

The Las Vegas Valley Chapter of PRSA is pleased to present



The Tri-State Pinnacle Awards

The 2002 Tri-State Pinnacle Awards Results
brought to you by



TOOLS AND TECHNIQUES

EXTERNAL VIDEO



Pinnacle Award

Governor Guinn Vetoes Yucca Mountain VNR
Brown & Partners
Mark Brown, Dana Pretner

INTERNAL VIDEO

Merit Award

Pardee Homes 50th Anniversary Video
Faiss Foley Merica
Susie Black, Jan Seagrave
NTV Productions
Nancy Turney

NEWS MAGAZINE VIDEO/SHOW



Pinnacle Award

Flight Path

Department of Aviation Public Affairs

Hilarie Grey, Debbie Millett, Linda Healey, Laura Garcia, Skip Kelley



Pinnacle Award

UMC Digest

University Medical Center

Dale Pugh, Rick Plummer, Cheryl Persinger, David Meador

Excellence Award

Flash Flood Season Safety

Regional Flood Control District

Gale Wm. Fraser, Betty Hollister, APR

The Gresh Group

Bryan Gresh

Excellence Award

Flood Threat Recognition System

Regional Flood Control District

Gale Wm. Fraser, Betty Hollister, APR

The Gresh Group

Bryan Gresh

INTERNET SITE



Pinnacle Award

SNWA.COM

Southern Nevada Water Authority

Public Information and I.S. Web Technologies Group

Excellence Award

UMC-CARES.COM

University Medical Center

Dale Pugh, Rick Plummer, Cheryl Persinger, Pisoot Senethavilay

INTRANET SITE



Pinnacle Award

Hydroweb

Las Vegas Valley Water District

Public Information & Web Technologies Group

Merit Award

BSConnect

Bechtel SAIC

Colleen Curran, Christa Helton, Tricia Montgomery, David Seidler,

Fred DeSousa

**INTERACTIVE COMMUNICATIONS / MULTIMEDIA
PRESENTATIONS**

No awards presented

MEDIA KIT



Pinnacle Award

St. Charles Grand Opening Media Kit

Ameristar Casinos

Gillian Silver, ABC

PITCH MATERIALS

Excellence Award

University Medical Center Advertising and PR Proposal
Brown & Partners
Mark Brown, Chuck Johnston, Angelo Ramirez,
Rob Catalano, Dana Pretner

FEATURE ARTICLE

No awards presented

NEWS ARTICLE**Pinnacle Award**

Guide to Las Vegas 2002, "Insider Tips Ease Travel"
Department of Aviation Public Affairs
Hilarie Grey, Debbie Millett

Merit Award

New Mexico's Open "I" Surgery Features Innovation, Incentives
Tony Illia, author; Andrew Wright, editor

NEWS RELEASE**Pinnacle Award**

Ameristar Casinos to Hire More Than 800-plus Team Members
Ameristar Casinos
Gillian Silver, ABC

**Pinnacle Award**

Girl Scouts Respond to Recent Spate of Gang Shootings with Awareness Jam
Girl Scouts of America - Frontier Council
Juergen Barbusca

Merit Award

CNSSTC Chairman Hopes to Take Travelers into the 21st Century
Brown & Partners
Tom Bradley Jr., Dana Pretner

Merit Award

Nevada's Yucca Mountain Legal Team Meets to Sharpen State's Legal Strategy
Brown & Partners
Dana Pretner, Tom Bradley Jr.

Merit Award

September Passenger Volume Reflects Impact of National Airspace Shutdown
Department of Aviation Public Affairs
Hilarie Grey, Debbie Millett

PUBLICATIONS - ANNUAL REPORT**Pinnacle Award**

Cox Communications 2001 Annual Report
Cox Communications
Steve Schor, Stephanie Stallworth
Faiss Foley Merica
Susie Black, Lynette Stryker

**Pinnacle Award**

Southern Nevada Water Authority 2001 Annual Report
Southern Nevada Water Authority
SNWA Public Information

Excellence Award

2000-2001 Annual Report
Regional Flood Control District

Gale Wm. Fraser, Betty Hollister, APR
Comserv Design
Jan Crandy

Excellence Award

2001 Annual Report Girl Scouts of America - Frontier Council
Girl Scouts of America - Frontier Council
Juergen Barbusca

Excellence Award

Clark County Department of Aviation 2001 Annual Report
Department of Aviation Public Affairs
Hilarie Grey, Linda Healey, Nancy Hara-Isa, Jule Mayhew

Merit Award

2000-2001 Judicial Case Activity Report
Michael Sommermeyer, Jeff Adams, Cecilia Aguilar,
Brian Gilmore, Charles Harvey, Sharon McGimsey

BROCHURES



Pinnacle Award

2002 Water Smart Calendar
Southern Nevada Water Authority



Pinnacle Award

Utah Shakespearean Festival Capital Campaign Brochure
Utah Shakespearean Festival
Phil Hermansen, art director; Bruce C. Lee, publications director;
Donna Law, director of marketing; Jyl L. Shuler, development director

Excellence Award

UNLV Foundation Brochure Package
Hall Communications
Mae Flennoy, UNLV Foundation

Merit Award

Asset Protection Brochure
Codella Marketing & PR
Pete Codella
Tielemans Design
Anton Tielemans

Merit Award

Clark County Department of Aviation Human Resources Recruitment Brochure
Department of Aviation Public Affairs
Hilarie Grey, Linda Healey, Nancy Hara-Isa

Merit Award

Splash - School Curriculum
Clark County Regional Flood Control District
Betty Hollister, APR
Comserv Design
Jan Crandy

