

GOLDEN PELICAN AWARDS



President's Award
William R. Holman, FACHE
Baton Rouge General Medical Center

Lagniappe Award
Pat Richard
Pat's Printing



Graphic Designer of the Year
Elizabeth Badeaux
Our Lady of the Lake Regional Medical Center

Marketer of the Year
Toni Martinez
Thibodaux Regional Medical Center



Public Relations Practitioner of the Year
Cathleen Randon
Children's Hospital

BEST OF SHOW AWARDS

Jacqueline Leonhard Award for Writing Excellence
Pavilion "Never Miss a Moment"
Lafayette General Medical Center

Best of Show in Graphic Design
Sugarplum Ball Invitation
Children's Hospital

Best of Show in Strategy
OLOL Children's Hospital Make Believe
Our Lady of the Lake Regional Medical Center

Frank V. LeBlanc Best of Show Overall
Time to Survive
Baton Rouge General Medical Center

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Marketing Communications, Inc.



28th Annual Gordon & BreauX Pelican Awards

Louisiana Society for Hospital
Public Relations and Marketing

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Scott Cavitt
Louisiana Medical News, Lafayette

Annual Report – \$7000 or less
Certificate of Merit
Touro Infirmary Annual Report, Touro Infirmary

Annual Report – \$7000 or less
Pelican Award
Looking Forward to Life, Lafayette General Medical Center

Annual Report – Greater than \$7000
Pelican Award
Nursing Annual Report, Our Lady of the Lake Regional Medical Center

Electronic Publication
Pelican Award
Pink @ the Polls 2008, Baton Rouge General Medical Center

External Newsletter – Greater than \$5000
Pelican Award
North Oaks CommUnity Newsletter, North Oaks Health System

External Magazine – Greater than \$5000
Pelican Award
Take Care - Wellness News for Better Living, Terrebonne General Medical Center

Internal Newsletter – \$500 or less
Pelican Award
Physician Monthly Newsletter, North Oaks Health System

Internal Newsletter – Greater than \$500
Pelican Award
Exchange Employee Newsletter, Baton Rouge General Medical Center

Brochure – \$2,500 or less

Pelican Award
Pavilion - Never Miss a Moment, Lafayette General Medical Center

Brochure – Greater than \$2,500

Pelican Award
The Heart Center Brochure, Children's Hospital

Writing – Internal

Pelican Award
Fighting Cancer With LSU Football?, Baton Rouge General Medical Center

Writing – External

Certificate of Merit
In the Groove, Children's Hospital

Writing – External

Pelican Award
Never Miss a Moment, Lafayette General Medical Center

Writing – Advertising

Certificate of Merit
My Patients Always Ask Me..., Lafayette General Medical Center

Writing – Advertising

Pelican Award
Thinga-ma-jig, Whatcha-ma-callit, and Squeezy-gizmo, Terrebonne General Medical Center

Public Relations Campaign – Agency

Pelican Award
Report to a Community, St. Elizabeth Hospital

Public Relations Campaign – In-house

Certificate of Merit
Pink @ the Polls 2008, Baton Rouge General Medical Center

Public Relations Campaign – In-house

Pelican Award
Minority Cancer Awareness, Our Lady of the Lake Regional Medical Center

Public Relations Campaign – Rural

Pelican Award
David J. Vial, M.D. Patient Care Centr , St. Charles Parish Hospital

Media Relations

Pelican Award
Hurricane Gustav, Our Lady of the Lake Regional Medical Center

Presentation – \$5,000 or less

Certificate of Merit
Hope Now - A Day In the Life of OLOL Children's Hospital, Our Lady of the Lake Children's Hospital

Presentation – \$5,000 or less

Pelican Award
The Dance: A Survivor's Testimonial, Baton Rouge General Medical Center

Presentation – Greater than \$5,000

Pelican Award
Time To Survive, Baton Rouge General Medical Center

Logo

Pelican Award
Above and Beyond Gifts & Florals, Our Lady of the Lake Regional Medical Center

Invitation

Pelican Award
Sugarplum Ball Invitation, Children's Hospital

Specialty Items

Pelican Award
Women's Health/Breast Cancer Awareness Calendar, North Oaks Health System

Potpourri

Certificate of Merit
Trilogy Physician's Component, Thibodaux Regional Medical Center

Potpourri

Pelican Award
Medical Staff Calendar, Children's Hospital

Events – Internal Audience

Pelican Award
Awards Banquet, St. Elizabeth Hospital

Events – Internal Audience

Pelican Award
Tent Party - Consumer Choice 10 Times, Our Lady of the Lake Regional Medical Center

Events – External Audience

Certificate of Merit
Boo at the Zoo, Children's Hospital

Events – External Audience

Pelican Award
2009 OLOL Children's Hospital Calendar/Planner Signing Party, Our Lady of the Lake Children's Hospital

Radio Advertising

Pelican Award
Artiste, Baton Rouge General Medical Center

Print Advertising – Black and White – Campaign

Pelican Award
Christmas Series, St. Elizabeth Hospital

Print Advertising – Black and White – Campaign

Pelican Award
LGMC Hospital Week, Lafayette General Medical Center

Print Advertising – Color – Single

Pelican Award
"Adventurous Woman" Magnolia OB/GYN Ad, North Oaks Health System

Print Advertising – Color – Campaign

Pelican Award
North Oaks Clinics Campaign Ads, North Oaks Health System

Television Advertising – Single

Certificate of Merit
Our Lady of the Lake Children's Hospital Make Believe TV, Our Lady of the Lake Regional Medical Center

Television Advertising – Single

Pelican Award
DaVinci - Small Incisions, Lafayette General Medical Center

Television Advertising – Campaign

Pelican Award
Pavilion for Women and Children, Lafayette General Medical Center

Billboard

Pelican Award
Sleep Center - "More of These," Terrebonne General Medical Center

Outdoor – Other

Pelican Award
Canvas Print, St. Elizabeth Hospital

Outdoor – Other

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

Direct Mail – Single

Pelican Award
Early Detection, Beauregard Memorial Hospital

Direct Mail – Single

Pelican Award
Home Health and Rehabilitation Direct Mail, Lane Regional Medical Center

Direct Mail – Campaign

Pelican Award
Lafayette General Imaging Direct Mail, Lafayette General Medical Center

Advertising Campaign – Agency

Certificate of Merit
It All Begins Here, Terrebonne General Medical Center

Advertising Campaign – Agency

Pelican Award
Picture of Health, St. Elizabeth Hospital

Advertising Campaign – Agency

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

Advertising Campaign – In-house

Pelican Award
Artiste, Baton Rouge General Medical Center

Project on a Shoestring

Pelican Award
Radiothon, Children's Hospital

Hospital Website – Single

Pelican Award
www.lafayettegeneral.com, Lafayette General Medical Center

Hospital Website – Single

Pelican Award
Touro.com Redesign, Touro Infirmary

Hospital Website – System

Certificate of Merit
LSU Hospitals.org, LSU Health Care Services Division

Hospital Website – System

Pelican Award
Ochsner.org, Ochsner Health System

Website – Intranet

Pelican Award
Children's Hospital Intranet Redesign, Children's Hospital

Website – Other

Pelican Award
Pink @ the Polls 2008, Baton Rouge General Medical Center

HR Campaign – In-house

Pelican Award
BRNurse-a-palooza, Baton Rouge General Medical Center

Graphic Design

Pelican Award
In the Groove, Children's Hospital