



31st Annual Louisiana Medical News 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
Development Annual Report, Woman's Hospital

External Magazine or Newsletter - Production Cost per Issue of \$5,000 or Less

Pelican Award
Take Care eNews for Health and Wellness, Terrebonne General Medical Center

External Magazine or Newsletter - Production Cost per Issue Greater Than \$5,000

Certificate of Merit
Take Care Magazine, Mary Bird Perkins Cancer Center at TGMC Special Section, Terrebonne General Medical Center

External Magazine or Newsletter - Production Cost per Issue Greater Than \$5,000

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

Internal Magazine or Newsletter - Production Cost per Issue of \$500 or Less

Pelican Award
Ochsner This Week Internal Newsletter, Ochsner Health System

Internal Magazine or Newsletter - Production Cost per Issue Greater Than \$500

Pelican Award
Small Talk, Children's Hospital

Brochure or Other Print Publication - Production Cost of \$2,500 or Less

Pelican Award
Nurses Annual Report, St. Elizabeth Hospital

Brochure or Other Print Publication - Production Cost Greater Than \$2,500

Pelican Award
100th Anniversary Brochure, Lafayette General Medical Center

Internal Writing

Pelican Award
"Press Releases," St. James Parish Hospital

External Writing

Pelican Award
Development Annual Report, Woman's Hospital

Advertising Writing

Pelican Award
Vision Advertisement, Baton Rouge General Medical Center

Public Relations Project/Campaign Created by an Agency - More Than 150 Beds

Pelican Award
Mammo Ammo Campaign, Our Lady of Lourdes Regional Medical Center

Public Relations Project/Campaign Created by In-house Staff - More Than 150 Beds

Certificate of Merit
Eat Fit NOLA, Ochsner Health System

Public Relations Project/Campaign Created by In-house Staff - More Than 150 Beds

Certificate of Merit
Real Men Wear Pink, Rapides Regional Medical Center

Public Relations Project/Campaign Created by In-house Staff - More Than 150 Beds

Pelican Award
Seniors ER, Baton Rouge General Medical Center

Public Relations and Marketing Project for a Healthcare-Related Organization

Pelican Award
Louisiana Health Information Exchange - Improving Health Care in Louisiana Through Health Information Technology, Louisiana Health Care Quality Forum



Handling of Media Relations Issues/Crisis Communications

Pelican Award
Leapfrog, Woman's Hospital

Best PR/Marketing Project for a Small/Rural Hospital

Certificate of Merit
Tobacco-Free Campaign, St. James Parish Hospital

Best PR/Marketing Project for a Small/Rural Hospital

Pelican Award
New Facility PR/Marketing, St. Charles Parish Hospital

Presentation - Production Cost of \$5,000 or Less

Pelican Award
All in This Together Video, St. Elizabeth Hospital

Presentation - Production Cost Greater Than \$5,000

Certificate of Merit
Recruitment Video, Opelousas General Health System

Presentation - Production Cost Greater Than \$5,000

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

Logo - 150 Beds or Less

Pelican Award
Baby Lane Logo, Lane Regional Medical Center

Logo - More Than 150 Beds

Pelican Award
Tag! You're It! Breast Cancer Campaign Logo, Baton Rouge General Medical Center

Invitation - 150 Beds or Less

Pelican Award
Awards Banquet Invitations, St. Elizabeth Hospital

Invitation - More Than 150 Beds

Certificate of Merit
Sugarplum Invitation, Children's Hospital

Invitation - More Than 150 Beds

Certificate of Merit
2011 United Way Campaign, Lafayette General Medical Center

Invitation - More Than 150 Beds

Pelican Award
AHA Investiture Invitations, Woman's Hospital

Specialty Item - 150 Beds or Less

Pelican Award
Thank You Shirts, St. Elizabeth Hospital

Specialty Item - More Than 150 Beds

Certificate of Merit
Medical Staff Calendar, Children's Hospital

Specialty Item - More Than 150 Beds

Pelican Award
BRG Race Shoelaces, Baton Rouge General Medical Center

Events - Internal - 150 Beds or Less

Pelican Award
Emergency Services Facility Grand Opening, St. Charles Parish Hospital

Events - External - 150 Beds or Less

Pelican Award
Pink Ribbon Ladies' Night Out, St. James Parish Hospital

Events - External - More Than 150 Beds

Certificate of Merit
New Hospital Gala, Our Lady of Lourdes Regional Medical Center



Events - External - More Than 150 Beds

Pelican Award
Party in the Park, Ochsner Health System

Radio

Certificate of Merit
Any Emergency, Any Trauma, Any Time, Rapides Regional Medical Center

Radio

Pelican Award
Ochsner "Just Like You" Radio, Ochsner Health System

Print Advertising - Single - 150 Beds or Less

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

Print Advertising - Single - More Than 150 Beds

Certificate of Merit
Ochsner "Just Like You" Pediatrics Print Ad, Ochsner Health System

Print Advertising - Single - More Than 150 Beds

Certificate of Merit
Prostate Screening Event, Thibodaux Regional Medical Center

Print Advertising - Single - More Than 150 Beds

Pelican Award
Angela's Story - Weight Loss Surgery, Woman's Hospital

Print Advertising - Campaign - 150 Beds or Less

Pelican Award
Emergency Services Facility Print Campaign, St. Charles Parish Hospital

