

2009 PRism Award Winners

Category Name	Sub Category Name	Title of Entry	Company or Team Awarded To	Award
Corporate Communications	Corporate	Hyundai Assurance Program	Ketchum for Hyundai Motor America	PRISM
Corporate Communications	Corporate	2009 Economic Assistance Campaign	Southern California Edison, Corporate Communications	Award of Excellence
Corporate Communications	Corporate	"I Am Time Warner Cable"	Time Warner Cable	Award of Excellence
Corporate Communications	Non-Profit/Foundation	Redesign of The California Wellness Foundation's Communications Program	The California Wellness Foundation	PRISM
New Product/Service Launch	Consumer - Under \$50,000 launch budget	TRITTON at E3 2009 PR Campaign	Wonacott Communications, LLC	Award of Excellence
New Product/Service Launch	Consumer - \$50,000 and Over Launch Budget	All-New Kia Soul Heats Up Miami	Zeno Group - Los Angeles	PRISM
New Product/Service Launch	Consumer - \$50,000 and over launch budget	Starbucks Makes a Splash with Sorbetto	Bradford Walton, Michael Ramirez, Katie Kotchka, Annie Austerlitz, Willy Viliarreal, Vanessa Tartak	Award of Excellence
New Product/Service Launch	Consumer - \$50,000 and Over Launch Budget	Suzuki Goes Truckin', Launches All-new Equator Pickup	American Suzuki Team at PainePR	Award of Excellence
Ongoing Product or Service	Consumer Under \$100,000 Annual Budget	Learning to Jam with Wii Music	Nintendo of America and GolinHarris	PRISM
Ongoing Product or Service	Consumer Under \$100,000 Annual Budget	Opposites Campaign	Metro Communications	Award of Excellence

Ongoing Product or Service	Consumer Under \$100,000 Annual Budget	Joe Jost's E-Blast Campaign	Pacific Research & Strategies, Inc.	Award of Excellence
Ongoing Product or Service Category	Consumer - \$100,000 and over annual budget	“Doritos Crashes the Super Bowl: How a Leading Snack Brand Put the Power to its People and Changed Madison Avenue Forever”	Frito-Lay and Ketchum West	PRISM
Ongoing Product or Service	Consumer - \$100,000 and over annual budget	Redesign of Blue Shield Healthy Families Program Member Materials	Blue Shield of California Healthy Families Program	Award of Excellence
Ongoing Product or Service	Consumer - \$100,000 and over annual budget	Captain Morgan For President	Rogers & Cowan	Award of Excellence
Ongoing Product or Service	Business-to-Business	Revolutionizing Healthcare Imaging: Toshiba's Aquilion ONE Dynamic Volume CT Campaign	Ketchum & Toshiba America Medical Systems	PRISM
Ongoing Product or Service	Business-to-Business	Lee & Associates' 2008-2009 PR Program	The Hoyt Organization	Award of Excellence
Cause Related Marketing	Corporate, Brand or Other Organization	Iams Home 4 the Holidays Sets Out on a Mission to Save the Lives of 1 Million Pets	PainePR	PRISM
Cause Related Marketing	Corporate, Brand or Other Organization	Live Like a Champion Tour	Anthem Blue Cross and the California Governor's Council on Physical Fitness and Sports	Award of Excellence
Social Marketing/Influencer Marketing		Blue Shield Healthy Families Thermometer Campaign	Blue Shield of California Healthy Families Program	PRISM

Social Marketing/Influencer Marketing	2008 San Manuel Band of Mission Indians Television Advertising Campaign	Pacific Research & Strategies, Inc.	Award of Excellence
Social Marketing/Influencer Marketing	McDonald's Open Doors	Porter Novelli	Award of Excellence
Community Relations	Gambol Marine Center Project	Pacific Research & Strategies, Inc.	PRISM
Community Relations	Blue Shield Healthy Families EPO Product Launch in Fresno County	Blue Shield of California Healthy Families Program	Award of Excellence
Community Relations	McDonald's Family Mealtime Literacy Nights	Porter Novelli	Award of Excellence
Government /Public Affairs	Gambol Marine Center Project	Pacific Research & Strategies, Inc.	PRISM
Government/Public Affairs	"Funding the Gold Line"	Consensus Inc.	Award of Excellence
Government/Public Affairs	Grammys Rock the Conventions	Grammys Rock the Conventions/The Recording Academy	Award of Excellence
Public Education	Measure R	Metro Communications	PRISM
Public Education	Gambol Marine Center Project	Pacific Research & Strategies, Inc.	PRISM
Public Education	Mandatory Water Conservation	Los Angeles Department of Water and Power – Public Affairs Division	Award of Excellence
Public Education	Denim Day in LA & USA	Peace Over Violence	Award of Excellence
Non-Profit Campaign	Children's Ride 13 "Rock 'N Ride" Campaign	WONGDOODY	PRISM

