

29th Annual PRSA Classics Awards Winners

BEST OF SHOW

The Power of Pet-ometers on the Path to Play More
Novartis Animal Health with Exponent Public Relations

ELEMENTS

Brochures (up to two colors)

Graffiti Brochure
Communications Department, City of Minneapolis

Brochures (three or more colors)

Community United for the Better
Cub Foods with Padilla Speer Beardsley, Inc.

Special Purpose Publications

Follow Your Heart – Minneapolis Heart Institute Foundation
Minneapolis Heart Institute Foundation with Risdall McKinney Public Relations

Video (Programs)

Forward: Living Life After Transplant
National Marrow Donor Program with Weber Shandwick

Video (Public Service Announcements – PSA)

There's No Place Like Home: Giving Hope to Homeowners
Homeownership Preservation Foundation with Exponent Public Relations

Audio (Public Service Announcements – PSA)

Raising the Foreclosure Flag for Homeowners
Homeownership Preservation Foundation with Exponent Public Relations

Annual Reports (Business/Industry)

2006 Annual Report
St. Jude Medical, Inc.

Annual Reports (Government/Nonprofit)

The Butterfly Effect: 2006 CCRF Annual Report
Children's Cancer Research Fund with Greer and Associates

Media Kits (Products)

Through the Power of Scratch
Minnesota State Lottery with Exponent Public Relations

Media Kits (Services)

Fast-Due: Sharing the Foreclosure Message with Media

Homeownership Preservation Foundation with Exponent Public Relations

Media Kits (Events)

Sunflower Market: Sowing The Seeds Of Awareness

OLSON with Sunflower Market

Media Kits (Other)

Museum Adventure Presented by Macy's

Macy's and MELSA with Padilla Speer Beardsley, Inc.

Newsletters (Three or more colors)

Opus Building Beyond Newsletter

The Opus Group with Weber Shandwick

Magazines (Internal)

Cooperative Profiles: Business Consulting at Your Doorstep

CHS-Land O Lakes with Exponent Public Relations

Magazines (External)

Latitude

BASF Professional Vegetation Management with Padilla Speer Beardsley, Inc.

Media Relations (Business/Industry – Budget < \$25,000)

Museum Adventure Pass

Macy's and MELSA with Padilla Speer Beardsley, Inc.

Media Relations (Business/Industry – Budget > \$25,000)

A Star is Born

Macy's with Padilla Speer Beardsley, Inc.

Media Relations (Government/Nonprofit)

Pour on the Olive Oil, and On and On and On

North American Olive Oil Association with Exponent Public Relations

Feature Writing

We All Scream for RFID on Ice Cream

Rockwell Automation with Padilla Speer Beardsley, Inc.

Technical Writing

ASV Makes Big Impact by Treading Lightly

ASV with Carmichael Lynch Spong

New Media/Technology (Websites – Internet or Intranet)

Chevy AVEO Livin Large Campus Challenge
Chevy AVEO with Weber Shandwick

New Media/Technology (Other)

My Face on MySpace
Aveda with Exponent Public Relations

Creative Tactics

Takin' Names and Raisin' Help
Gold'n Plump Poultry with Gabriel deGroot Bendt

Research

Research Gives Donaldsons the Air of Authority
Donaldson with Strother Communications Group

Evaluation

Adjusting the Mix
TOLD Development with Fast Horse, Inc.

PROGRAMS

Community Relations (Business/Industry)

Museum Adventure Pass Presented by Macy's
Macy's and MELSA with Padilla Speer Beardsley, Inc.

Institutional Programs (Business/Industry)

A Star is Born: America's First National Department Store
Macy's with Padilla Speer Beardsley

Special Events/Observances – Less than Seven Days (Business/Industry)

VALUT Motobowling: A Strike Against the Competition
The Coca-Cola Company with Fast Horse, Inc.

Special Events/Observances – Less than Seven Days (Government/Nonprofit)

2006 Minneapolis MOSAIC: Many Worlds. One Weekend.
Minneapolis MOSAIC with Padilla Speer Beardsley, Inc.

Special Events/Observances – More than Seven Days (Business/Industry)

Nordic Ware's 60th Anniversary Campaign
Nordic Ware with Kohnstamm Communications

Special Events/Observances – More than Seven Days (Government/Nonprofit)

K-12 Classrooms Go to the Dogs
Go North! with Strother Communications Group

Public Service (Government/Nonprofit)

Close the Gap Campaign

Itasca Project with Padilla Speer Beardsley, Inc.

Public Affairs (Government/Nonprofit)

Tides of Change: Rochester Coalition Influences Election Results in Minnesota's First Congressional District

Rochester Coalition with Weber Shandwick

Marketing Services (Established) Budget > \$25,000

Live the Moment

TOLD Development with Fast Horse, Inc.

Marketing Products (New) Budget < \$25,000

West Monitor Suite

Thomson West

Marketing Products (New) Budget > \$25,000

A Strike Against the Competition

The Coca-Cola Company with Fast Horse, Inc.

Marketing Products (Established) Budget < \$25,000

Taking a Bite out of HoneyCrisp Season

Peplin Heights Orchard with Fast Horse, Inc.

Marketing Products (Established) Budget > \$25,000

72,000 Reasons to Scratch Big

Minnesota State Lottery with Exponent Public Relations

Internal Communications

Movin' on Up – to Downtown

Colle + McVoy/Exponent Public Relations

Integrated Communications (Products)

The Power of Pet-ometers on the Path to Play More

Novartis Animal Health U.S. Inc. with Exponent Public Relations

Integrated Communications (Services)

Live the Moment

TOLD Development with Fast Horse, Inc.

5th ANNUAL MN PRSA STUDENT CLASSICS AWARDS

Special Purpose Publication

PRSSA Brochure

Sarah Ryder, University of Minnesota

News/Feature Writing

Moonlight Over Menomin

Sarah Ryder, University of Minnesota

Community Relations/Special Events

Sioux Empire Adopt

Kelly Nyberg, Augustana College

New Media/Technology

University of Minnesota School of Journalism Web site

Sarah McQuilkin, University of Minnesota

Public Relations Planning

Public Relations Campaign for Kuwait News Agency

Manaf Bashir, St. Cloud State University

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