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

**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
<table>
<thead>
<tr>
<th>Category</th>
<th>Award</th>
<th>Description</th>
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<tbody>
<tr>
<td>Presentation Production cost of $5,000 or less</td>
<td></td>
<td>Pink Glove Dance, West Jefferson Medical Center</td>
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<tr>
<td>Presentation Production cost of $5,000 or less</td>
<td></td>
<td>Educational Videos, Woman's Hospital</td>
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<tr>
<td>Logo</td>
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<td>31 Days of Pink Campaign Logo, Touro Infirmary</td>
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<tr>
<td>Invitation - 150 Beds or Less</td>
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<td>Award Banquet, St. Elizabeth's Hospital</td>
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<tr>
<td>Invitation - More Than 150 Beds</td>
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<td>Sugarplum Ball Invitation, Children's Hospital</td>
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<tr>
<td>Specialty Item - 150 Beds or Less</td>
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<td>Health Fair Shirts, St. Elizabeth's Hospital</td>
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<tr>
<td>Specialty Item - More Than 150 Beds</td>
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<td>31 Days of Pink Campaign T-Shirt, Touro Infirmary</td>
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<tr>
<td>Events - Internal - 150 Beds or Less</td>
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<td>Award Banquet, St. Elizabeth's Hospital</td>
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<td>Events - Internal - More Than 150 Beds</td>
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<td>ALWAYS Going for Gold, Baton Rouge General Medical Center</td>
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<tr>
<td>Events - External - 150 Beds or Less</td>
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<td>Health Fair, St. Elizabeth's Hospital</td>
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<tr>
<td>Events - External - More Than 150 Beds</td>
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<td>Children's Hospital Driving the Future Campaign, Our Lady of the Lake Regional Medical Center</td>
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<td>Radio</td>
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<td>Baby Talk, Baton Rouge General Medical Center</td>
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<tr>
<td>Print Advertising - Single Ad - 150 Beds or Less</td>
<td></td>
<td>Humana Gold Ad, St. James Parish Hospital</td>
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<tr>
<td>Print Advertising - Single Ad - 150 Beds or Less</td>
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<td>Weight No More - Bariatric Ad, St. Elizabeth's Hospital</td>
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<tr>
<td>Print Advertising - Single Ad - More Than 150 Beds</td>
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<td>Esophyx Print Ad, Thibodaux Regional Medical Center</td>
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<tr>
<td>Print Advertising - Campaign - 150 Beds or Less</td>
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<td>Physician Outreach Campaign, St. Charles Parish Hospital</td>
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<td>Print Advertising - Campaign - 150 Beds or Less</td>
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<td>Testimonial Ads, St. Elizabeth's Hospital</td>
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<tr>
<td>Print Advertising - Campaign - More Than 150 Beds</td>
<td></td>
<td>Surgical Weight Loss Seminar, West Jefferson Medical Center</td>
</tr>
<tr>
<td>Print Advertising - Campaign - More Than 150 Beds</td>
<td></td>
<td>Children's Hospital Print Ads, Our Lady of the Lake Regional Medical Center</td>
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</tbody>
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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