



30th Annual Gordon & Breaux Pelican Awards

Louisiana Society for Hospital Public Relations and Marketing
The Best in Louisiana Hospital Public Relations and Marketing Communications

Annual Report - Production cost of \$7,000 or less

Pelican Award

Lake Charles Memorial Cancer Center Annual Report 2010, Lake Charles Memorial Hospital

Annual Report - Production cost greater than \$7,000

Pelican Award

Nursing Annual Report, Our Lady of the Lake Regional Medical Center

External Newsletter - Production cost per issue of \$5,000 or less

Pelican Award

Physician Monthly Newsletter, North Oaks Health System

External Magazine - Production cost per issue greater than \$5,000

Pelican Award

Children's Hospital Wee Believe Magazine Series, Our Lady of the Lake Regional Medical Center

Internal Magazine - Production cost per issue of \$500 or less

Pelican Award

Internal Magazine, North Oaks Health System

Internal Newsletter - Production cost per issue greater than \$500

Pelican Award

Small Talk Newsletter, Children's Hospital

Brochure - Production cost of \$2,500 or less

Pelican Award

Skip A Round Brochure, Lafayette General Medical Center

Brochure - Production cost greater than \$2,500

Pelican Award

Cancer Center Physician Packet, Lafayette General Medical Center

Writing - Internal

Pelican Award

2010 Employee Giving Campaign, Woman's Hospital

Writing - External

Pelican Award

Ochsner Takes Stand Against Preventable Deaths, Ochsner Health System

Writing - Advertising

Pelican Award

Baby Talk, Baton Rouge General Medical Center

Public Relations Campaign - Created by an agency - More Than 150 Beds

Pelican Award

31 Days of Pink Breast Cancer Awareness Campaign, Touro Infirmary

Public Relations Campaign - Created by in-house staff

Pelican Award

"You are the reason we're here..in Livingston Parish" North Oaks-Livingston Parish Medical Complex Grand Opening, North Oaks Health System

Public Relations Campaign - Created by in-house staff

Pelican Award

Team Terrebonne Program, Terrebonne General Medical Center

PR/Marketing Project for a Healthcare-Related Organization

Pelican Award

LOPA Memorial Wall, Rapides Regional Medical Center

Handling of Media Relations Issues/Crisis Communications

Pelican Award

Gulf Oil Spill Response, West Jefferson Medical Center

Best PR/Marketing Project for a Small/Rural Hospital

Pelican Award

Abrom Kaplan Memorial Hospital 50th Anniversary, Abrom Kaplan Memorial Hospital, an affiliate of Lafayette General Medical Center



Presentation Production cost of \$5,000 or less

Certificate of Merit
Pink Glove Dance, West Jefferson Medical Center

Presentation Production cost of \$5,000 or less

Pelican Award
Educational Videos, Woman's Hospital

Logo

Pelican Award
31 Days of Pink Campaign Logo, Touro Infirmery

Invitation - 150 Beds or Less

Pelican Award
Award Banquet, St. Elizabeth's Hospital

Invitation - More Than 150 Beds

Pelican Award
Sugarplum Ball Invitation, Children's Hospital

Specialty Item - 150 Beds or Less

Pelican Award
Health Fair Shirts, St. Elizabeth's Hospital

Specialty Item - More Than 150 Beds

Pelican Award
31 Days of Pink Campaign T-Shirt, Touro Infirmery

Events - Internal - 150 Beds or Less

Pelican Award
Award Banquet, St. Elizabeth's Hospital

Events - Internal - More Than 150 Beds

Pelican Award
ALWAYS Going for Gold, Baton Rouge General Medical Center

Events - External - 150 Beds or Less

Pelican Award
Health Fair, St. Elizabeth's Hospital

Events - External - More Than 150 Beds

Pelican Award
Children's Hospital Driving the Future Campaign, Our Lady of the Lake Regional Medical Center

Radio

Pelican Award
Baby Talk, Baton Rouge General Medical Center

Print Advertising - Single Ad - 150 Beds or Less

Certificate of Merit
Humana Gold Ad, St. James Parish Hospital

Print Advertising - Single Ad - 150 Beds or Less

Pelican Award
Weight No More - Bariatric Ad, St. Elizabeth's Hospital

Print Advertising - Single Ad - More Than 150 Beds

Pelican Award
Esophyx Print Ad, Thibodaux Regional Medical Center

Print Advertising - Campaign - 150 Beds or Less

Certificate of Merit
Physician Outreach Campaign, St. Charles Parish Hospital

Print Advertising - Campaign - 150 Beds or Less

Pelican Award
Testimonial Ads, St. Elizabeth's Hospital

Print Advertising - Campaign - More Than 150 Beds

Certificate of Merit
Surgical Weight Loss Seminar, West Jefferson Medical Center

Print Advertising - Campaign - More Than 150 Beds

Pelican Award
Children's Hospital Print Ads, Our Lady of the Lake Regional Medical Center



