

PRSA HOUSTON
2002 EXCALIBUR FOR EXCELLENCE AWARDS
Presented June 19, 2002

1a. Annual Reports - For Profit

Bronze
Robert C. Newberry
Reliant Energy
Reliant Energy 2000 Annual Report

Silver
Jennifer Tweeton
Vollmer Public Relations
Travelocity.com 2000 Annual Report

Gold
Alan Dodd
Administaff, Inc.
2000 Annual Report

1b. Annual Reports - Not for Profit

Bronze
Kris Taylor, APR
Katy Independent School District
"On the Move"

Bronze
Tom Overton and Marionette Mitchell
University of St Thomas
"UST Annual Report"

Silver
LifeGift Communications Team
LifeGift Organ Donation Center
"LifeGift 2001 Annual Report/2002
Calendar"

Gold
Fogarty Klein Monroe Public Relations
"I Plan - Planned Parenthood Annual
Report"

2b. Internal Publications - Magazines - 4+

Colors
Bronze
H.R. Hutchins
Shell Oil
Shell News

Bronze
Croxson Design
ExxonMobil
"Chemsphere"

2c. Internal Publications - Newsletters - 1-3

Colors
Bronze
Chauntel Moore Plopper
TXU Communications
"Connection"

2d. Internal Publications - Newsletter - 4+

Colors
Bronze
Teresa Hurst, Mark Singer, Tim Clark
Shell Chemicals
"Chemicals Quarterly"

Silver
Jenna Wright
Ocean Energy, Inc.
"The Navigator"

Gold
Paul Harasim
St. Luke's Episcopal Hospital
"Inside - Magnetized"

3b. External Publications - Magazines -

4+Colors
Bronze
Ann Taylor
Paradigm Communications
"Properties Magazine"

Silver
Tim Clark and Eydie Pengelly
Shell Chemical
"Shell Chemicals Magazine"

Silver
Dawn Dorsey
Texas Children's Hospital
"Developments"

Gold
Office of Communications
University of Houston Cullen College of
Engineering
"Parameters Magazine"

3c. External Publications - Newsletter - 1-3

Colors

Gold
Nancy V. Mills, APR
The Mills Agency
"Grace Today"

3d. External Publications - Newsletter - 4+

Colors

Bronze
Pierpont Communications and The Salvation
Army
"The Command Post"

Silver
Ronda Wendler, Kathleen Charter, Michele
Owen
Texas Medical Center
"Texas Medical Center News"

Gold
Tricia Elwell, APR
Shell Chemicals
"Global Dialogue"

4a. Writing - News Releases - Consumer
Media

Bronze
Raquel Espinoza-Williams
Paradigm Communications
"Matters of the Heart"

Silver
Jennifer Chow and Shauna Wallace
Bates Churchill Public Relations
"Verizon Wireless Smart Phone Press
Release"

Gold
Michael Cinelli, Leticia Konigsberg,
Melissa Zoelle-Jacobs
University of Houston
"Death on the Border"

4e. Writing - Bylined - Consumer Media

Bronze

Fogarty Klein Monroe Public Relations for
U.S. Oncology
"Talk to Your Dad"

Silver

Ronda Wendler
Texas Medical Center News
"A Cold Gone Bad: 'Tis the Season for
Respiratory Syncytial Virus"

Gold

Ronda Wendler
Texas Medical Center News
"Another DeBakey Milestone"

4f. Writing - Bylined - Trade/Business

Bronze

Ann Taylor
Paradigm Communications
"Employee Genius"

Silver

Alice Brink, ABC, APR
Vollmer Public Relations
"Bush Energy Plan Has Mixed Messages
For Refiners"

Gold

Kelli Parsons and Mark Stouse
Hill and Knowlton & Compaq Computer
Corporations
"Tips on Enterprise Storage Management"

4i. Writing - Technical - Consumer Media

Gold

Ronda Wendler
Texas Medical Center News
"The 'Other' DNA"

4k. Writing - Technical - Financial

Bronze

Elizabeth Fordham
Quill and Ink
"Crown Castle 2000 Annual Report"

