casino Hotel Vicksburg for Robbery at Ameristar Casino Vicksburg

Special Events and Observance (Short Term)

- Judith Forshee, Stacy Bishop, Melissa Brewer for 2006 Miss Hospital Association Volunteer of the Year Awards Program
- Vincent Creel, City of Biloxi for Katrina & Biloxi: One Year Later Observance
- Jaquith Nursing Home, Elissa Plastino, Marc Lewis for Jaquith Nursing Home 30th Anniversary Celebration
- Kelly Scrivner for Country Kickers vs. City Slickers I
- Traci Hayes, Ameristar Casino Hotel Vicksburg for Ameristar Presents \$400,000 to American Red Cross

Annual Report Under \$2,000

- Joanne Marsh, Ashlea Maddox, Terry Lacy, Sabrina Scott, Copy Cats Printing for Sharing A Vision, Transforming Lives, Creating A Healthier Community-Annual Report

Annual Report Over \$2,000

- Godwin Group, Parkway Properties for 2005 Parkway Properties Annual Report
- Lorri Freeman & Amanda Parker for 2005 Annual Report
- Mike Reich & Lisa Shoemaker for Your Light in the Storm-2006 Annual Report of East Mississippi Electric Power Association

Publication External Audience Under \$2,000

- Matt Martin for Hattiesburg Zoological Society Newsletters 2006

Publication External Audience Over \$2,000

- Nikki Bowman, Alecia Porch for Amicus
- Lorri Freeman & Amanda Parker for Cooperative Membership Guide

Specialty Report Over \$2,000

- The University of Southern Mississippi Department of Marketing and Public Relations for Advancement Report

Brochure Over \$1,000

- Nikki Bowman, Clara Stamps, Alecia Porch for Diversity Works Brochure
- Lorri Freeman, Amanda Parker & Chris Adams for The Power in Preparation Hurricane Guide
- Phillip Smith for Catch A Dream Brochure
- Oxford-Lafayette County Economic Development Foundation's Retiree Attraction Program, Christy Knapp for Begin Your Next Chapter Brochure

Invitation Over \$5

- Jason Moulder for I-69 Ribbon cutting Ceremony Invitation

Direct Mail Program Over \$1,000

- Blufish Design Studio for River Oaks Hospital Campaign
- Ron Barnes, Melissa Bryant & April Lollar for Member Handbook

Print Advertising Under \$500

- Pine Belt Mental Healthcare Resources for Meet Phyllis

Print Advertising Over \$500

- The Cirlot Agency for St. Richard
- MadGenius, Inc., Rachel Crews, CMMC Speech Center Print Ad
- MadGenius, Inc., Rachel Crews, Pam Claypool for CMMC Balance and Hearing Print Ad
- Godwin Group, Hancock Bank for Hancock Bank Rebuild Initiative
- Vincent Creel, City of Biloxi for We're Reviving the Renaissance
- Vincent Creel, City of Biloxi for Help protect Our Waterways
- Lorri Freeman, Amanda Parker & April Lollar for Hurricane Katrina Anniversary Ad
- Mike Reich & Lisa Shoemaker for Your Light in the Storm Newspaper Ad
- The Cirlot Agency for St. Dominic Compassion, Our Passion Ad

News Story or Series

- Robin Street for Oxford/Ole Miss PRAM Presents Outstanding Member Awards

Feature Story of Series

- Mara M. Hartmann, Jackson Convention & Visitors Bureau for Backyard Vacations

Specialty Item Under \$2.00 each

- Nikki Bowman, Clara Stamps for You be the judge gavel pencils

Specialty Item Over \$2.00 each

- Godwin Group for Louisville Slugger New Business Box
- Nikki Bowman, Alecia Porch for Mississippi College School of Law Bookwear T-Shirts

Video Program/Production-Advertisement

- The Cirlot Agency for St Dominic Compassion, Our Passion TV Ad
- Jennifer French, Craig West, Jenifer Bailey for Singing River Hospital Systems Women's Services TV Ad

