

Awards continued...

HR Campaign - Created In-House
Pelican Award
Our Community of Caring is Growing, Baton Rouge General Medical Center

Graphic Design
Certificate of Merit
2008 CMN Calendar, Our Lady of the Lake Regional Medical Center
Pelican Award
Rock-n-CHAIRity, Woman's Hospital

GOLDEN PELICAN AWARDS



President's Award
Larry M. Graham, FACHE
Lake Charles Memorial Hospital

Lagniappe Award
Word Backstrom
Designs by Word



Creative Director of the Year
Barbara Ruiz
Baton Rouge General Medical Center

Public Relations Practitioner of the Year
Kelly Zimmerman
Our Lady of the Lake Regional Medical Center



Marketer of the Year
Terri McNorton
Baton Rouge General Medical Center

BEST OF SHOW AWARDS

Jacqueline Leonhard Award for Writing Excellence
Hospital Week Campaign
Lafayette General Medical Center

Best of Show in Graphic Design
Rock-n-CHAIRity
Woman's Hospital

Best of Show in Strategy
"I Am" Campaign
The Fitness Club at Woman's Center for Wellness

Frank V. LeBlanc Best of Show Overall
Pink @ the Polls 2007: A Breast Cancer Awareness Campaign
Baton Rouge General Medical Center

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27th Annual Gordon & Breaux Pelican Awards

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

Special thanks to the 2007-2008 LSHPRM Board:

President
Kelli Broocks
Beauregard Memorial Hospital, Deridder

President-Elect
Jodi Conachen
Woman's Hospital, Baton Rouge

Immediate Past President
Linda Osborne
Touro Infirmary, New Orleans

Board Members:
Charla Ducote
Rapides Regional Medical Center, Alexandria

Nicole Hidalgo
Our Lady of the Lake Regional Medical Center, Baton Rouge

Terri McNorton
Baton Rouge General Medical Center, Baton Rouge

Honorary Board Member:
Scott Cavitt
Louisiana Medical News, Lafayette

Welcome to the 2008-2009 incoming LSHPRM Board:

President
Jodi Conachen
Woman's Hospital, Baton Rouge

President-Elect
Nicole Hidalgo
Our Lady of the Lake Regional Medical Center, Baton Rouge

Immediate Past President
Kelli Broocks
Beauregard Memorial Hospital, Deridder

Board Members:
Christine Albert
Touro Infirmary, New Orleans

Rhonda Alfred
Terrebonne General Medical Center, Houma

Charla Ducote
Rapides Regional Medical Center, Alexandria

Terri McNorton
Baton Rouge General Medical Center, Baton Rouge

Honorary Board Member:
Scott Cavitt
Louisiana Medical News, Lafayette

Annual Report - \$7,000 or less
Pelican Award
2006 Annual Report, Touro Infirmary

Annual Report - Greater than \$7,000
Pelican Award
A Purpose. A Journey., Franciscan Missionaries of Our Lady Health System

Electronic Publications
Pelican Award
The Pulse, North Oaks Health System

External Magazine
Pelican Award
Woman Spring 2007, Woman's Hospital

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

Internal Newsletter - Greater than \$500
Pelican Award
Ochsner Physician Notes, Ochsner Health System

Brochure - \$2,500 or less
Pelican Award
Foundation Donor Brochure, Our Lady of the Lake Regional Medical Center

Brochure - Greater than \$2,500
Pelican Award
Baby Time, Ochsner Health System

Internal Writing
Pelican Award
Robert Davidge Leadership, Our Lady of the Lake Regional Medical Center

External Writing
Certificate of Merit
Pharming - What Parents Need to Know, North Oaks Health System

Pelican Award
Pink @ the Polls 2007: A Breast Cancer Awareness Campaign, Baton Rouge General Medical Center

Public Relations Campaign - Created by an Agency
Certificate of Merit
Cancer Center, Slidell Memorial Hospital

Pelican Award
Rebranding Campaign, Touro Infirmary

Public Relations Campaign - Created In-House
Pelican Award
Pink @ the Polls 2007: A Breast Cancer Awareness Campaign, Baton Rouge General Medical Center