Silver
Elizabeth Fordham
Quill and Ink
"Netversan Solutions 2001 Progress Reports"

Gold
Elizabeth Fordham
Quill and Ink
"Sanders Morris Harris Group 2000 Annual Report"

4l. Writing - Technical - Internal Publications

Silver
Samra Jones-Bufkins, Bob Webb
Reliant Energy
"Straight Talk About Electric Deregulation"

4m. Writing - Speeches

Bronze
Public Information Department
City of Sugar Land
"Mayor's Commencement Address"

Silver
Stephennie Anderson and Karen Phillips
Anderson Phillips Communications
"Corporate Social Responsibility: The Good, the Bad and the Ugly"

Gold
Angela McQueen Young
Reliant Energy
"21st Century Diversity Strategies"

5a. Press Kit - Consumer

Silver
Fogarty Klein Monroe Public Relations
"Dr. Gail Gross Media Kit"

6b. Collateral - Brochure

Silver
Allison E. Bieser
Texas Children's Hospital
"Transformations"

Gold
Houston Area Women's Center
"Houston Area Women's Center Brochure"

Gold
Christine M. Hollinden
Houston Market 2000
"Dickson Allan Corporate Brochure"

6c. Collateral - Specialty Items

Bronze
Tricia Elwell, APR
Shell Chemicals
"Come See How Shell Chemicals Makes Business Simple"

Silver
Melissa Garza-Allen and Ronnie Hagerty
United Way of the Texas Gulf Coast
"Celebrate"

Gold
Karen Love, Darcie Murray
PKF Texas
"Innovative"

6d. Collateral - Special Publications

Silver
Elizabeth Fordham
NetVersant Solutions
"2001 Progress Reports"

Silver
Ronnie Hagerty and Melissa Garza-Allen
United Way of the Texas Gulf Coast
"After the Rain"

Gold
Croxon Design
"ExxonMobil in the Kingdom of Saudi Arabia"

Gold
Jennifer Patrick
Texas Children's Hospital
"Shot Pocket"

7. Photography

Bronze
Paul Vincent Kuntz
Texas Children's Hospital
"Developments"

Silver
Jennifer Chow and Shauna Wallace
Bates Churchill Public Relations
"Verizon Wireless *NSYNC Karaoke
Contest"

8b. Audio/Visual Presentation -
Film/Videotape

Bronze
Les Warren
Anadarko Petroleum Corporation
"Anadarko People"

Bronze
Houston Area Women's Center
"Twenty-five Years of Caring"

Silver
Kelli B. Newman, APR
Newman & Newman, Inc.
"The Gift of Freedom"

Gold
Bill Zander
Texas Children's Hospital
"Spotlight on Texas Children's"

8c. Audio/Visual Presentation - VNR

Gold
Bill Zander
Texas Children's Hospital
"Brachial Plexus Injuries"

9a. Public Service Announcement -
Broadcast

Bronze
Reg Rowe, Roger Frizzell, Brook Wootton,
Melissa Quiroz, Heather Schroeder
Hill and Knowton & Compaq Computer
Corporation
"Give Thanks America"

10. Direct Mail/Direct Response

Bronze
Stephanie Cunningham
Texas Children's Hospital
"Expectant Mother's Direct Mail Program"

Silver
Pamela J. Griffin
Magic Earth
"SEG Technology Theatre Promotion"

Gold
Tricia Elwell, APR
Shell Chemicals
"Come See How Shell Chemicals Makes
Business Simple"

11. Trade Show Activities

Bronze
Pamela J. Griffin
Magic Earth
"SEG Technology Theatre Promotion"

Silver
Marketing Team
Landata Systems, Inc.
"Trust Your Instincts Jungle"

Gold
Christine McGee
Weatherford International
"Weatherford 2001 Offshore Europe
Exhibit"

12a. Interactive - Internet Web Site

Bronze
Michael Cinelli
University of Houston
"UH Newsroom on the Web"

Silver
Lauren Coke and Delia Mizwa
Vollmer Public Relations
"Bringing Uptown Houston Online"

