



## 29th 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

Nursing Annual Report, St. Elizabeth Hospital

### **Annual Report – Production Cost Greater than \$7,000**

Pelican Award

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

### **Electronic Publication**

Certificate of Merit

TakeCare Eblast, Terrebonne General Medical Center

### **Electronic Publication**

Pelican Award

Physician Monthly Newsletter, North Oaks Health System

### **External Newsletter – Production Cost per issue of \$5,000 or Less**

Pelican Award

La Dame de la Mer, Vol. 3, No. 1, Lady of the Sea General Hospital

### **External Newsletter – Production Cost per issue Greater than \$5,000**

Certificate of Merit

North Oaks CommUnity Newsletter, North Oaks Health System

### **External Magazine – Production Cost per issue Greater than \$5,000**

Pelican Award

Wee Believe Magazine, OLOL Foundation/ OLOL Children's Hospital

### **Internal Newsletter – Production Cost per issue of \$500 or Less**

Pelican Award

Parent Press, North Oaks Health System

### **Internal Magazine – Production Cost per issue Greater than \$500**

Pelican Award

Physician Notes, Ochsner Health System

### **Brochure – Production Cost of \$2,500 or Less**

Pelican Award

Service Line Brochure Series, Baton Rouge General Medical Center

### **Brochure – Production Cost Greater than \$2,500**

Certificate of Merit

The Foundation at Lake Charles Memorial Hospital, Lake Charles Memorial Hospital

### **Brochure – Production Cost Greater than \$2,500**

Pelican Award

Rehab Brochure, Children's Hospital

### **Writing – Internal**

Pelican Award

On Your Mark, Get Set, Just DU-IT!, Children's Hospital

### **Writing – External**

Pelican Award

Because Accidents Happen, Lake Charles Memorial Hospital

### **Writing – Advertising**

Pelican Award

Women's Heart Health Postcards, Lake Charles Memorial Hospital

### **Public Relations Campaign – In-house**

Certificate of Merit

H1N1 Flu Community Campaign, Lafayette General Medical Center



**Public Relations Campaign – In-house**

Pelican Award  
Hospital Flu Pandemic, Our Lady of the Lake Regional Medical Center

**Public Relations and Marketing Project for a Healthcare-Related Organization**

Pelican Award  
Care Transitions Pilot Project for Medicare, eQHealth Solutions

**Best PR/Marketing Project for a Rural Hospital**

Pelican Award  
Beauregard Memorial Hospital Welcomes, Beauregard Memorial Hospital

**Media Relations Issues/Crisis Communications**

Pelican Award  
A Close Call, Baton Rouge General Medical Center

**Presentation – Production Cost of \$5,000 or Less**

Pelican Award  
Marketing Roadshow Video, Ochsner Health System

**Presentation – Production Cost Greater than \$5,000**

Pelican Award  
Baton Rouge General Foundation Experience the Difference Video, Baton Rouge General Medical Center

**Logo – More Than 150 Beds**

Certificate of Merit  
Women's Imaging Center Logo, Touro Infirmary

**Logo – More Than 150 Beds**

Pelican Award  
Children's Miracle Network Miracle Mansion Logo, Our Lady of the Lake Regional Medical Center

**Invitation – 150 Beds or Less**

Pelican Award  
Awards Banquet, St. Elizabeth Hospital

**Invitation – More Than 150 Beds**

Pelican Award  
Sugarplum Ball Invitation, Children's Hospital

**Specialty Items – More Than 150 Beds**

Certificate of Merit  
Rehabulous Patient Satisfaction Mouse Pad/Notepad, North Oaks Health System

**Specialty Items – More Than 150 Beds**

Pelican Award  
Medical Staff Calendar, Children's Hospital

**Potpourri – 150 Beds or Less**

Pelican Award  
Christmas Cards, St. Elizabeth Hospital

**Potpourri – More Than 150 Beds**

Certificate of Merit  
Health Talk, Rapides Regional Medical Center

**Potpourri – More Than 150 Beds**

Pelican Award  
Family Birthing Center Patient Information Packet, Touro Infirmary

**Events - Internal Audience – More Than 150 Beds**

Pelican Award  
SUPER 49th Anniversary Celebration, North Oaks Health System

**Events - External Audience – More Than 150 Beds**

Certificate of Merit  
CC's Coffee House Travel Mug Roll-Out Event, Our Lady of the Lake Children's Hospital

**Events - External Audience – More Than 150 Beds**

Pelican Award  
Jazz Half Marathon, Children's Hospital



**Radio**

Certificate of Merit  
PSA Robin Clavell, LSU Health Care Services Division

**Radio**

Pelican Award  
Rehabulous Experiences, North Oaks Health System

**Print Advertising – Single Ad – 150 Beds or Less**

Pelican Award  
Get the Skinny, St. Elizabeth Hospital

**Print Advertising – Single Ad – More Than 150 Beds**

Certificate of Merit  
Cardiac Masked Hero, Thibodaux Regional Medical Center

**Print Advertising – Single Ad – More Than 150 Beds**

Pelican Award  
ER Wait Times, Baton Rouge General Medical Center

**Print Advertising - Campaign – More Than 150 Beds**

Certificate of Merit  
Peds Physician Introduction Ads, Lafayette General Medical Center