Non-Profit Campaign		The Power of Storytelling - a Coordinated Multi-Media Campaign of Institutional Awareness	Teri Bond, David Chute, Anthony Cube, Dagmar Spira, Escott Associates and Susan Landesmann Design	Award of Excellence
One Time Media or Special Events	Corporate/Brand - Under \$50,000 Budget	The Criminals Come Out of Hiding: All Points Bulletin E3 2009 Campaign	Wonacott Communications, LLC	PRISM
One Time Media or Special Events	Corporate/Brand - Under \$50,000 Budget	Convincing the Skeptics: ijji.com at E3 2009 PR Campaign	Wonacott Communications, LLC	Award of Excellence
One Time Media or Special Events	Corporate/Brand - \$50,000 budget or over	Barbie Celebrates 50 Fabulous Years	Mattel and Ketchum PR	PRISM
One Time Media or Special Events	Corporate/Brand - \$50,000 budget or over	Air New Zealand's Pink Flight	Air New Zealand with CRT/Tanaka	Award of Excellence
One Time Media or Special Events	Corporate/Brand - \$50,000 budget or over	Hot Wheels 40th Anniversary Road Trip	Mattel, Inc. and GolinHarris	Award of Excellence
One Time Media or Special Events	Corporate/Brand - \$50,000 budget or over	Ed "McGangsta" Viral Video Gone Wild Campaign	PainePR with FreeCreditReport.com	Award of Excellence
One Time Media or Special Events	Corporate/Brand - \$50,000 budget or over	Thermador Chefs Challenge	Thermador Home Appliances with The Rogers Group	Award of Excellence
One Time Media or Special Events	Non-Profit - Under \$25,000 budget	L.A. Care's Rancho Los Amigos Media Tour	Misty de Lamare, L.A. Care Health Plan, Paine PR	PRISM
One Time Media or Special Events	Non-Profit - Under \$25,000 budget	Inspiring People to Live Healthier and Thrive	Kaiser Permanente LA County Department of Public Health with The Rogers Group	Award of Excellence
One Time Media or Special Events	Non-Profit - Under \$25,000 budget	LA Quits Nicotine Patches and Gum Giveaway Launch	Public Health with The Rogers Group	Award of Excellence

One Time Media or Special Events	Non-profit - \$25,000 budget or over	New Mark Taper Opening	The Music Center Team	PRISM
One Time Media or Special Events	Non-profit - \$25,000 budget or over	City of Englewood 2009 All-America City	The Inglewood Team	Award of Excellence
One Time Media or Special Events	Non-Profit - \$25,000 budget or over	Center Theatre Group Ain't Misbehavin	Lagrang Communications	Award of Excellence
Internal Communications/ Employee Relations		Lunch with Leadership - Connecting Our Work with Our Goals	Kaiser Permanente West Los Angeles Medical Center, Mehera Christian, Rose Garbarino	PRISM
Internal Communications/ Employee Relations		DaVita Village Communications Program	DaVita Communications Team	Award of Excellence
Internal Communications/ Employee Relations		L.A. Care's New Employee Performance Guide and Annual Incentive Program	Misty de Lamare, L.A. Care Health Plan	Award of Excellence
Multicultural Communications Program	Business	Fiesta Tour McDonald's Music Experience	McDonald's & VPE PR	PRISM
Multicultural Communications Program	Business	100 Years of Mexican Music Photo Exhibit	Ketchum/Beam Global	Award of Excellence
Multicultural Communications Program	Business	7th Annual Black History Month Celebration	Southern California Edison, Corporate Communications	Award of Excellence
Multicultural Communications Program	Associations/Govt/Nonprofit Organizations	First 5 LA Parent Helpline Campaign	First 5 LA and Hershey Cause	PRISM

