

# PRSA AURORA AWARDS 2009

## 1. COMMUNITY RELATIONS:

- First Place: American Cancer Society Food & Wine Festival (Emily Davenport, Eric Buhrman, Amy Steele, Sarah Robinson, Nicki Shiwers // Solstice Advertising for American Cancer Society) DESCRIPTION: Fundraising event sold out and raised \$250,000 for cancer research and prevention.
- Second Place: Zoning Code Update: A Better Way to Grow (Lauren Krueger, Emerson Krueger, Stefan Hinman, Patty Sullivan // Matanuska-Susitna Borough)

## 2. REPUTATION/BRAND MANAGEMENT:

- First Place: None
- Second Place: At Home in Alaska (Anita Nelson, Bruce Bustamante, Allyson McBride // Princess Tours)

## 3. EVENTS AND OBSERVANCES (SEVEN OR FEWER DAYS):

- First Place: Southcentral Foundation's 12<sup>th</sup> Annual Gathering (Tammy Ashley, Vera Starbard, Jessica Dorrington, Thom Leonard, Kristin Helvey // Southcentral Foundation) DESCRIPTION: Special event celebrated family wellness and shared responsibility in the Native community and aimed to help the community better understand the increasing range and quality of health care services Southcentral Foundation offers.
- Second Place: Municipality of Anchorage's Bike to Work Day ( Anne Schlapia, Michelle McMillian, Sandra Yi, Scott Mlynarczyk, Michael Stewart // MSI Communications for Municipality of Anchorage)
- Third Place: (TIED) Alaska Pacific University 50<sup>th</sup> Anniversary (Ann Hale, Jayna Combs, Kathy Day, Jessica Harris, Phyllis Gross // Alaska Pacific University and KD/PR Virtual) and Aleutians East Borough Presents Testimony Supporting Responsible Oil and Gas Development to Interior Secretary Salazar (Laura Tanis, Stanley Mack, Sharon Boyette, Clark Corbridge // Aleutians East Borough)

## 4. EVENTS AND OBSERVANCES (MORE THAN SEVEN DAYS):

- First Place: None
- Second Place: Dena'ina Center Grand Opening (Nance Larsen, Kathy Day, Jeanette Anderson Moores, Char McClelland // Anchorage Convention & Visitors Bureau, Municipality of Anchorage, KD/PR Virtual, Alaska Destination Specialists)

**5. PUBLIC SERVICE:**

- First Place: None
- Second Place: Understanding Digital Television (Gretchen Gordon, Tammy Tragis-McCook, Claudia Clark // KUAC FM, AlaskaOne TV)

**6. PUBLIC AFFAIRS:**

- First Place: None
- Second Place: House Bill 134, Alaska Cruise Association (Lana Johnson, Christina Cober, John Binkley, Rod Pfleiger, Lalanya Downs // MSI Communications for Alaska Cruise Association)
- Third Place: Izembek and Alaska Peninsula Refuge Enhancement Act (Laura Tanis, Gary Hennigh, Della Trumble, Ernest Weiss, Stanley Mack // Aleutians East Borough, City of King Cover, King Cove Corporation)

**7. MARKETING CONSUMER PRODUCTS:**

- No submissions

**8. MARKETING CONSUMER SERVICES:**

- No submissions

**9. MARKETING BUSINESS TO BUSINESS:**

- First Place: Calista Business Reception (Emily Davenport, Lincoln Garrick, Alexis Roskelley-Johnson, Eric Buhrman, Amy Hastings // Solstice Advertising for Calista Corporation) DESCRIPTION: Large-scale business-to-business corporate marketing initiative introduced 12 Calista Corp. subsidiaries to the Alaska business community. Goal of 250 attendees exceeded and subsidiaries have increased market presence in Anchorage, including increase in business inquiries and contracts.

**10. GLOBAL COMMUNICATIONS:**

- First Place: Caring for Our Watersheds (Lisa Parker, Lana Johnson, Mariajose Echeverria-Stewart, Greg Whitworth, Lindsey Metheral // MSI Communications for Agrium) DESCRIPTION: Agrium takes the Caring for the Kenai student environmental contest and rebrands it for an international audience. Program now offered in Alberta, Manitoba and Colorado with plans for Argentina and China.