Print Advertising - Campaign - More Than 150 Beds

Certificate of Merit
Cardiac Services, Thibodaux Regional Medical Center

Print Advertising - Campaign - More Than 150 Beds

Pelican Award
BRG Stories, Baton Rouge General Medical Center

TV Advertising - Single - 150 Beds or Less

Pelican Award
Baby Lane Television - Stork, Lane Regional Medical Center

TV Advertising - Single - More Than 150 Beds

Pelican Award
The Heart Center at Lafayette General, Lafayette General Medical Center

TV Advertising - Campaign - 150 Beds or Less

Pelican Award
Caring for Our Community, Beauregard Memorial Hospital

TV Advertising - Campaign - More Than 150 Beds

Pelican Award
BRG Stories, Baton Rouge General Medical Center

Billboard - 150 Beds or Less

Pelican Award
Multiple Awards Board, St. Elizabeth Hospital

Billboard - More Than 150 Beds

Certificate of Merit
100th Anniversary Outdoor, Lafayette General Medical Center

Billboard - More Than 150 Beds

Pelican Award
New Campus Campaign - Phase 1, Woman's Hospital

Outdoor - 150 Beds or Less

Pelican Award
Tobacco - Free Signage, St. James Parish Hospital

**Outdoor - More Than 150 Beds**

Pelican Award
Ochsner "#1 in Louisiana" Airport Banner, Ochsner Health System

Electronic Advertising

Certificate of Merit
Be the Queen of Your Heart Electronic Billboard, Our Lady of the Lake Regional Medical Center

Electronic Advertising

Pelican Award
Tag, Baton Rouge General Medical Center

Direct Mail - 150 Beds or Less

Certificate of Merit
Remarkable Rehabilitation, Maximum Recovery, Beauregard Memorial Hospital

Direct Mail - 150 Beds or Less

Pelican Award
Report to the Community, St. Elizabeth Hospital

Direct Mail - More Than 150 Beds

Certificate of Merit
31 Days of Pink - Direct Mail Piece, Touro Infirmary

Direct Mail - More Than 150 Beds

Pelican Award
New Campus - Pregnancy Test Direct Mail, Woman's Hospital

Advertising Campaign - Agency - 150 Beds or Less

Certificate of Merit
Baby Lane Campaign, Lane Regional Medical Center

Advertising Campaign - Agency - 150 Beds or Less

Pelican Award
Emergency Services Facility Ad Campaign, St. Charles Parish Hospital

Advertising Campaign - Agency - More Than 150 Beds

Certificate of Merit
"We built it for you!" Grand Opening, Mary Bird Perkins Cancer Center at TGMC

Advertising Campaign - Agency - More Than 150 Beds

Certificate of Merit
New Hospital Launch Campaign, Our Lady of Lourdes Regional Medical Center

Advertising Campaign - Agency - More Than 150 Beds

Pelican Award
New Campus Campaign, Woman's Hospital

Advertising Campaign - In-house - More Than 150 Beds

Certificate of Merit
Queen of Your Heart Campaign, Our Lady of the Lake Regional Medical Center

Advertising Campaign - In-house - More Than 150 Beds

Pelican Award
BRG Stories, Baton Rouge General Medical Center

Project on a Shoestring

Certificate of Merit
2012 You, Me, & BRG Employee Giving Program, Baton Rouge General Medical Center

Project on a Shoestring

Certificate of Merit
North Oaks Walk-In Clinic in Ponchatoula Video, North Oaks Health System

Project on a Shoestring

Pelican Award
Historical Banners, Woman's Hospital

Web Initiative - Single

Certificate of Merit
New Campus Microsite, Woman's Hospital



Web Initiative - Single

Pelican Award
Tag, Baton Rouge General Medical Center

Web Initiative - System

Pelican Award
MyOchsner Landing Page and Online Patient Portal, Ochsner Health System

Intranet

Pelican Award
BRGFit!, Baton Rouge General Medical Center

Social Media

Pelican Award
31 Days of Pink, Touro Infirmary

Graphic Design

Pelican Award
A Century of Faith and Service, Our Lady of the Lake Regional Medical Center



GOLDEN PELICAN AWARDS

President's Award

Bill Holman, FACHE, Baton Rouge General Medical Center

Lagniappe Award

Scott Cavitt, Louisiana Medical News

Graphic Designer of the Year

Lynne Wells, Woman's Hospital

Public Relations Practitioner of the Year

Amiee Goforth, Woman's Hospital

Marketer of the Year

Rhonda Alfred, Terrebonne General Medical Center



BEST OF SHOW

Jacqueline Leonhard Award for Writing Excellence

"Press Releases," St. James Parish Hospital

Best of Show in Graphic Design

A Century of Faith and Service, Our Lady of the Lake Regional Medical Center

Best of Show in Strategy

New Campus Campaign, Woman's Hospital

Frank V. LeBlanc Best of Show Award

BRG Stories, Baton Rouge General Medical Center



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