



## **PRSA San Diego's 15<sup>th</sup> Annual Edward L. Bernays Silver Bernays Winners**

### **1. Community Relations**

San Diego Gas & Electric, San Diego Gas & Electric: Smart Meters- Award of Excellence - First Place  
The Grove Agency, Wal-Mart - San Diego County's Good Community Partner-Award of Merit - Second Place

### **2A. Institutional Programs - Business Products & Services**

Berkman, Luce, Forward, Hamilton & Scripps- Award of Excellence - First Place

### **2B. Institutional Programs - Non-Profit Organizations/Associations Products & Services**

Benedetto Communications, Inc., Building an Institution - Award of Excellence - First Place

### **3A. Special Events \$25,000 & Up (seven days or fewer)**

Bailey Gardiner, Seaport Village's Deck the Palms -Award of Excellence - First Place  
SZPR, San Diego Restaurant Week -Award of Merit - Second Place

### **3B. Special Events Less than \$25,000 (seven days or fewer)**

Gable PR, Sailing Through the Perfect Storm -Award of Excellence - First Place

### **4B. Special Events Less than \$25,000 (more than 7 days)**

Jessica, Eslinger, United Way Committee, and Solar Turbines Incorporated, Solar Turbines United Way Campaign - Award of Excellence - First Place  
Fleishman-Hillard and Make-A-Wish Foundation of San Diego, Make-A-Wish Foundation of San Diego: "A Season of Wishes" Making Wishes Come True During the Holiday Season - Award of Merit - Second Place

### **5. Public Service**

Bob Nelson Associates, Stage 1 Conservation - Award of Excellence - First Place  
Cook & Schmid, The Bark Beetle Emergency : An Educational Program for Fire Safety - Award of Merit - Second Place

### **6. Public Affairs**

Benedetto Communications, Inc., Harmony Grove Village - Award of Excellence - First Place  
Southwest Strategies, A Public Affairs Support Program for Sycuan's Tribal Gaming Compact - Award of Merit - Second Place

### **7. Consumer Product Launch**

LEGOLAND California, Miniland Las Vegas - Award of Excellence - First Place  
Fleishman-Hillard, Land and Sea: Bumble Bee Premium National Dual Product Launch - Award of Merit - Second Place

### **8. Consumer Service Launch**

Porter Novelli, MediaFLO USA Service Launch : Bringing TV to a Cell Phone Near You - Award of Excellence - First Place  
Benedetto Communications, Inc., Posh Playground, Adult Adventure - Award of Merit - Second Place

### **9A. Business to Business - Business**

Gable PR, Eclipsing the Competition - Award of Excellence - First Place  
Clearpoint Agency, Inc., Launch of Verance Watermark for High Definition Entertainment Formats - Award of Merit - Second Place

### **10A. Business to Consumer - Business**

Benedetto Communications, Inc., Good Things Growing - Award of Excellence - First Place

### **11. Crisis Communications**

Fleishman-Hillard, Cathay Pacific Airways: Not Just Another Airline Delay - Award of Excellence - First Place

### **12. Internal Communications**

Bartell & Associates and Bob Nelson Associates, Public Affairs & Media Relations Workshop - Award of Excellence - First Place  
Brian Lexmond Communications, Scripps Success Shares - Award of Merit - Second Place

### **15. Integrated Communications**

Scripps Human Resources and Marketing Teams, Scripps 2006 Spring Recruitment Campaign - Award of Excellence - First Place  
MJE Marketing Services, 2007 San Diego International Auto Show - Award of Merit - Second Place

### **16. Media Relations**

Allison & Partners, Aramark Parks & Resorts - Award of Excellence - First Place  
Fleishman-Hillard, Prima Scelta Re-Establishing The Venetian Resort Hotel Casino Las Vegas as first choice - Award of Merit - Second Place



## **PRSA San Diego's 15<sup>th</sup> Annual Edward L. Bernays Bronze Bernays Winners**

### **1. Media Relations**

Cook & Schmid, M Ship Co: Waveless Wake Makes Media Waves - Award of Excellence - First Place  
Scripps Health, Scripps-Military Brain Injury Rehabilitation Program - Award of Merit - Second Place

### **2A. Newsletters - Up to Two Colors**

Solar Turbines Public Affairs Office, Inside Solar -Award of Excellence - First Place

### **2B. Newsletters - Three Colors or More**

Jane Hong and Dave Meyer Design for Scripps Health, The Resource- Award of Excellence - First Place  
Cook & Schmid, The Bark Beetle Emergency: A Newsletter to Communicate Fire Safety Messages- Award of Merit - Second Place