**Print Advertising - Campaign – More Than 150 Beds**

Pelican Award  
We Believe, Our Lady of the Lake Regional Medical Center

**Television Advertising – Single Ad – 150 Beds or Less**

Pelican Award  
Quality Award TV Commercial, Lady of the Sea General Hospital

**Television Advertising – Single Ad – More Than 150 Beds**

Certificate of Merit  
We Are Sports Medicine. We Are Memorial., Lake Charles Memorial Hospital

**Television Advertising – Single Ad – More Than 150 Beds**

Pelican Award  
Pediatric TV, Lafayette General Medical Center

**Television Advertising – Campaign – More Than 150 Beds**

Certificate of Merit  
OB Campaign, Woman's Hospital

**Television Advertising – Campaign – More Than 150 Beds**

Pelican Award  
We Believe, Our Lady of the Lake Regional Medical Center

**Billboard – 150 Beds or Less**

Certificate of Merit  
MRI Billboard, Lady of the Sea General Hospital

**Billboard – 150 Beds or Less**

Pelican Award  
Get the Skinny, St. Elizabeth Hospital

**Billboard – More Than 150 Beds**

Certificate of Merit  
OB Campaign, Woman's Hospital

**Billboard – More Than 150 Beds**

Pelican Award  
Pediatric Billboards, Lafayette General Medical Center

**Electronic Advertising**

Certificate of Merit  
ER Wait Times, Baton Rouge General Medical Center

**Electronic Advertising**

Pelican Award  
Real-Time Emergency Room Wait Times Billboard, Ochsner Health System



**Direct Mail – 150 Beds or Less**

Certificate of Merit  
Physician Recruitment Direct Mail 2009, Lane Regional Medical Center

**Direct Mail – 150 Beds or Less**

Pelican Award  
Report to the Community, St. Elizabeth Hospital

**Direct Mail – More Than 150 Beds**

Certificate of Merit  
"February is American Heart Month . . .", Touro Infirmary

**Direct Mail – More Than 150 Beds**

Pelican Award  
Holiday KidCards, Children's Hospital

**Advertising Campaign – Agency – 150 Beds or Less**

Certificate of Merit  
More to Smile About, St. Elizabeth Hospital

**Advertising Campaign – Agency – 150 Beds or Less**

Pelican Award  
ER Campaign, Ochsner Baptist Medical Center

**Advertising Campaign – Agency – More Than 150 Beds**

Pelican Award  
Cancer Can't Campaign, Thibodaux Regional Medical Center

**Advertising Campaign – In-house – More Than 150 Beds**

Pelican Award  
Pediatric Campaign, Lafayette General Medical Center

**Project on a Shoestring**

Pelican Award  
Young At Art, Lake Charles Memorial Hospital  
Circle of Giving Employee Campaign, Woman's Hospital

**Website – Single Hospital – 150 Beds or Less**

Certificate of Merit  
Nothing's More Important Than Your Interactive Health, Beauregard Memorial Hospital

**Website – Single Hospital – 150 Beds or Less**

Pelican Award  
losgh.org, Lady of the Sea General Hospital

**Website – Single Hospital – More Than 150 Beds**

Pelican Award  
brgeneral.org, Baton Rouge General Medical Center

**Website – Intranet**

Pelican Award  
brglinkin.org, Baton Rouge General Medical Center

**Website – Other**

Pelican Award  
Caleb Leindecker Web Story, Our Lady of the Lake Regional Medical Center

**HR Project/Campaign**

Pelican Award  
Employee Standards Program, Lafayette General Medical Center

**Graphic Design**

Pelican Award  
Excellence in General, A Night in India, Baton Rouge General Medical Center



## **GOLDEN PELICAN AWARDS**

### **President's Award**

Teri Fontenot  
Woman's Hospital

### **Lagniappe Award**

Phillip Taylor and Mary Murdock  
KALB Television Production Department

### **Graphic Designer of the Year**

Kimberly Morse  
Lafayette General Medical Center

### **Public Relations Practitioner of the Year**

Amanda Sanders  
Woman's Hospital

### **Marketer of the Year**

Terri McNorton  
Baton Rouge General Medical Center

## **BEST OF SHOW**

### **Jacqueline Leonhard Award for Writing Excellence**

Pediatric Campaign  
Lafayette General Medical Center

### **Best of Show for Graphic Design**

Excellence in General, A Night in India  
Baton Rouge General Medical Center

### **Best of Show in Strategy**

Jazz Half Marathon  
Children's Hospital

### **Frank V. LeBlanc Best of Show Award**

We Believe Advertising Campaign  
Our Lady of the Lake Regional Medical Center

### **Sponsored By**



**Gordon & Breaux**  
*Marketing Communications, Inc.*