Multicultural Communications Program	Associations/Govt/Nonprofit Organizations	Beware Asian Pacific Americans	Ronald Wong, Imprint Communications Group	PRISM
Multicultural Communications Program	Associations/Govt/Nonprofit Organizations	Weekly Hispanic TV Health Segment Targeted to the Hispanic Community	Marissa Jimenez, L.A. Care Health Plan	Award of Excellence
Environmental Program	One-Time or Special Event	CFL Distribution Program	Los Angeles Department of Water and Power – Public Affairs Division	PRISM
Environmental Program	One-Time or Special Event	Green With Pride National Launch	Enfluence Group & New Avenue Marketing	Award of Excellence
Environmental Program	One-Time or Special Event	Buy.com Goes Green with GolinHarris	Buy.com and GolinHarris	Award of Excellence
Environmental Program	Ongoing Business	Hyundai Plants Environmental Roots	Ketchum for Hyundai Motor America	PRISM
Environmental Program	Ongoing Associations/Government/Nonprofit Organizations	Doubletree Hotels’ “Exploring Trees Inside and Out” Traveling Museum Exhibit	Cohn & Wolfe	PRISM
Environmental Program	Ongoing Associations/Government/Nonprofit Organizations	ExpressLanes	Metro Communications	Award of Excellence
Environmental Program	Ongoing Associations/Government/Nonprofit Organizations	South Coast Air Quality Management District's Healthy Hearths Initiative	Westbound Communications	Award of Excellence
Healthcare Program	Ongoing program	Blue Shield of California Healthy Families Thermometer Mailing	Blue Shield of California Healthy Families Program	PRISM

Healthcare Program	Ongoing Program	Revolutionizing Healthcare Imaging: Toshiba's Aquilion ONE Dynamic Volume CT Campaign	Ketchum & Toshiba America Medical Systems	Award of Excellence
Healthcare Program	Ongoing Program	UCLA's Operation Mend: Healing the Wounds of War	Roxanne Moster, Amy Albin	Award of Excellence
Healthcare Program	One Time Event	Health Care Quality Report Card 2009 Edition Launch	California Office of the Patient Advocate with The Rogers Group	PRISM
Healthcare Program	One Time Event	Know My Bones Osteoporosis Education Program	Hill & Knowlton Know My Bones Team	Award of Excellence
Healthcare Program	One Time Event	Inspiring People to Live Healthier and Thrive	Kaiser Permanente	Award of Excellence
Entertainment Programs	One time	Current's "Hack the Debate"	Bender/Helper Impact	PRISM
Entertainment Programs	Ongoing Organization/Corporate	The Responsibility Project: Creating Conversation on Personal Responsibility for Liberty Mutual	Liberty Mutual and Ketchum	PRISM
Entertainment Programs	Ongoing Organization/Corporate	adidas Originals Campaign Launch	Hill and Knowlton	Award of Excellence
Entertainment Programs	Personality, Series, Film or DVD	Gossip Girl "Quotes" Campaign	The CW and WONGDOODY	PRISM
Entertainment Programs	Series	United States of Tara Campaign	Showtime Networks Corporate Communications Department	Award of Excellence
Sports Programs	One Time or Special Event	adidas Celebrates Performance Revolution at 2009 NBA All-Star	Hill and Knowlton	PRISM

Sports Programs	One Time or Special Event	World Football Challenge Announcement Press Conference	Hill and Knowlton	Award of Excellence
Sports Programs	Ongoing Organizations/Corporate	adidas Use Beijing Olympics to Become China Market Leader	Hill and Knowlton	PRISM
Sports Programs	Ongoing Organization/Corporate	McDonald's Brings Futbol Magic to Its Hispanic Consumers	McDonald's & VPE PR	Award of Excellence
Technology Program	Online Campaign	"Now You're Tweeting" Pizza Hut's Search for a 'Twintern'	Zeno Group – Los Angeles	PRISM
Technology Programs	Online Campaign	Online Program for DealNews.com	The Bohle Company	Award of Excellence
Technology Program	Convergence	Harper's Globe Launch	Rogers & Cowan	PRISM
Pro Bono Work		Dance at the Music Center Gloria Kaufman Announcement	The Music Center Team	PRISM
Blogs		"I Will Ride"	Consensus Inc.	PRISM
Blogs		The PDF Insider Blog - This is How We Roll	Bluebeam Software, Inc.	Award of Excellence
Word of Mouth/Buzz Marketing	General word-of-mouth Marketing Program	Taking Charge of Cold & Flu...Wirelessly and Online	GolinHarris Zicam Team	PRISM
Word of Mouth/Buzz Marketing	Viral Marketing Program, Sampling Program, Loyalty Program	El Pollo Loco "Taste the Fire Challenge" Campaign	El Pollo Loco with The Rogers Group	PRISM
Word of Mouth/Buzz Marketing	Street Marketing Program	Election Plaza - The Responsibility Project	Liberty Mutual and Ketchum	PRISM
Blogger Campaign		Pampers Mommy Blogger Day	PainePR and RocketXL with Pampers	PRISM