Pelican Award
Holiday KidCards, Children's Hospital

Presentation
Pelican Award
Ochsner in 2007 DVD, Ochsner Health System

Logo
Certificate of Merit
Vision Logo, Woman's Hospital

Pelican Award
Logo Redesign, Touro Infirmary

Invitation
Pelican Award
Baton Rouge General Foundation: Excellence in General Masquerade Ball, Baton Rouge General Medical Center

Specialty Items
Pelican Award
MD Imaging Physician Awareness Campaign, Slidell Memorial Hospital

Potpourri
Certificate of Merit
Lake After Hours Poster Series, Our Lady of the Lake Regional Medical Center

Pelican Award
Medical Staff Calendar, Children's Hospital

Events - Internal Audience
Certificate of Merit
2007 Awards Banquet, St. Elizabeth Hospital

Certificate of Merit
Rehabilitation Hospital Rededication Event, North Oaks Health System

Pelican Award
3 P's Party, Our Lady of the Lake Regional Medical Center

Events - External Audience
Certificate of Merit
Community Health Celebration, Baton Rouge General Medical Center

Pelican Award
Telethon, Children's Hospital

Radio
Certificate of Merit
General Services Spot, St. Elizabeth Hospital

Pelican Award
CyberKnife Radio, Lafayette General Medical Center

Print Advertising – Black and White - Single
Pelican Award
Easier Route to Your Heart, Lafayette General Medical Center

Print Advertising – Black and White - Campaign
Certificate of Merit
Neurosciences Newspaper Series, St. Francis Medical Center

Pelican Award
Hospital Week Campaign, Lafayette General Medical Center

Print Advertising – Color - Single Ad
Pelican Award
Cardiology Print Ad, Lane Regional Medical Center

Pelican Award
My Life. My Masterpiece., North Oaks Health System

Print Advertising – Color - Campaign
Certificate of Merit
Women's Services Print Ads, Thibodaux Regional Medical Center

Pelican Award
Technology Ad Campaign, Lafayette General Medical Center

Television Advertising - Single Ad
Certificate of Merit
Cardiology TV, Lane Regional Medical Center

Pelican Award
TV Spot for Pink @ the Polls 2007, Baton Rouge General Medical Center

Television Advertising - Campaign
Pelican Award
CMN Miracle Kids Campaign Spots, Our Lady of the Lake Regional Medical Center

Outdoor - Billboard
Pelican Award
Nurse Recruitment Billboard, Touro Infirmary

Outdoor - Other
Pelican Award
Cutouts for Pink @ the Polls 2007, Baton Rouge General Medical Center

Electronic Advertising
Pelican Award
Banner Ads for Pink @ the Polls 2007, Baton Rouge General Medical Center

Advertising Project for a Rural Hospital
Pelican Award
Making the Cover, Beauregard Memorial Hospital

Direct Mail - Single
Certificate of Merit
CMN Christmas Mailer, Our Lady of the Lake Regional Medical Center

Pelican Award
Ochsner on the Avenue, Ochsner Health System

Direct Mail - Campaign
Pelican Award
Specialty Clinic Direct Mail Campaign, North Oaks Health System

Advertising Campaign - Agency
Certificate of Merit
Memorial for Women: A Special Place, Lake Charles Memorial Hospital for Women

Pelican Award
"I Am" Campaign, The Fitness Club at Woman's Center for Wellness

Pelican Award
Women's Services, Thibodaux Regional Medical Center

Advertising Campaign - In-house
Pelican Award
Emergency Department, Baton Rouge General Medical Center

Project on a Shoestring
Pelican Award
Campaign for Your Cause, Baton Rouge General Medical Center

Hospital Website - Single Hospital
Pelican Award
New Employment Website, Our Lady of the Lake Regional Medical Center

Hospital Website - Multi-Hospital System
Pelican Award
Isuhospitals.org, LSU Health Care Services Division

Intranet
Pelican Award
Towne Talk Online, Our Lady of the Lake Regional Medical Center

Other Website
Pelican Award
Microsite for Pink @ the Polls 2007, Baton Rouge General Medical Center

Innovation
Pelican Award
SMH Technology - IGRT Campaign, Slidell Memorial Hospital

HR Campaign - Created by an Agency
Pelican Award
Nurse Recruitment Campaign, Touro Infirmary

HR Campaign - Created In-House
Certificate of Merit
Drive for 5, Slidell Memorial Hospital