**11. CRISIS COMMUNICATIONS:**

- First Place: Redoubt Volcano and the Drift River Oil Terminal (Lana

Johnson, Casey Sullivan, Dee Buchanon, Santana Gonzalez // MSI Communications for Cook Inlet Pipeline Company) DESCRIPTION: Crisis response to Redoubt Volcano eruption impacting oil storage facility 22 miles from the volcano.

12. ISSUES MANAGEMENT:

- No submissions

13. INTERNAL COMMUNICATIONS:

- First Place: 2009 Influenza Vaccine Campaign (Kirsten Schultz, Stacey Thurman, Providence Health & Services Alaska) DESCRIPTION: Campaign increased Providence Alaska Medical Center employee's voluntary flu shot rate to 75 percent (2,100 employees) with kick-off event simulating a mass vaccination emergency, incentives encouraging early vaccination, and communications targeting low-performing clinical units.
- Second Place: Be Idle Wise (Liz Lynch, Kevin Class, John Booth, Jackie Savina and Sandra Yi // MIS Communications for BP Alaska)

14. INVESTOR RELATIONS:

- No submissions

15. MULTICULTURAL PUBLIC RELATIONS:

- First Place: None
- Second Place: Faces From Our Past (Debbie Lukin, Laurie Fagnani, Mariajose Echeverria-Stewart, Dee Buchanon // MSI Communications for Koniag Inc.)

16. INTEGRATED COMMUNICATIONS:

- First Place: Eat Local Challenge (Emily Davenport, Lincoln Garrick, Alexis Roskelley-Johnson, Eric Buhrman, Amy Pettit // Solstice Advertising for State of Alaska Department of Natural Resources) DESCRIPTION: Designated one specific week in August when the majority of Alaska produce is in season for consumers, businesses and food distributors to source, buy and enjoy Alaska Grown produce.
- Second Place: U.S. Cabinet Secretaries Calista Region Visit (Lincoln Garrick, Amy Hastings, Eric Buhrman, Matthew Nicolai // Solstice Advertising for Calista Corp.)

# PRSA AWARDS OF EXCELLENCE 2009

## 1. Annual Report

- First Place: Mat-Su Borough – Strikingly Different (Patty Sullivan, Jennifer Dawkins // Matanuska-Susitna Borough) DESCRIPTION: Borough's 2009 annual report aimed to help citizens understand what is happening in their local government, including the budget. Goal of reaching 3,000 citizens was reached and exceeded.
- Second Place (TIE): Sitnasuak Native Corporation 2008 Report (Amy Hastings, Eric Buhrman, Breanne McFarland // Solstice Advertising for Sitnasuak Native Corporation) and 2008 Annual Report – Creating Positive Change (David Hardenbergh, Sarah Scanlan, Angela Gonzalez // Rural CAP)
- Honorable Mention: Built to Last, 2008 Annual Report (Sherrie Simmonds, Laurie Fagnani, Scott Mlynarczyk, Dee Buchanan // Alaska Housing Finance Corporation)

## 2. Internal Publication

- First Place: None
- Second Place: R&PP Connection (Jerry Larsgaard, Mary Vlack, Carly Horton, Greg Whitworth, Lana Johnson // MSI Communications for BP Alaska)

## 3. External Publication

- First Place: Anchorage Native News (Vera Starbard, Jessica Dorrington, Kristin Helvey, Thom Leonard, Tammy Ashley // Southcentral Foundation) DESCRIPTION: Increased readership and distribution of SCF customer newsletter through design changes and outreach.
- Second Place: UAF Tanana Valley Campus Course Schedule (Darcy Harrod, Michelle Renfrew // UAF Tanana Valley Campus)
- Third Place: Aurora Magazine (Kim Davis and UAF Marketing & Communications)
- Honorable Mention: Rural CAP's Village Voices Newsletter (David Hardenbergh, Sarah Scanlan, Angela Gonzalez, Alisha Drabek, Rebekah Luhrs // Rural CAP)

## 4. Speech Writing

- First Place: None
- Second Place: 2009 UAF Convocation Speech (Scott McCrea, Brian Rogers // UAF Marketing & Communications)

## 5. Advocacy Writing

- First Place: None
- Second Place: Contracting Lifts Impoverished Peoples (Lana Johnson, Robin Kornfield, Helvi Sandvik // MSI Communications for NANA Development Corporation)