Web Site Under \$1,000

- Keith Guillot for Guild Hardy Architects Web Site

Web Site Over \$1,000

- The Cirlot Agency for Medicaid Planning Specialists Web Site
- Vincent Creel, City of Biloxi for Storm Recovery News Email Campaign
- Vincent Creel, City of Biloxi for Official Web Site for the City of Biloxi
- Vincent Creel, City of Biloxi for Katrina & Biloxi web site
- Pam Bozeman, Mary Wimberly, APR & Mark Schneider for mshurricanehelp.org
- Shelly Bass, Patti Wade for Millsaps College Web Site

Special Video Production Under \$5,000

- United Way of Southeast Mississippi for Shaping Tomorrow, 2006-2007 Campaign Video

Photography Color

- Matt Martin for Willie King

Certificate of Achievement**Special Public Relations Program (Long Term) Over \$10,000**

- Godwin Group, USA-IBC for USA Ballet Competition Public Relations
- Mara Hartmann, Linda Mann, Jackson Image Enhancement Committee for Jackson, MS Image Campaign
- Project Recovery-Wendy Bailey for Project Recovery
- Vincent Creel, City of Biloxi for Katrina & Biloxi Photo Album & DVD

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

- Camille Breland for Lighten Up Lafayette

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

- Patti Wade, Becca Day, Kelley Matthews for New Orleans Saints at Millsaps

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

- Godwin Group, AnComm for AnComm Miss & Tenn public relations

Community Relations Program (Long Term)

- Mike Reich & Lisa Shoemaker for EMEPA Youth Tour Program

Public Service (Long Term)

- Rachel Crews, Janet Hayden, Kathy Causey for Breast Cancer Support Group

Public Service (Short Term)

- Jim Beaugez for Lights on Afterschool 2006
- Lauren K. Smith for The "Spring Into Reading!" Public Relations Campaign

Internal Communication (Long Term)

- Rush Health Systems Advertising for Belwether Award Presentation

Special Events and Observances (Long Term)

- Nancy Seepe, Charles Lewis, Patti Wade for 2006 Presidents Society Gala, Celebrating the kickoff of Legacy: A Campaign for Millsaps College

Special Events and Observances (Short Term)

- Carrie Adams for I-69 Ribbon Cutting Ceremony
- Godwin Group, Parkway Properties for The Pinnacle Announcement
- Kelly Scrivner for Hurricane Katrina Memorial Blood Drive
- Shelia White for Southern Miss & Singing River Hospital Partnership
- South MS State Hospital for Alberto's Bistro
- South MS State Hospital for World Mental Health Day Awards Luncheon

Annual Report Over \$2,000

- Edward L. Foster, Shawn Lea, Melissa Brewer for 75th Anniversary Annual Highlights
- Jennifer French, Wade Rico, Jenifer Bailey for Singing River Hospital System Annual Report
- Ron Barnes, Melissa Bryant & April Lollar for "Strength in Numbers"
- South MS Electric Power Assn, Rick Bice of Bice Advertising for South MS Electric 2005 Annual Report

Publication External Audience Under \$2,000

- Pam Swain for Oxford-Lafayette County Community Guide & Membership Directory

Publication External Audience Over \$2,000

- Denton Gibbs, Lindsay Draney, Craig West for Wellness@Work
- Godwin Group, State Farm for State Farm Insert
- John Web, Patti Wade, Kelley Matthews for Millsaps Magazine Fall-Winter 2006

Publication Internal Audience Under \$500

- South Mississippi State Hospital for Mental Notes

Specialty Report Over \$2,000

- Denton Gibbs, Lindsay Draney, Craig West for Wellness@Work

Brochure Under \$1,000

- Jason Moulder for Civil Rights Brochure in English & Spanish

Brochure Over \$1,000

- Beth Messina, Rachel Crews, Becky Martin for Gamma Knife Brochure
- Godwin Group, Horne LLP for Horne LLP Recruiting Brochure
- Kelley Matthews, Kay Barksdale for Spring Family Weekend
- Kelley Mathews, Todd Rose, Tanya Newkirk for Homecoming 2006-The Place to Be
- Oxford-Lafayette County Economic Development Foundation's Retiree Attraction Program, Christie Knapp for Tell Me A Story Brochure
- Rachel Crews, Beth Messina, Mickey Stuart for Diabetes Brochure
- Rachel Crews, Beth Messina, Paul Bird for Cardio Pulmonary Rehab Brochure
- The University of Southern Mississippi Dept of Marketing & Public Relations for Thad Cochran Center Brochure

