

**FOR IMMEDIATE RELEASE**

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**LOCAL PUBLIC RELATIONS PROFESSIONALS HONORED**

OMAHA, Neb. – The Public Relations Society of America (PRSA) Nebraska Chapter honored local public relations professionals for their work at the annual Paper Anvil Awards and Gala at the Hilton Downtown, 1001 Cass Street on Thursday, Dec. 11, 2008. Over 130 entries were received and 100 awards were given to individuals, companies and organizations for their work in public relations, communications and campaigns completed after Oct. 1, 2007. The winning entries received either an Award of Merit or an Award of Excellence. Awards of Merit were determined by the judges as entries that met stated goals and demonstrated good results. Awards of Excellence were reserved for outstanding entries that did a superior job of meeting the stated goals and in achieving results.

"Once again, PRSA Nebraska's annual gala served as the perfect backdrop to showcase the outstanding accomplishments of the many talented, tested and now award-winning PR professionals in our community," said Brian Pickering, out-going chapter president and vice president of Communication and Public Relations for Blue Cross and Blue Shield of Nebraska.

The **Best of Show** award was presented to Children's Hospital, Dannee Hartley, and Staywell Custom Communications for *Just Kids*, an external magazine for Children's Hospital.

The 2008 Paper Anvil winners, grouped by category, are as follows:

**Internal Communications Campaign – Award of Merit**

Mosaic Employee Campaign 2008: eMpower

*Mosaic, Davina Leezer, Ed McCollum, Randall Donner, Brenda Solomon, Brittney Ryba*

**Internal Communications Campaign – Award of Excellence**

C&A Industries Statement Launch

*Mary Carrick, C&A Industries, Inc., Scot Thompson, Liz Hall, Teresa Lauver, Jim Kalhorn, Traci Boyle*

Cassling Rebrand

*Lindsay Cosimano, Cassling, Cassling Marketing Team*

West Rideshare Campaign

*West Corporation, Michelle Hoffman, Suzie Warner, Kate Cadwallader*

**Public Relations Campaign- Award of Merit**

Great Plains Regional Medical Center Launches MedCheck Campaign

*Swanson Russell Public Relations*

**Public Relations Campaign - Award of Excellence**

120 Years of Educating Health Care Professionals  
*Clarkson College, Clarkson College Marketing and Public Relations Department*

The 40-70 Rule

*Albers Communications Group, LLC, Home Instead Senior Care, GML Communications, Inc., and Turnpost Creative Group*

Pay Yourself First Challenge

*Jones PR, Kristin Jones*

Where's Larry?

*Swanson Russell, Drew Niehaus, Brownells, Jeff Patterson, Chris Raun, Health Foster, Justin Young*

**Marketing Communications Campaign - Award of Merit**

Availability

*Children's Physicians, M3, Mint Marketing*

**Marketing Communications Campaign - Award of Excellence**

Club Crashers

*Swanson Russell, Steve Roth, Dick Placzek, Greg Wiley, Almir Levic, Charlie Stephan, John Le, Chris Lee, Tammy Caldwell, Greg Bousquet, Parker Stoner, Jeff Mohs, Jessica Kinser*

MRI Travel Campaign

*Cassling, Lindsay Cosimano, Cassling Marketing Team*

Omaha Stadium

*Bozell, Bill Flavell, Kim Mickelsen, Tom Giitter*

"Our Stories" Children's Hospital 2008 Campaign

*Children's Hospital, Children's Hospital Marketing Team, DAAKE, Bendtsen and Company, Scott Dorby Pictures*

The Maids International 2008 Spring Brand Campaign

*The Maids International, Tamara Moller, Amy Olson, Jane Shinn, Dave Griebel*

2008 U.S. Olympic Team Trials for Swimming Campaign

*Omaha Sports Commission, Bailey Lauerma, USA Swimming, Qwest Center Omaha and Mutual of Omaha*

**Student Outstanding Classroom Campaign - Award of Merit**

Plan-It Solutions, an Outstanding Classroom Campaign

*Heather Knudson, University of Nebraska at Omaha's Maverick PR and PRSSA, University of Nebraska at Omaha's School of Communication*

S.E.A.T B.E.L.T, an Outstanding Classroom Campaign

*Heather Knudson, University of Nebraska at Omaha's Maverick PR and PRSSA, University of Nebraska at Omaha's School of Communication*

**Annual Report - Award of Merit**

Brianna at the Ronald McDonald House

*Ronald McDonald House Charities in Omaha, Kevin Warneke, Envoy, Inc., Printco Graphics*