## 6. Writing Portfolio

- First Place: None
- Second Place: Writing Portfolio (Lana Johnson // MSI Communications)

## 7. Brochure

- First Place: Princess Commitment Brochure (Lana Johnson, Christina Cober, Bruce Bustamante, Anita Nelson // Princess Cruises and MSI Communications for Princess Cruises) DESCRIPTION: Self-mailer brochure summarized Princess Cruises' investment in Alaska to support its community outreach and legislative agenda. Includes regional breakdown of princess' impacts and charitable contributions plus a comprehensive listing of city-by-city Alaska vendors.
- Second Place: UAF Tanana Valley Campus: Small School Atmosphere, Big School Opportunity (Darcy Harrod, Michelle Renfrew // UAF Tanana Valley Campus)

## 8. Direct Mail Solicitation

- First Place: None
- Second Place: KUAC FM and AlaskaOne Donor Appeals (Gretchen Gordon, Dorrie Breese, Ginger Stock-McKenzie, Mike Powers // KUAC PM and AlaskaOne TV)

## 9. Special Printed Promotional Materials

- First Place: None
- Second Place: Calista Corp. U.S. Secretaries Tour Field Guide (Lincoln Garrick, Amy Hastings, Eric Buhrman // Solstice Advertising)
- Third Place: Alaska's First Peoples, Alaska's First University (Tori Tragis, UAF Marketing & Communications)
- Honorable Mention: UAF Works (LJ Evans, UAF Marketing & Communications)

## 10. News/Feature Story Release

- First Place: None

- Second Place: Wear It Alaska! News Release (Kathy Day // KD/PR Virtual for Kenai River Sportfishing Association)

#### 11. News/Feature Story Placement

- First Place: None
- Second Place: AVEC's Wind Program (Amy Murphy, Alaska Village Electric Cooperative)
- Third Place: Wind Power (Amy Murphy, Anne Todd // Alaska Village Electric Cooperative, U.S. Department of Agriculture Rural Development)

#### 12. News Conference

- First Place: None
- Second Place: Providence Neuroscience Center REACH News Conference (Kathy Day, Jordan Hanson, Christie Artuso // KD/PR Virtual for Providence Neuroscience Center)
- Third Place: What Happens When a Destination Loses a Large Cruise Ship (Lana Johnson, Christine Cober, John Binkley, Rod Pflieger, Lalanya Downs // MSI Communications for Alaska Cruise Association)

#### 13. Publicity Photo Published in Print Media

- No submissions

#### 14. Exhibits and Displays

- No submissions

#### 15. Video Material

- First Place: Kenai River Junior Classic (Kathy Day, APR, Larry Bottjen // KD/PR virtual with DVD Technology for Kenai River Sportfishing Association) DESCRIPTION: Video aimed to help people "see" the event and how much it means to kids. Goal was to maintain the number of sponsorships, raise the event's profile and communicate why the Junior Classic is important. Total sponsors grew from 25 to 43, year over year.
- Second Place: Invest (Michelle Renfrew, Darcy Harrod // UAF Tanana Valley Campus)
- Third Place: Zoning Code Update – A Better Way to Grow (Lauren Kruer, Emerson Krueger, Stefan Hinman, Patty Sullivan // Matanuska-Susitna Borough)

#### 16. Radio Material

- No submissions

#### 17. Web site

- First Place: None
- Second Place: Koniag Education Foundation (Iluhi Schimetka, Tyan Selby, Greg Whitworth, Dee Buchanan, Laurie Fagnani // Koniag Education Foundation)
- Third Place: Aurora Web site [www.uaf.edu/aurora](http://www.uaf.edu/aurora) (Jenn Baker, UAF Marketing & Communications)

#### 18. Special Electronic Promotional Material—Any electronic material not fitting into another category.

- No submissions

Aurora Award Best in Show: Southcentral Foundation's 12<sup>th</sup> Annual Gathering (Tammy Ashley, Vera Starbard, Jessica Dorrington, Thom Leonard, Kristin Helvey // Southcentral Foundation)

PR Communicator of the Year: Not yet awarded

Bruce Pozzi Chapter Service Award: Not yet awarded