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## **Ninth Annual Pinnacle Awards Winners Announced**

Public Relations Society of America – Las Vegas Valley Chapter recognizes the best and brightest in public relations strategies and tactics

**LAS VEGAS, Nov. 8, 2005**—The Las Vegas Valley Chapter of the Public Relations Society of America honored the best and brightest in public relations strategies and tactics on Thursday, Nov. 3. Showcasing an outstanding field of entries for the ninth annual awards ceremony were ties for the Best of Tools and Techniques and the Best of Show. Vanguard Media Group for “Go Figure,” the Utah Arts Festival media kit, and The Stratosphere Casino and Preferred Public Relations for “The Insanity Scream Box” shared honors for the Best of Tools and Techniques.

In another tie for Best of Show for Public Relations Program was the Southern Nevada Water Authority’s Public Information and Conservation Divisions for “Water Smart: Drought Communications Campaign” and Purdue Marion and Associates for the Donna Pal Explorer Post.

A special award, the Roger Buehrer Lifetime Achievement Award, was presented to Vicki Taylor, APR who recently retired from the City of Henderson. Ms. Taylor was presented the award in recognition for her more than 30 years in the profession shaping the field of business communications and government public information, not only in Las Vegas, but nationally as well. The award is named after Las Vegas’ only PRSA member who is both accredited in public relations and a member of the PRSA College of Fellows, Roger Buehrer, who currently works for the Las Vegas Valley Water District.

Pinnacle entries are accepted in two categories: public relations programs and tools and techniques. Three award levels are presented, Award of Merit, Award of Excellence, and Pinnacle Award. Best of Show awards are given to the top entries in each category. The chapter has also implemented individual awards recognizing outstanding practitioners for Newcomer of the Year (been in full-time practice for less than five years) and Principal of the Year (an established practitioner who is recognized for exceptional leadership and professional accomplishments during the previous year).

Shannon Hiller of the Vanguard Media Group was honored as the Newcomer of the Year and Paula Yakubik of MassMedia Public Relations was recognized as the Principal of the Year.

“The purpose of the Pinnacle Awards is to recognize the best and brightest in public relations strategies and tactics in our local community,” said Paulette Mudrak, 2005 Director-At-Large for the Pinnacle Awards. “This is the third year we have welcomed public relations practitioners from southern Utah and northern Arizona to compete with southern Nevada practitioners for top honors in the area’s only annual awards program exclusively recognizing excellence in public relations.”

The 2005 Pinnacle Awards winners for Public Relations Programs are as follows:

Community Relations Programs

- Purdue Marion and Associates for the Donna Pal Explorer Post

Marketing Communications

- MassMedia for the One Queensridge Place Launch
- Stratosphere Casino and Preferred Public Relations and Marketing team for the Stratosphere Casino Insanity Thrill Ride Launch

Public Service

- The Southern Nevada Water Authority's Public Information and Conservation Divisions for "Water Smart: Drought Communications Campaign"

Quick Turnaround Programs

- GES Exposition Services and the Rose/Glenn Group for the "2004 Teamsters Strike"
- The Bureau of Land Management for the "Goodsprings Fire Initial Outreach"

Special Events, \$25,000 and above

- Reach Communications Group for BankWest of Nevada and Las Vegas Monorail Banking on Billboard and ATM Campaign

For entries in the Public Relations Tools and Techniques categories:

Annual Reports

- Cox Communications and Faiss Foley Warren Public Relations for Cox Communications' 2003 Annual Report
- Boyd Gaming for the "Experience Boyd Gaming Annual Report 2004," Jessica McCann, Rob Stillwell and Rain Visual and Strategy

Brochures

- The Las Vegas Springs Preserve for its Cultural History Fair brochure

Direct Mail

- The Southern Nevada Authority for its Water Smart Calendar

Feature Articles

- Betsy Ward of R&R Partners for the article "Pied Piper of Las Vegas Seems to Have Perfect Pitch"

Internet Sites

- PBS&J Public Outreach and the Nevada Department of Transportation for the I-515 Corridor Study website
- The Las Vegas Convention and Visitors Authority and R&R Partners for visitlasvegas.com

Intranet Sites

- Sierra Health Services and Jeanine Colini Design Associates for the redesign of Sierra's InSite

Magazines

- Southwest Gas Corporation and Third Degree Burns Advertising and Design for "Gaslight" Magazine

Media Kits

- R&R Partners for the Bathhouse Spa Media Kit
- Vanguard Media Group for "Go Figure" – the Utah Arts Festival media kit

News Article

- The Schadler Kramer Group for "L'Auberge du Lac Hotel and Casino," published in the Houston Chronicle

Newsletters, Three colors or more

- The Southern Nevada Water Authority, for "Water Smart by Design" newsletter

News magazine, video or show

- The Southern Nevada Water Authority for "Water Ways"

#### Pitch Materials

- The Stratosphere Casino and Preferred Public Relations for “The Insanity Scream Box”

#### Public Relations Campaign Advertising

- The Clark County Regional Flood Control District and RW Advertising for its “Flood Safety Advertising Campaign 2004”

#### Videos for External Audiences

- The Clark County Department of Aviation for its Traveler Information Prescreening Series

The Pinnacle Awards are judged by out-of-state, accredited PRSA members with previous judging experience and exceptional personal public relations practitioner accomplishments. This year the four judges, all accredited and one a member of the PRSA College of Fellows, came from California, Wisconsin, Illinois and Louisiana to review nearly 100 Pinnacle Award entries on Oct. 1.

#### **About the Public Relations Society of America – Las Vegas Valley Chapter (PRSA-LVVC)**

The Las Vegas Valley Chapter of PRSA ([www.prsalasvegas.com](http://www.prsalasvegas.com)) was formed with six members in 1975 when it was called the Nevada Chapter of PRSA. The chapter has grown to include 147 members and is operated by a 17-member volunteer board governed by local and national bylaws. PRSA-LVVC provides a variety of benefits including monthly luncheon seminars with guest speakers, professional development workshops, continuing education certification in partnership with UNLV, the Pinnacle Awards, scholarships for local college and university public relations students, a job bank, membership directory and mixers.

#### **About the Public Relations Society of America (PRSA)**

The Public Relations Society of America ([www.prsa.org](http://www.prsa.org)), based in New York City, is the world’s largest organization for public relations professionals. The Society has more than 28,000 professional and student members. PRSA is organized into 114 Chapters nationwide, 19 Professional Interest Sections along with 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 266 Chapters at colleges and universities throughout the United States.

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