Catholic Charities 2007 Annual Report

*Bozell, Bill Flavell, Katie Wudel, Aaron Christensen, Sylvia France*

Lincoln Community Foundation 2007 Annual Report

*Lincoln Community Foundation, Jessica Phillips, Carol Jess, Michelle Tilley*

Premier Annual Stakeholders Report  
*Information Technology, Inc. (ITI)*

Visiting Nurse Association 2007 Annual Report  
*Visiting Nurse Association, Paula Steenson*

Woodmen of the World 2007 Annual Report  
*Woodmen of the World Marketing & Public Relations Team, Angie Schendt, Joe Bavaresco*

**Annual Report - Award of Excellence**

2007 Children's Hospital Annual Report & Community Benefits Report  
*Children's Hospital, Children's Hospital Marketing Team, Scott Dorby Pictures*

Making a Difference  
*Omaha Public Power District (OPPD), Gary Williams, Terry Zank, Joe Comstock, DJ Jacobberger*

TierOne Corporation 2007 Annual Report  
*TierOne Bank, Stephanie Vogel, John Hayden, Ed Swotek, Barnhart Press*

**Brochure - Award of Merit**

Making a Difference  
*TierOne Bank, Stephanie Vogel, John Hayden, Barnhart Press*

Omaha Children's Museum Fun Times  
*Omaha Children's Museum, Matt Orand, Christina Kahler*

University of Nebraska at Omaha From a New Perspective  
*Emspace Group, Anthony Flott, UNO*

**The Poster - Award of Excellence**

Puff & Pinch Campaign Posters  
*Omaha Public Power District, Paula Lukowski, Joe Comstock, Terry Zank*

**Special Purpose Publications - Award of Merit**

ICAN Editorial Spread PINK Magazine  
*Ervin & Smith Advertising and Public Relations, ICAN, PINK Magazine*

**IDEAS**

*Omaha Public Power District, Paula Lukowski, Joe Comstock*

Special Edition of Inside Track Union Pacific Renaissance  
*Bailey Lauerma, Sam Achelpohl, Donna Kush, Anne Walsh, Gene Hinkle*

2008 Woodmen of the World Benefits  
*Woodmen of the World Marketing and Public Relations Team, Angel Stottle, Christi Speck*

**Special Purpose Publications - Award of Excellence**

2008-2009 Annual Giving Guide  
*Michaela Krug, Metropolitan Community College Foundation, Katie Wortmann*

Elegance of the Qing Court Opening Invitation and Exhibition Catalogue  
*Emspace Group, Joslyn Art Museum*

Get Ready To Be A Grandmother – In Less Than Nine Months  
*Susan C. Montjar, PhD, APR, Northland Communications*

Orthopedic Calendar  
*Orthopaedic Marketing Group, Linda Kamish, Greg Obrzut, Mike Daeges, American Academy of Orthopaedic Surgeons 75<sup>th</sup> Anniversary Committee*

The Kroc Center Brochure  
*The Salvation Army, Susan Eustice, SKAR Advertising, Ervin Photography, Barnhart Press*

**Direct Mail and Direct Reponse - Award of Excellence**

Activate Omaha – Omaha Gets Active Tool Kits  
*Emspace Group, Carroll Communications*

American Marketing Association: Are We There Yet?  
*Emspace Group*

Best of Both Worlds  
*Children's Physicians, M3, Mint Marketing*

**Internal Newsletter or Magazine - Award of Merit**

Bozell New Employee Handbook  
*Bozell, Bill Flavell, Robin Donovan, Ryan Sorensen*

MECA Messenger and MECA in the News  
*MECA, Metropolitan Entertainment & Convention Authority, Rebecca Kleeman*

Technically Speaking  
*Information Technology, Inc. (ITI)*

**Internal Newsletter or Magazine - Award of Excellence**

The Extra Step  
*TierOne Bank, Stephanie Vogel, John Hayden, Kira Baldinger, Barnhart Press*

The Hero  
*Jane Schuster, Children's Hospital, Karen Kubicek*

**Internal Employee of Special Events - Award of Merit**

2008 State of the Union  
*Cassling, Lindsay Cosimano, Cassling Marketing Team*  
Make a Splash! Woodmen of the World Picnic  
*Woodmen of the World, Mike Wilson*

