



NEWS RELEASE

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LOCAL PR PROFESSIONALS HONOR THE BEST OF THE BEST

Oklahoma City – The Oklahoma City Chapter of the Public Relations Society of America (PRSA) celebrated 30 years of Public Relations Excellence at their annual Upper Case Awards Banquet, Thursday, October 11.

Local public relations professionals received honors in four categories: Publications, Writing, Electronic Communications and Public Relations Programs. Award entries were judged by regional professionals who are accredited in public relations.

Awards were presented as follows:

Best in Category – Printed Publications - Oklahoma Medical Research Foundation for their annual report *OMRF 2006*.

Best in Category – Writing - Life Share of Oklahoma for their feature story *In the Blink of an Eye*.

Best in Category – Electronic Media - Oklahoma City National Memorial & Museum for their *Outdoor Walking Tour Podcast*

Best in Category – Public Relations Campaigns - Jones Public Relations, Inc. for their Marketing and PR Campaign for the *OKC International Auto Show*.

Best Practice - Oklahoma State Attorney General's Office for *Attorney General Poultry Dispute Live*

Best of Show Award for Public Relations Tactics - Life Share of Oklahoma for their *Donate Life Oklahoma Insert*.

Best of Show Award for Public Relations Tactics - Oklahoma City National Memorial & Museum for their *Outdoor Walking Tour Podcast*.

Best of Show Award for Public Relations Programs - Jones Public Relations, Inc. for their Marketing and Public Relations Campaign *OKC International Auto Show*

Public Relations Materials, 4-color:

Honorable Mention - The OSU Foundation for *Guide to Graphic Standards*.

Award of Merit - 20 Hats, LLC for *White Fields Brochure*.

Upper Case Award - World Neighbors for *WOW! Brochure*.

Magazines, 4 color:

Honorable Mention - OSU Center for Veterinary Health Science for *OSU Vet Cetera and World Neighbors for Neighbors*.

Award of Merit - Oklahoma Heritage Association for *OKLAHOMA: Magazine of the Oklahoma Heritage Association*.

Upper Case Award - Oklahoma Medical Research Foundation for *Findings*.

Annual Reports, 1-3 Color

Honorable Mention - Saxum Strategic Communications for *Oklahoma League for the Blind Annual Report*

Annual Reports, 4-Color

Honorable Mention - Oklahoma Housing Finance Agency for *Time to Celebrate – OHFA's 30th Anniversary*

Award of Merit - Devon Energy Corp for *Resource Full*.

Upper Case Award - Oklahoma Medical Research Foundation for *OMRF 2006*.

Newsletters, 1-3 Color

Award of Merit - Express Services, Inc for *Extra*.

Newsletters, 4-Color

Honorable Mention - Express Personnel Services for *Exchange*.

Award of Merit - Oklahoma Housing Finance Agency for *Housing Connection*.

Publications

Honorable Mention - Devon Energy Corporation for *Our Vision – 2007 Corporate Social Responsibility Report*.

Award of Merit - Baptist General Convention of Oklahoma for *Centennial Reunion Program*.

Upper Case Award - Life Share of Oklahoma for *Donate Life Oklahoma Insert*.

Straight News

Honorable Mention -Oklahoma State Department of Transportation for *Eight Year Funding*.

Feature Stories

Honorable Mention - Oklahoma Housing Finance Agency for *Housing Opportunity Knock's on the Door's Flooded Home*.

Award of Merit - Express Personnel Services for *Save Money by Going Green*.

Upper Case Award - Life Share of Oklahoma for *In the Blink of an Eye*.

Radio/TV Script Writing

Upper Case Award - Public Strategies, Inc. for *All About Us*.

Video, Budget of \$5000 or less

Honorable Mention - Baptist General Convention of Oklahoma for *The Hands and Feet*

Award of Merit - 20 Hats, LLC for *White Fields Gala Video*

Video, Budget more than \$5000

Honorable Mention - Saxum Strategic Communications for *High Rise Life Video*

Web Sites

Honorable Mention - University of Oklahoma Outreach Marketing and Communications for *University of Oklahoma Outreach "Pressroom"*

Award of Merit - Oklahoma Heritage Association for the *Oklahoma Heritage Association Web site*

Upper Case Award - OSU Foundation for *OSUgiving.com*

Multimedia Presentations

Honorable Mention - Express Services, Inc. for *E-XChange*

Blogs/Wikis/Podcasts

Upper Case Award - Oklahoma City National Memorial & Museum for *Outdoor Walking Tour Podcast*

Marketing/Public Relations Campaigns

Honorable Mention - OSU Foundation for *OSUgiving.com Campaign*

Award of Merit - Oklahoma City National Memorial & Museum for *Lincoln: The Constitution and the Civil War*

Upper Case Award - Jones Public Relations, Inc. for the *OKC International Auto Show*

Special Events or Observances

Honorable Mention - Public Strategies, Inc. for *Governor's Eighth Safe Schools Summit*

Award of Merit - Jones Public Relations, Inc. for *Oklahoma Statehood Stamp*

Media Relations Campaigns

Honorable Mention - Oklahoma Heritage Association for *Gaylord-Pickens Oklahoma Heritage Center Opening*

Internal Communications Campaigns

Honorable Mention - Bone and Joint Hospital for *"It's A New Day" Employee PR Campaign*

Award of Merit - Devon Energy Corporation for *Devon Energy Corporation Political Action Campaign*

Upper Case Award - OGE Energy Corp. for *Engaged After 104 years*

Community Relations Campaigns

Honorable Mention - Jones Public Relations, Inc. for *DrillRight Technology's Cycle of Giving*

Crisis Communications Programs

Upper Case Award - Oklahoma State Attorney General's Office for *Attorney General Poultry Dispute Live*.

Public Affairs Campaigns

Award of Merit - Oklahoma State Attorney General's Office for *Not Just A Domestic*.

Three special awards were presented to PR professionals who exemplify a high standard of service to the profession and dedication to PRSA – Brenda Jones, APR received the Paul E. Dannelley Harmony Award, highlighting the work of a highly respected, seasoned public relations professional; Summer Short was presented the Outstanding Young Professional Award honoring a new young professional; and Steve Lackmeyer received the Clarus Award honoring a working member of the media.

The Oklahoma City Chapter of the Public Relations Society of America is dedicated to advancing the PR profession and professionals. The organization meets the third Wednesday of each month for luncheon meetings. For more information or to join PRSA-OKC, visit www.prsaokc.com.

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