Invitation Under \$5

- Jaquith Nursing Home, Katie White, Elissa Plastino for Jaquith Nursing Home 30th Anniversary Invitation
- Leading Edges Advertising for MSU Riley Center Media Invitation

Invitation Over \$5

- Carol Andersen for Annual wards Dinner Invitation

Logo Design Under \$500

- Chantel M. Lott for Jazz in the Grove Logo
- Wade Rico, Jenifer Bailey, Denton Gibbs for Sophia's Restaurant Logo

Logo Design Over \$500

- The Cirlot Agency for St. Richard Logo

Direct Mail Program Over \$1,000

- Godwin Group, John-Richard for John-Richard Direct Mail Campaign
- Nikki Bowman, Alecia Porch for Hurricane Katrina Symposium
- Ron Barnes, Melissa Bryant, April Lollar for Proxy Self-Mailer
- United Way of Southeast Mississippi for Grand Givers Society
- Vincent Creel, City of Biloxi for State of the City: One Year Later

Print Advertising Under \$500

- Matt Martin for White Tiger Encounter Ads
- Pine Belt Mental Healthcare Resources for Understand Before you Judge

Print Advertising Over \$500

- Godwin Group, Mississippi Power Company for I Have the Power
- The University of Southern Mississippi Department of Marketing & Public Relations, Natalie Wilkinson for 2006 Freshman Presidential Scholars
- Vincent Creel, City of Biloxi for Katrina & Biloxi: One Year Later
- Vincent Creel, City of Biloxi for Help Make History
- Vincent Creel, City of Biloxi for City Hall is Open 24/7

News Story or Series

- Jana Bryant for Research Funding Milestone
- David Tisdale for Southern Miss Students Participate in "Alternative Spring Breaks" to help with post-Hurricane Katrina Cleanup Project on Mississippi Gulf Coast, New Orleans
- Linda Breazeale for Rearing Insects has International Appeal
- Amy K. Hornback for 50th Anniversary of Interstate System

Feature Story of Series

- Mara M. Hartmann, Jackson Convention & Visitors Bureau for Weekends Away: Jackson, MS
- Amanda LeBlanc for Do's and Don't for a Successful Kid's Halloween Party
- Brad Barr for Sweet Home Mississippi
- Linda Breazeale for Rural Setting Maintains Hold on Winning Farmers
- Robin Street for Osteoporosis Prevention and Treatment
- Kristie Aylett, APR for TCC's Information Center
- Kristie Aylett, APR for Brite Graduate Leads Urban Ministry

Specialty Item Over \$2.00 each

- Carrie Adams for I-69 Cookies
- Lisa Purdie, Kelley Matthews for Think T-Shirt

Audio Program/Production-Advertisement

- Godwin Group, KLLM for KLLM Recruitment Radio
- The Cirlot Agency for "The is a Place" Trent Lott for Senate Radio Ad
- The Cirlot Agency for St. Dominic "Compassion our Passion" Radio Ad

Video Program/Production-Advertisement

- Glenn Smith for Secure Your Trash
- Godwin Group, Hancock Bank for Hancock Bank Rebuild Initiative
- Pine Belt Mental Healthcare Resources for Understand Before You Judge
- Project Recovery & Mississippi State Hospital for Project Recovery-We Are Here to Listen

Web Site Under \$1,000

- Project Recovery, Wendy Bailey for Project Recovery

Web Site Over \$1,000

- Godwin Group, MedjetAssist for MedjetAssist Web Site
- Godwin Group, SmartSynch for SmartSynch Web
- Godwin Group, Wesley Medical Center for Wesley Medical Center Web Site
- The Cirlot Agency for Young Williams Web Site

Special Video Production Under \$5,000

- Tupelo Public School District for Expect Excellence Every Day

Special Video Production Over \$5,000

- Cellular South-Tanya Rankin, Stacey Kirkland, Ashley Hasselman & Communication Arts-Jeanne Lucket, Art McAlpin for Cellular South-Past, Present & Future
- Phillip Smith, Tim Allison for SoyBiodiesel-Proven to Work DVD

Photography Color

- Eddie Robinson for Mississippi River Bridges at Vicksburg, Mississippi

Potpourri

- Keith Guillot for What is LEED?
- Ken Flanagan for 2006 Jackson County Fair Poster
- Pam Swain for Oxford's Best Memories