Gold
Reg Rowe, Roger Frizzell, Brook Wootton,
Melissa Quiroz, Heather Schroeder
Hill and Knowlton & Compaq Computer
Corporation
"Give Thanks America"

12b. Interactive - Intranet Site

Donna Anderson, Amber Knight and Lisa
Henson
Andrews & Kurth LLP
"Andrews & Kurth Intranet Site"

12c. Interactive - Other interactive media

Silver

Kelli Parsons and Mark Stouse
Hill and Knowlton, Inc. & Compaq
Computer Corporation
"The Buzz on Storage"

Silver

Mark Singer
Shell Chemicals
"Shell Chemicals E-News"

Gold

Anadarko Petroleum Corporation
"Ready, Set, Grow! Real Life at Anadarko
Petroleum"

13. Research

Bronze

Fogarty Klein Monroe Public Relations for
Planned Parenthood
"Charting the Course"

Silver

Ronnie Hagerty, Melissa Garza-Allen, Jeff
Stys, Greg Grabiec, Beryl Striewski
United Way of the Texas Gulf Coast
"2001 Community Assessment"

14. Evaluation

Gold

Alice Brink, ABC, APR
Vollmer Public Relations
"Air Liquide America Goals and Tracking
Report"

Programs

A. Community Relations

Bronze

Ben Wheatley, Sally Ramsay, Elizabeth
Peck, Pegge Bogle
Pierpont Communications
"Shell Oil - CowParade Houston"

Silver

Megan Mastal, Anne Rhodes, Stephanie
Dedeaux
Hill and Knowlton
"Harris Votes! Phase I"

B. Crisis Communications

Bronze

Missy Cousino
Fleishman Hillard
"SBC Southwestern Bell Responds to
Tropical Storm Allison"

Gold

Melissa Williams, Kim O'Quinn and Pamela
McConathy
"September 11th - Informing the Public
About Air Security"

C. Institutional Programs

Bronze

Kelli Parsons and Mark Stouse
Hill and Knowlton & Compaq Computer
Corporation
"Shifting Perception of Compaq Storage"

E. Investor Relations

Gold

Jennifer Tweeton
Vollmer Public Relations
"Travelocity.com, Inc."

F. Marketing - Business to Business

Gold

Deb Andraca, Dick Mullinax, Amber White,
Steve Sanford, Paige Woodard
Fleishman-Hillard
"Pantellos: Bringing Efficiencies to the
Utility Supply Chain"

G. Marketing - Consumer Products and
Services

Bronze

Sally Ramsay and Scott Scheffler
Pierpont Communications
"J&D Produce - Maroon Carrot Marketing
Campaign"

Silver

Jennifer Friedmann, Karen Watassek
Vollmer
"Denny's Kids Eat Free Program"

H. Multicultural Public Relations

Silver

Raquel Espinoza-Williams
Paradigm Communications
"Helping Honduras"

I. Public Relations

Silver

Global Santa Fe and Ketchum
"Ringin in Publicity for the Global
Santa Fe Merger"

Silver

Dancie Perugini Ware/Marta Fredricks
Dancie Perugini Ware Public Relations
"CowParade Houston 2001"

Gold

Laura Ehrlich
Bates Churchill Public Relations
"TeleCheck Holiday Retail Sales Index"

J. Special Events

Bronze

Hill and Knowlton
"Compaq Mixes Caffeine and Computers"

Bronze

Lindsey Thomas, Samantha Fewox
Vollmer Public Relations
"Reliant Energy Uptown Holiday Lighting"

Silver

Ann Taylor
Paradigm Communications
"Riding the Line"

Grand Excalibur - Best of Show

Reg Rowe, Roger Frizzell, Brook Wootton,
Melissa Quiroz, Heather Schroeder
Hill and Knowlton & Compaq Computer
Corporation
"Give Thanks America"

Legacy Award

Sabra H. Gill, APR
Sabra H. Gill & Associates

Public Relations Professional of the Year

Paul Harasim
St. Lukes Episcopal Hospital

Young PR Professionals

Stefanie Asin
Methodist Health Care System

Heather Schroeder
Hill and Knowlton, Inc.