**The Internal Video - Award of Excellence**

United Way: Game On!  
*OPPD, OPPD Corporate Communications*

**External Newsletter or Magazine - Award of Merit**

Children's Connection/Children's Link  
*Children's Hospital, Marty Beerman, Celia Ferrel, Betsy Reece, Peggy Hogan*

Creighton University Magazine  
*Creighton University, Pamela A. Vaughn, Kim Manning, Rick Davis, Sheila Swanson*

Omaha: Extraordinary Opportunities Lifestyle Magazine

*Karla Ewert, David Brown, Greater Omaha Chamber of Commerce*

Outlets

*Omaha Public Power District, Paula Lukowski, Joe Comstock, Terry Zank*

Visions

*Children's Hospital, Jane Schuster, DAAKE*

**External Newsletter or Magazine - Awards of Excellence**

Boys Town Journal

*Boys Town, John Melingagio, Katina Gordon, Eli Hernandez, Mike Buckley, Marie Ruhter, Melissa Namala, Stacy Scherr*

Just Kids

*Children's Hospital, Dannee Hartley, Staywell Custom Communications*

Traditions of Caring Magazine

*Clarkson College, Clarkson College Marketing and Public Relations Department*

**External Video - Award of Merit**

Exmark Next Lazer Z Product Launch Video

*Bailey Lauerman, Shannon Sherman, Nichole Allen, John Cloutier, Carter Weitz, Marcelo Plioplis, Neveen Hagab, Rich Claussen, Shannon Sherman, Erika Balm, Dan Cooper, Nino Kapetanovic, Afterglow Studios*

Power Drive

*OPPD, Mike Jones, Envision Communications*

**External Video - Award of Excellence**

2007 Gala Video "Surgical Services"

*Children's Hospital, Jane Schuster, Bendtsen & Co.*

Elliott Aviation: National Business Aviation Association Tradeshow Video

*Bailey Lauerman, Julia McConahay, James Strange, Raleigh Drennon, Ron Eis, Nino Kapetanovic, AJ Lake Dawn Kjeldgaard, Craig Hughes*

**Special Events, Outreach, Educational or Tradeshow - Award of Merit**

Davis JD Steel: Wind Energy Conference Video

*Emspace, Torchworks*

Investing in You

*Amy Adkins, Cassling, Cassling Marketing Team*

Harper Center Grand Opening Promotional Pieces

*Creighton University, Pamela Vaughn, Kim Manning, Cindy McMahon, Deb Daley, Robyn Eden, Patty Perry*

"Leaps and Bounds" Site Inauguration

*Children's Hospital, Children's Hospital Marketing Team, DAAKE*

Parenting U Children's Hospital

*Children's Hospital Marketing Team, DAAKE, Bendtsen & Co.*

NICU Reunion

*Children's Hospital, Betsy Reece, Dannee Hartley, Karen Kubicek*

USA Swimming's Aqua Zone  
*Bailey Lauerman, USA Swimming, Omaha Sports Commission, Qwest Center Omaha*

**Special Events, Outreach, Educational or Tradeshow - Award of Excellence**

Circle of Caring 2008  
*Children's Hospital, Jane Schuster, DAAKE, Bendtsen & Co.*

DEMO Fall '08  
*Bozell, Bill Flavell, Sylvia France, Abby Supenski, Scott Rowe, Michelle Swain, Kim Mickelsen*

Husker Harvest Days  
*TierOne Bank, Dena Noe, John Hayden, Chill Marketing*

West L Promotion  
*TierOne Bank, Dena Noe, John Hayden, Julie Manes*

**The Community Relations Program - Award of Merit**

HRoundtables  
*Bailey Lauerman, Coleen Gowen, Rich Claussen, Karen Gustini, Jenn Larson, Ameritas Group*

**Public Service Program - Award of Merit**

Give Your Kids a Boost  
*Children's Hospital, Children's Hospital Marketing Team, Sleight Advertising, Leslie Kline Lukas, DAAKE*

**Public Service Program - Award of Excellence**

National Developmental Disabilities Awareness Month Program  
*Mosaic, Davina Leezer, Ed McCollum, Randall Donner, Brenda Solomon, Brittney Ryba*

**Media Kit - Award of Excellence**

Food AND Fuel Media Kit  
*Joanna Schroeder, APR, Ethanol Promotion and Information Council (EPIC), Chip Thompson Design and Marketing*

**News Release - Award of Excellence**

Agile Sports Technologies: New York Jets Announcement  
*Bailey Lauerman, Julia McConahay, Agile Sports Technologies, Doug Parrott, Rich Claussen*