TV Advertising - Single Ad - 150 Beds or Less

Pelican Award
Bariatric TV Spots, St. Elizabeth's Hospital

TV Advertising - Single Ad - 150 Beds or Less

Pelican Award
It's How We Operate - Surgery Campaign Commercial, West Calcasieu Cameron Hospital

TV Advertising - Single Ad - More Than 150 Beds

Pelican Award
Baby Talk, Baton Rouge General Medical Center

TV Advertising - Campaign - 150 Beds or Less

Pelican Award
Testimonial Spots, St. Elizabeth's Hospital

TV Advertising - Campaign - More Than 150 Beds

Certificate of Merit
Cancer Center of Acadiana TV, Lafayette General Medical Center

TV Advertising - Campaign - More Than 150 Beds

Pelican Award
Simple Surgery, Rapides Regional Medical Center

Billboard - 150 Beds or Less

Pelican Award
Testimonial Boards, St. Elizabeth's Hospital

Billboard - More Than 150 Beds

Pelican Award
Cancer Center of Acadiana Outdoor, Lafayette General Medical Center

Outdoor - 150 Beds or Less

Pelican Award
Award Blvd Banners, St. Elizabeth's Hospital

Outdoor - More Than 150 Beds

Pelican Award
Lake After Hours Quick Care Window Cling, Our Lady of the Lake Regional Medical Center

Electronic Advertising

Pelican Award
Banner Advertising Campaign, Terrebonne General Medical Center

Direct Mail - 150 Beds or Less

Pelican Award
Report to Community, St. Elizabeth's Hospital

Direct Mail - More Than 150 Beds

Pelican Award
Cancer Doesn't Know You, Lake Charles Memorial Hospital

Advertising Campaign - Agency - 150 Beds or Less

Certificate of Merit
It's How We Operate - Surgery Campaign, West Calcasieu Cameron Hospital

Advertising Campaign - Agency - 150 Beds or Less

Pelican Award
Testimonial Campaign, St. Elizabeth's Hospital

Advertising Campaign - Agency - More Than 150 Beds

Certificate of Merit
Children's Hospital Campaign, Our Lady of the Lake Regional Medical Center

Advertising Campaign - Agency - More Than 150 Beds

Certificate of Merit
Choose Ochsner Campaign, Ochsner Health System

Advertising Campaign - Agency - More Than 150 Beds

Pelican Award
Baby Talk, Baton Rouge General Medical Center

Advertising Campaign - In-house - 150 Beds or Less

Pelican Award
Beauregard Memorial Hospital Welcomes, Beauregard Memorial Hospital



Advertising Campaign - In-house - More Than 150 Beds

Pelican Award
Service Lines Campaign, Woman's Hospital

Project on a Shoestring

Certificate of Merit
Superhero Employee Campaign, Woman's Hospital

Project on a Shoestring

Pelican Award
Name Our Robot Contest, North Oaks Medical Center

Web Initiative - Single - 150 Beds or Less

Pelican Award
www.lafayettesurgical.com, Lafayette Surgical Specialty Hospital

Web Initiative - Single - More Than 150 Beds

Pelican Award
womans.org website, Woman's Hospital

Web Initiative - Multi-Hospital System

Pelican Award
Website Redesign, LHC Group

Intranet

Pelican Award
BRGMD.org, Baton Rouge General Medical Center

Social Media

Pelican Award
31 Days of Pink, Touro Infirmary

Graphic Design

Pelican Award
Chords for the Cure Logo, Rapides Regional Medical Center



GOLDEN PELICAN AWARDS

President's Award

Phyllis Peoples, Terrebonne General Medical Center

Lagniappe Award

Linda Kadair

Graphic Designer of the Year

Larissa Rachel, Touro Infirmary

Public Relations Practitioner of the Year

Melanie Zaffuto, North Oaks Health System

Marketer of the Year

Nicole Hidalgo, Our Lady of the Lake Regional Medical Center



BEST OF SHOW

Jacqueline Leonhard Award for Writing Excellence

Service Lines Campaign
Woman's Hospital

Best of Show for Graphic Design

Chords for the Cure Logo
Rapides Regional Medical Center

Best of Show in Strategy

Gulf Oil Spill Response
West Jefferson Medical Center

Frank V. LeBlanc Best of Show Award

Baby Talk
Baton Rouge General Medical Center

Sponsored By



Gordon & Breaux

Marketing Communications, Inc.



CareTechSolutions™