Blogger Campaign		Toyota International Teacher Program	Toyota Motor Sales, U.S.A., Inc. and GolinHarris Los Angeles	Award of Excellence
Blogger Campaign		Baby Einstein's "The Myths of Parenting"	Deanne Yamamoto, Michelle Blaya, Erin Jundef, Stephanie Beal	Award of Excellence
Website	External	L.A. Care Website	Misty de Lamare, L.A. Care Health Plan	PRISM
Web Site	External	www.CalWellness.org	The California Wellness Foundation	Award of Excellence
Web Site	External	Invest In Your Love Web Site	Tahiti Tourisme Team	Award of Excellence
Media Writing	Press Release	Relocation.com "Best Cities for a Fresh Start" Release	WONGDOODY	PRISM
Media Writing	Press Release	Inspiring People to Live Healthier and Thrive	Kaiser Permanente	Award of Excellence
Media Writing	Speech	"The Collaboration Zone"	Ron Kirkpatrick	Award of Excellence
Media Writing	Op/Ed	Fitness: The Missing Ingredient to our Children's Success	Perry Communications Group	PRISM
Media Writing	Op/Ed	WWCOT Opinion Piece on Measure Q	The Hoyt Organization	Award of Excellence
Media Writing	Feature Article	Reaching Hospital Facility Managers for RTKL	The Hoyt Organization	PRISM
Media Writing	Feature Article	"Life Transformed" Cover Story, Spring 2009 "Grantee" Magazine	The California Wellness Foundation	Award of Excellence
Media Writing	Pitch Letter	Pitching RTKL to its Top Media Hit	The Hoyt Organization	PRISM
Media Writing	Pitch Letter	Nintendo's Pitch is Pretty in Pink	Nintendo of America and GolinHarris	Award of Excellence

Media Writing	Backgrounder, white paper or technical	Reflections	The California Wellness Foundation	Award of Excellence
Media Writing	Other	City of Inglewood 2009 All-America City Application	The Inglewood Team	PRISM
Annual Report	Non-Profit/Foundation	Imagine the Possibilities: AbilityFirst 2008 Annual Report	AbilityFirst	PRISM
Annual Report	Non-profit/Foundation	New Beginnings	Katherine Moore, Melissa Jarvis-Prieto, JVS/John Espinoza and Cara Geyser, Green Street Advertising	Award of Excellence
Annual Report	Non-Profit/Foundation	Fulfilling the Promise: L.A. Care 10th Anniversary Annual Report	Andrea Van Hook, L.A. Care Health Plan	Award of Excellence
Media/Press Kits	Print	United States of Tara Press Kit	Showtime Networks Corporate Communications Department	PRISM
Media/Press Kits	Print	Barbie Celebrates 50 Fabulous Years	Mattel and Ketchum PR	Award of Excellence
Media/Press Kits	Print	Nurse Jackie Press Kit	Showtime Networks Corporate Communications Department	Award of Excellence
Media/Press Kits	Digital/Electronic	Barbie Celebrates 50 Fabulous Years	Mattel and Ketchum PR	PRISM
Media/Press Kits	Digital/Electronic	Alpine Electronics 2009 Electronic Press Kit	WONGDOODY	Award of Excellence
Brochure	Non-profit/Foundation	Humanities Brochure	CSU Northridge, The Tseng College	PRISM

Brochure	Non-Profit/Foundation	"How To Apply" Brochure	The California Wellness Foundation	Award of Excellence
Brochure	Non-Profit/Foundation	Abode Communities Brochure	Hershey Cause	Award of Excellence
Brochure	Government	Measure R Direct Mail	Metro Communications	PRISM
Brochure	Government	WE Include Disability Brochures	PainePR for CaliforniaVolunteers	Award of Excellence
Newsletter	Corporate Internal	McDonald's McFamilia Hispanic Newsletter	McDonald's & VPE PR	PRISM
Newsletter	Corporate External	Killefer Flammang Architects UPDATE	Lewis & Associates Dick Lewis and Jennifer Clark	PRISM
Newsletter	Corporate External	specs+spaces for Dunn-Edwards Corp.	The Phelps Group for Dunn-Edwards Corp.	Award of Excellence
Newsletter (hardcopy or electronic)	Non-Profit/Foundation	Vanguard: Building Stakeholder Support Through a Print Newsletter	Jim Key, Thomas Soule, Andrew Tavoni, Stevie St. John	PRISM
Newsletter (hardcopy or electronic)	Non-Profit/Foundation	FilmL.A. eNEWS: Notifying Everybody We Serve	Todd Lindgren, Philip Sokoloski	Award of Excellence
Newsletter (hardcopy or electronic)	Non-Profit/Foundation	JVS At Work Spring 2009 Newsletter	Katherine Moore, Melissa Jarvis-Prieto, JVS/John Espinoza and Cara Geysler, Green Street Advertising	Award of Excellence
Public Service Announcement	Radio	Iams Home 4 the Holidays Sets Out on a Mission to Save the Lives of 1 Million Pets	PainePR	PRISM

