

### **Non-Profit PR Program/Campaign**

Gold

Via Colori 2007

Michelle McCormick and Toby Stark

Toby Stark Public Relations, LLC

Silver

West University Elementary Fall 2007 P.R. Campaign

Elizabeth Fordham

Quill & Ink

### **For Profit Program/Campaign**

Silver

Social Performance Plan

David B. McKinney, APR

Shell Oil Company

### **Media Relations Campaign**

Gold

Blue Bell Creameries 100th Anniversary

Bernstein & Associates, Inc.

Silver

Lucy's Legacy: The Hidden Treasures of Ethiopia

Melodie Francis and Erin Blatzer

Houston Museum of Natural Science

Bronze

American Electric Technologies Goes Public

Ward Creative Communications and American Electric Technologies

### **News Release**

Gold

Melatonin: The Hormone of Darkness

Lisa Merkl

University of Houston

### **Feature Release**

Bronze

USA Today: "Can Cheap Gas Crimp Your Ride?"

Shell Oil Products US and Edelman

### **News Conference/Publicity Stunt**

Gold

"Catch a Ride in a Sea of Alternatives" - 2007 Media Launch for Commute Solutions Month

Ceci Loup, Lori Martin, Tricia Bentley, and Katie Butler  
Vollmer Public Relations

Bronze

Laser Cladding Services Takes on OTC, Space and Beyond  
Ward Creative Communications and Laser Cladding Services

### **Electronic Press Kit or Media Website**

Silver

Lucy's Legacy: The Hidden Treasures of Ethiopia  
Melodie Francis and Erin Blatzer  
Houston Museum of Natural Science

### **Media Kit – Printed**

Gold

22nd Annual TXU Energy Uptown Holiday Lighting  
Katie Butler, Ceci Loup - Vollmer Public Relations  
Delia Mizwa, Dana Ames - Uptown Houston

Silver

Using Next Generation Thinking to Attract Next Generation Talent  
PKF Texas Practice Growth Team

### **Media Launch**

Silver

Launch of Pay by Touch at Shell  
Shell Oil Products US with Edelman

### **External Communications Campaign**

Gold

Conversation on Energy  
ConocoPhillips with Fleishman-Hillard, Inc.

Silver

Harris County Disaster Housing Assistance Program  
Nancy Sims, Jon Rucket, Sarah Miller, Victoria Morales, Lindsey Donnell,  
Pierpont Communications, Inc.  
Kim Boyd, A Creative View Marketing and Design Studio

### **External Newsletter**

Bronze

"Texas Medical Center News"  
Ronda Wendler, Michele Owen and Jo Ann Zungia  
Texas Medical Center News

### **External Magazine**

Gold  
W Magazine  
Weatherford International Ltd.

Silver  
Leading Medicine Magazine  
Emma V. Chambers  
The Methodist Hospital System

Bronze  
Today Magazine  
Jerry Heinold  
DePelchin Children's Center

**Internal Communications Campaign**

Silver  
Annual Records Compliance Campaign  
Corporate Communications  
Chevron Phillips Chemical Company

Bronze  
Safety Campaign  
Corporate Communications  
Chevron Phillips Chemical Company

**Newsletter**

Bronze  
WM Monday  
Nancy Nalence, Editor-in-Chief  
Waste Management

Knapp Knews  
Megan Breckenridge, Michelle McCormick and Toby Stark  
Toby Stark Public Relations, LLC

**Internal Relations Employee Event**

Bronze  
PTC 50th Anniversary  
Corporate Communications  
Chevron Phillips Chemical Company

**Community Relations Program**

Silver  
Save Our Streets - A Bullet Knows No Boundaries  
Cmdr. David Torres, Sr. Officer Mike Alanis, Officer Roger Parker, Robert  
Marraro, East Meets West Productions

Corpus Christi Police Department

Bronze

Faces of Influenza Houston Outreach

Ward Creative Communications, Cooney Waters and American Lung Association

### **Charitable Giving**

Bronze

TIAA-CREF Doctors Orchestra of Houston Campaign

Melissa Campbell

Marion, Montgomery, Inc.

Verizon Wireless: "Transform a Room, Transform a Life"

Nancy Sims, Olga DeMetri, Lilli Schechter, Pam McConathy, Laura Frnka, Helen Rodriguez, and Jenna Mitchell

Pierpont Communications

### **Educational Campaign or Outreach**

Silver

"Catch a Ride in a Sea of Alternatives" - Commute Solutions Month

Ceci Loup, Lori Martin, Tricia Bentley, and Katie Butler

Vollmer Public Relations

### **Issues Management**

Gold

A National Dialogue on Energy Security

Shell Oil Company

### **Investor Relations Presentation**

Bronze

2007 Noble Corp IR Presentation - "Noble: Execution Above All"

Lee Ahlstrom, Brookii Wootton and Sue Ann Martin

Noble Corp.