### **3. Magazines**

Scripps Health Foundation, Update - Award of Excellence - First Place  
The Loupe: GIA World News - Award of Merit - Second Place

### **4A. Annual Reports - Companies**

Katz & Associates, Many Into One Market 2005-2006 Annual Report California Avocado Commission - Award of Excellence - First Place

### **4B. Annual Reports- Non-Profit**

San Diego County District Attorney, San Diego County District Attorney Annual Report -Award of Excellence - First Place  
Jewish Community Foundation, 40 Years of Impact: A Vision for Generations, for Community, for Legacies, for Stability- Award of Merit - Second Place (3-way tie)  
San Diego Unified Port District, San Diego Unified Port District 2006 Annual Report- Award of Merit - Second Place (3-way tie)  
Scripps Health, Partners in Care: Scripps 2006 Annual Report - Award of Merit - Second Place (3-way tie)

### **5B. Brochures - Three Colors or More**

Jewish Community Foundation, Celebrating 40 Years of Giving - Award of Excellence - First Place (3-way tie)  
MJE Marketing Services, Port of San Diego 2007/2008 Cruise Ship Schedule - Award of Excellence - First Place (3-way tie)  
Scripps Benefits Team, Scripps Life Cycle Benefits 2007 Benefits Resource Guide- Award of Excellence - First Place (3-way tie)

### **6. Special Purpose Publications**

Scripps Health, Scripps Patient Essentials "Magazine" - Award of Excellence - First Place  
San Diego County Regional Airport Authority, Braille and Large Format Text Assistance Cards - Award of Merit - Second Place

### **7. Press Kits**

San Diego Convention Center Corporation, San Diego Convention Center Hosts IAEM- Award of Excellence - First Place  
Gable PR Team, Eclipsing the Competition - Award of Merit - Second Place

### **8. Direct Mail/Direct Response**

MJE Marketing Services, Music That Drives You CD- Award of Excellence - First Place

### **10. Internal Video Program**

Southwest Strategies, SDG&E Otay Metro Powerloop: Loop Tour 2006-2007 DVD- Award of Excellence - First Place  
Scripps Memorial Hospital La Jolla, Scripps Memorial Hospital 2006 Year in Review - Award of Merit - Second Place

### **11. External Video Program**

San Diego Water Authority and ITV, Help History Video Series- Award of Excellence - First Place  
San Diego County District Attorney, Citizens of Courage - Award of Merit - Second Place

### **13. Speeches**

San Diego County District Attorney, Swearing In Ceremony - Award of Excellence - First Place  
Solar Turbines Incorporated, President's Closing Message - Solar Turbines Owners' Conference- Award of Merit - Second Place

### **14. Feature Stories**

Scripps Memorial Hospital La Jolla, Attacked by a Grizzly - Award of Excellence - First Place  
Porter Novelli, "There's Tech Treasure Tucked in and Around Boise, Idaho" - Boise is a New High-Tech Hot Spot - Award of Merit - Second Place

### **15. Editorials/ Op. Ed**

Scripps Health, California's Shared Health Care Crisis - Award of Excellence - First Place  
San Diego County District Attorney, How NOT To Be a Prosecutor - Award of Merit - Second Place

### **16. Research / Evaluation**

Clearpoint Agency, Siimpel Messaging and Brand Refresh Research Program - Award of Excellence - First Place  
San Diego County Water Authority and Katz & Associates, Community Research for the San Vicente Dam Raise - Award of Merit - Second Place

**17. Creative Tactics**

Benedetto Communications, Inc., Farmer's Market Teacher Package - Award of Excellence - First Place

Cook & Schmid, The Bark Beetle Emergency: A Traveling Information Display to Communicate Fire Safety Messages - Award of Merit - Second Place

**18A. Interactive Communications - Web Sites - Marketing/External Communications**

Bailey Gardiner, Bailey Gardiner Website - Award of Excellence - First Place

MJE Marketing Services, 2007 San Diego International Auto Show - Award of Merit - Second Place

**18B. Interactive Communications - Web Sites - E-Commerce**

Red Door Interactive, Mycricket.com - Award of Excellence - First Place

**18c. Interactive Communications - E-Zines/Newsletters/Other Digital Mediums**

SDSUniverse, SDSU Marketing & Communications- Award of Excellence - First Place

San Diego Convention Center Corporation, PANORama -Award of Merit - Second Place