Special Purpose/Creative Materials	Photography	Barbie Celebrates 50 Fabulous Years	Mattel and Ketchum PR	PRISM
Special Purpose/Creative Materials	Graphic Illustration	Celebrate the Music That Makes Us	Celebrate the Music That Makes Us/The Recording Academy	PRISM
Special Purpose/Creative Materials	Graphic Illustration	Blue Shield of California's New "Healthy Imagination" Campaign Images	Blue Shield of California Healthy Families Program	Award of Excellence
Special Purpose/Creative Materials	Logo Design	Community Health Improvement Project Logo	John Cota, L.A. Care Health Plan	PRISM
Special Purpose/Creative Materials	Logo Design	Get Connected!	Client: California Emerging Technology Fund; Agency: Saeshe, Inc.; Creative Director: Roy Seow; Art Director: Roy Seow; Graphic Designer: Roy Seow, Risa Yanai; Copywriter: Wuang Ee, Blum; Client Service: Young Yu	Award of Excellence
Special Purpose/Creative Materials	Teaser or other Collateral	Nintendo DSI Takes the Cake	Nintendo of America and GolinHarris	PRISM

Special Purpose/Creative Materials	Teaser or Other Collateral	QueensCare Family Clinics Reach Out and Read Program	Lisa Curran, L.A. Care Health Plan, Zumablue	Award of Excellence
Special Purpose/Creative Materials	Teaser or Other Collateral	Renee and Meyer Luskin Children's Clinic of Orthopaedic Hospital	Los Angeles Orthopaedic Hospital and The Phelps Group	Award of Excellence
Special Purpose/Creative Materials	Audio-Visual Presentation Communications	Smoke-Free Cars with Minors Video	California Department of Public Health, Tobacco Control Program with The Rogers Group	PRISM
Special Purpose/Creative Materials	Audio-Visual Presentation Communications	Metro Gold Line Eastside Safety Videos	Metro Communications	Award of Excellence
Special Purpose/Creative Materials	Audio-Visual Presentation Communications	ExpressLanes Video	Metro Communications	Award of Excellence
Special Purpose/Creative Materials	Other	Yummy for Your Tummy by Chef LaLa Mini-Recipe Book	First 5 California with The Rogers Group	PRISM
Special Purpose/Creative Materials	Other	Blue Shield of California Healthy Families Provider Directory	Blue Shield of California Healthy Families Program	Award of Excellence
Special Purpose/Creative Materials	Other	Julia and Carlos Get Ready for Disaster - A Downloadable Personalized Children's Book	PainePR for CaliforniaVolunteers	Award of Excellence

Media Placement	Television	Iams Home 4 the Holidays Sets Out on a Mission to Save the Lives of 1 Million Pets	PainePR Chris Manzini, Michelle Vega, Jenny Murphy,	PRISM
Media Placement	Television	2009 Shell Eco-marathon Americas	Ashley Heather, Amy Rocha, Kristen Rockwell, Ketchum for Hyundai	Award of Excellence
Media Placement	Television	Hyundai's Cinderella Story	Motor America	Award of Excellence
Media Placement	Print	Sodahead.com Coverage in the Wall Street Journal	Rogers & Cowan	PRISM
Media Placement	Print	Ed "McGangsta" Viral Video Gone Wild Campaign	PainePR with FreeCreditReport.com	PRISM
Media Placement	Print	Toshiba's Aquilion ONE recognized as Popular Science's Best of What's New 2008	Ketchum & Toshiba America Medical Systems	Award of Excellence
Media Placement	Print	Charles Dunn Company's Rat Pack	The Hoyt Organization	Award of Excellence
Media Placement	Online	Social Media Program for Ajax Systems Inc., LetSimonDecide.com	The Bohle Company	PRISM
Media Placement	Online	Goodhousekeeping.com: Math Games for People Who Prefer Words	Nintendo of America and GolinHarris	Award of Excellence
Media Placement	Online	Exploring RTKL's Healthcare Master Planning Expertise	The Hoyt Organization	Award of Excellence