### **Annual Report**

Gold

Big Moves/Big Responsibilities reports

Teresa Wong, Petroleum External Affairs

BHP Billiton Petroleum

### **Financial News Release**

Silver

2006 Annual Report and Environmental Report

Port of Houston Authority Public Affairs, Gilbreath Communications and David Bray Photography

### **Analyst Relations Program**

Silver

"Noble: Execution Above All"

Lee Ahlstrom, Brookii Wootton and Sue Ann Martin

Noble Corp.

### **Corporate Identity Campaign**

Silver

Save-A-Lot Gulf Coast Expansion

Nancy Sims, Ben Wheatley, Victoria Morales, Olga DeMetri, Jonathan Beitler,

Gina Biondillo, Mike Carrera, and Brian Block

Pierpont Communications, Inc.

Spectra Energy Launch

Caitlin Bubela and Kiska Workman

Vollmer Public Relations

Bronze

Project Refresh

Shell Energy North America

### **Integrated Marketing Campaign**

Bronze

Using Next Generation Thinking to Attract Next Generation Talent

PKF Texas Practice Growth Team

### **Direct Mail**

Bronze

Using Next Generation Thinking to Attract Next Generation Talent

PKF Texas Practice Growth Team

### **Grass Roots Program/Guerilla Marketing**

Silver

Dawn Botanicals: Mobilizing Hispanic Women

Procter & Gamble/Dawn Botanicals with Fleishman-Hillard, Inc.

Bronze

Mosaic on Herman Park's Segway Campaign

Katherine Orellana

Marion, Montgomery, Inc.

### **Product Launch**

Gold

Q HorsePower New Product Launch

Patricia Elwell Singer

Shell Lubricants (SOPUS Products)

### **Collateral - Specialty Items**

Bronze

Using Next Generation Thinking to Attract Next Generation Talent  
PKF Texas Practice Growth Team

### **Experiential Marketing**

Silver

Shell Technology Challenge  
Jane Taylor  
Shell Exploration & Production

### **Website**

Gold

AT & T Speaks to Asian-America Online  
Sharon Chen  
Fleishman-Hillard for AT&T Inc.

Silver

Farmers Matter  
National Corn Growers Association with Fleishman-Hillard, Inc.

Bronze

Shell V-Power Street Challenge Online Game  
Shell Oil Products US and Edelman

### **Intranet**

Bronze

nSight Launch  
Corporate Communications  
Chevron Phillips Chemical Company

### **Electronic Newsletter/E-zine**

Gold

News @ BHO Billiton Petroleum  
Doris Thompson  
BHP Billiton Petroleum

Silver

Kevin Harvick E-mail Series  
Shell Oil Company

Bronze

The People of Calpine  
K Leonard  
Calpine

**Special Event/Tradeshow**

Silver

TIAA-CREF Distinguished Medical Educator Award

Melissa Campbell

Marion, Montgomery, Inc.

Bronze

Up to the Challenge: Shell OTC 2007

Jane Taylor

Shell Exploration & Production

**Article**

Silver

His & Hers Medical Procedures Save Couple from Stroke

Ronda Wendler

Texas Medical Center News

Bronze

Teen Clinics Offer Kids a Brighter Future

Ronda Wendler

Texas Medical Center News

**Special Purpose Publication**

Gold

After Harm Hope

DePelchin Children's Center

Silver

Lyondell Channelview Complex 50th Anniversary

Elizabeth Fordham

Quill & Ink

Bronze

Anadarko Fact Sheets

Dustin Wenzel

Anadarko Petroleum Corp.

**Feature Story**

Gold

With A Song in His Heart: Surgeon's Son Composes Opera about Heart

Transplants

Ronda Wendler

Texas Medical Center News

**Special Video Project**

Gold

TIAA-CREF Distinguished Medical Educator Award 2007 Tribute Video

Melissa Campbell

Marion Montgomery, Inc.

Silver

Life and Times

Corporate Communications

Chevron Phillips Chemical Company

Bronze

Launch of Shell Lubricants' Employees Communications Transformation Program

Patricia Elwell Singer

Shell Lubricants (SOPUS Products)

### **Research**

Gold

Research for Shell Lubricants' Employee Communication Program

Patricia Elwell Singer

Shell Lubricants (SOPUS Products)

Bronze

2007-2008 Professional Development & Organizational Needs Assessment

Ronnie Hagerty and Melissa Garza-Allen

United Way of Greater Houston

### **Communications Team of the Year**

Public Relations Team

Marion, Montgomery, Inc.