

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



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## **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](http://SNWA.COM)

Southern Nevada Water Authority

Public Information and I.S. Web Technologies Group

**Excellence Award**

[UMC-CARES.COM](http://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 of 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.