DIRECT MAIL



Pinnacle Award

Desert Demonstration Gardens Calendar
Las Vegas Valley Water District

Excellence Award

The Summerlin Hot Sheet
 Faiss Foley Merica
 Melisa Warren, Lynette Stryker

Excellence Award

UMC Community Digest
 University Medical Center
 Dale Pugh, Rick Plummer, Cheryl Persinger, Don Deveny

MAGAZINE**Pinnacle Award**

2002 Souvenir Program
 Utah Shakespearean Festival
 Phil Hermansen, art director; Bruce C. Lee, publications director;
 Donna Law, director or marketing; Steve Yates, publications assistant

Excellence Award

UNLV Magazine - Spring 2002
 Cate Weeks, editor; John Hobbes, art director; Diane Russell, asst. editor;
 Suzan DiBella, asst director; John Litty, photographer

Merit Award

Gaslight Magazine
 Southwest Gas Corporation
 Joanna Blockey, M.A., ABC
 Copywrite, Ink.
 Rich Becker, ABC
 3rd Degree Burns
 Brian Burns

Merit Award

The Magazine of Southern Utah University
 Southern Utah University
 Mark Barton, Marlo Jensen, Pennie Copley, Dean O'Driscoll,
 Rohn Solomon, Renee Ballenger

NEWSLETTERS - 1-2 COLORS

No awards presented

NEWSLETTERS - 3+ COLORS**Pinnacle Award**

Inside UNLV - March 2002 Issue
 UNLV
 Diane Russell, editor; Cate Weeks, writer and designer

**Pinnacle Award**

The Hughes Chronicle
 Faiss Foley Merica
 Melissa Warren, Lynette Stryker

Excellence Award

UNLV College Newsletters
 UNLV Foundation
 Mae Flennoy
 UNLV Publications/Reprographics
 Hall Communications

PUBLIC RELATIONS PROGRAMS**NONPROFIT (NONGOVERNMENT)**



Pinnacle Award

Domestic Violence in the Workplace - DVAM 2001

Lisa Lynn Chapman, Kathleen Brooks, Amber Bachelor,
Charleen Aydt-Stann, Jackie Wangberg, Debbie Goldner, Susan Shanks,
Shelly McCarty, Jane Cordell

Merit Award

AMA Marketing Certificate
Gillian Silver, ABC

COMMUNITY RELATIONS

Excellence Award

Water Waste Outreach Plan
Las Vegas Valley Water District

Merit Award

City View Park Re-Build
Sprint

Dawn Merritt, APR; Detra Page, APR; Rob McCoy, Adam Klarfeld

Merit Award

State of Nevada Nuclear Projects Agency "Nuclear Neighborhoods" Campaign
Brown & Partners

Dana Pretner, Kellie Matherne, Tom Bradley Jr.

PUBLIC SERVICE

No awards presented

MARKETING COMMUNICATIONS



Pinnacle Award

A Las Vegas Tribute to Frank Sinatra: Sinatra Slots Launch
R&R Partners

Rob Dondero, Lori Nelson, Tyri Squyres, Lindsey Hansen

INSTITUTIONAL PROGRAMS



Pinnacle Award

Nevada Insurance Commissioner's Special Hearing into Construction Liability
Insurance

Brown & Partners

Dana Pretner, Chris Ferrari, Tom Bradley Jr., Kellie Matherne,
Rochele McLean

PUBLIC AFFAIRS



Pinnacle Award

Sprint of Nevada Rate Case
Sprint

Rob McCoy, Detra Page, APR; Dawn Merritt, APR; Stan Saito,
Debbie Holleran, Kim Falletta, Tina Basurto

Excellence Award

Keeping Nevada's Only Level I Trauma Center
University Medical Center

Dale Pugh, Rick Plummer, Cheryl Persinger

SPECIAL EVENTS - \$25,000 AND ABOVE

Merit Award

St. Charles PR Campaign
Ameristar Casinos

Gillian Silver, ABC; Melissa Barreca

EMERGENCY OR CRISIS PROGRAMS



Pinnacle Award

Medical Malpractice Crisis Program
Brown & Partners

Mark Brown, Chuck Johnston, Dana Pretner, Kellie Matherne,
Rochelle McLean, Tom Bradley Jr., Chris Ferrari, Rob Catalano

EMPLOYEE COMMUNICATIONS

No award presented

QUICK TURNAROUND PROGRAMS



Pinnacle Award

Guinness Book of World Records - World's Largest Shrimp Cocktail
Preferred PR

Terri Lezcano Davis, Paul Davis, Michele Tell,
James Woodrow, Bonnie Lally, Nancy Scarborough

Merit Award

Emergency Procedures Flip-Chart

Michael Sommermeyer, Sharon McGimsey, Rick Loop

BEST OF TOOLS AND TECHNIQUES



SNWA.COM Internet Site
Southern Nevada Water Authority

BEST OF SHOW



Guinness Book of World Records - World's Largest Shrimp Cocktail
Preferred PR

Terri Lezcano Davis, Paul Davis, Michele Tell,
James Woodrow, Bonnie Lally, Nancy Scarborough



Medical Malpractice Crisis Program
Brown & Partners

Mark Brown, Chuck Johnston, Dana Pretner, Kellie Matherne,
Rochelle McLean, Tom Bradley Jr., Chris Ferrari, Rob Catalano

From a total of 69 entries, the Pinnacle Awards judges designated 23 Pinnacle Awards,
14 Excellence Awards, 17 Merit Awards, 1 Best of Tools & Techniques and
2 Best of Show Awards.