Sixpence Early Learning Fund Press Release  
*Amanda Rucker, Nebraska Children and Families Foundation, Jen Hernandez, Beck Veak, Kelley Peterson, Jessie Rasmussen*

**Feature News Release - Award of Merit**

Exmark Service Tips  
*Bailey Lauerman, Shannon Sherman, Exmark Manufacturing, Nichole Allen, John Cloutier*

**News Conference and Publicity Stunt - Award of Excellence**

Men's College World Series Contract Signing  
*Bozell, Bill Flavell, College World Series of Omaha, Inc., Tom Giitter, Abby Supenski, Joe Gudenrath*

**OP-ED/Bylined Articles - Award of Excellence**

College of Saint Mary Women's Issues OP-ED

*Ervin & Smith Advertising and Public Relations, College of St. Mary, Carmen Steele*

Cy Wakeman PINK Byline Article Series

*Ervin & Smith Advertising and Public Relations, Cy Wakeman, Inc.*

Defending Ethanol

*Ethanol Promotion and Information Council (EPIC), Joanna Schroeder, APR, Dr. Bruce Dale, Michigan State University.*

**Web Sites - Award of Merit**

Cargill Corn Milling for empyreal75.com

*Bailey Lauerman, Cargill Corn Milling, Ron Eis, Dawn Kjeldgaard, Julia McConahay, Mike Murray, Ron Sack, Jim Watson, Carter Weitz*

Lutheran Family Services for wellmothers.org

*Bailey Lauerman, Lutheran Family Services of Nebraska, Julia McConahay, Cathy Solarana, Rainbow Rowell, Meghan Kifer, Dan Cooper, Rob Eis, Mike Murray, Sean Faden*

**Web Site - Awards of Excellence**

College World Series 2008 Web Site

*Bozell, College World Series of Omaha, Inc., Kim Mickelsen, Scott Rowe, Ryan Weidman*

Omaha Children's Museum

*Omaha Children's Museum, Waitt Interactive*

Omaha Public Power District

*OPPD, OPPD Corporate Communications, Information Technology, SKAR*

**Electronic Media Kit or Media Web Site - Award of Merit**

Great Plains Theatre Conference Media Kit

*Metropolitan Community College, Kt McBratney, Thomas Flaherty*

**Electronic Media Kit or Media Web Site - Award of Excellence**

120 Years of Educating Health Care Professionals

*Clarkson College, Clarkson College Marketing and Public Relations Department*

AMTD.com Online Media Room

*Ervin & Smith, TD Ameritrade, Sandra Kelder*

**Electronic Newsletter - Award of Excellence**

Medical Staff Matters

*Betsy Reece, Children's Hospital, Karen Kubicek*

TD AMERITRADE Spotlight

*Ervin & Smith Advertising and Public Relations, Sandra Kelder, TD AMERITRADE*

**The Word-of-Mouth/Viral/Street Marketing - Award of Merit**

WildSmiles YouTube Video Contest

*Bozell, Bill Flavell, WildSmiles Custom Braces Brackets*

**Word-of-Mouth/Viral/Street Marketing Awards of Excellence**

Communicating with New Technologies

*Clarkson College, Clarkson College Marketing and Public Relations Department*

McCain-Obama: Why Looks Count

*Jo Giles, University of Nebraska Medical Center, Andrew E. Nelson*

## **The Blogger Outreach - Award of Excellence**

DocLanding DEMO Launch

*Bozell, Bill Flavell, Sylvia France, Abby Supenski*

In addition to the Paper Anvil Awards, PRSA Nebraska also issued the following service awards:

- Newcomer of the Year: Davina Leezer, Mosaic
- Chapter Service Award: Karen Weber, PRSSA UNO Student Advisor
- PRSA Nebraska Community Service Award: Blue Cross and Blue Shield of Nebraska
- Special Achievement Award: Jo Giles, UNMC
- Professional of the Year: Omaha Sports Commission

### *About PRSA Nebraska:*

The Public Relations Society of America ([www.prsa.org](http://www.prsa.org)), headquartered in New York City, is the world's largest organization for public relations professionals with nearly 32,000 professional and student members. PRSA is organized into 109 Chapters nationwide and 19 Professional Interest Sections and Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 296 Chapters at colleges and universities throughout the United States and one Chapter in Argentina. PRSA Nebraska ([www.prsanebraska.org](http://www.prsanebraska.org)) has over 200 members.

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**Public Relations Society of America -  
Nebraska Chapter**

[www.prsanebraska.org](http://www.prsanebraska.org)

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