



**For Excellence in
Media Relations & Publicity**

BRONZE

Sarah Longwell, Director of Communications
Trice Whitefield, Research Analyst
Berman and Company
"Institute of Medicine Report on Childhood Obesity"

EDUCATION/PUBLIC SERVICE

GOLD
Pamela Gilchrist
PR-Link Public Relations
"TWC VH1 Save the Music Community Outreach"

BRONZE

"Herbal Expedition Campaign"
Burson-Marsteller
and Celestial Seasonings

HEALTH, MEDICINE & FITNESS

GOLD
Kitchen Public Relations
"Lose Weight, Earn Money"

SILVER

Jackie Lustig
Racepoint Group
"NeuroLogica: Scan on Demand"

INVESTMENT, BANKING & FINANCIAL SERVICES

GOLD

Eve Callahan
Lane PR
"The Lemonaire"

SILVER

Billee Howard
Weber Shandwick
"Highland Capital Partners: Innovation Hunters"

BRONZE

MSR Communications
"Obopay: Delivering on the Unrealized Promise"

ARTS & ENTERTAINMENT

GOLD

Paradise Advertising & Marketing
"Salvador Dali Museum Goes for Baroque"

SILVER

Dan Klores Communications
"The Secret Life of Houdini"

BRONZE

Winger and Associates, LTD.
"Craft For a Cure"—The 23rd American Craft Exposition"

BROADCAST VIDEO/INTERNET, BUSINESS/CONSUMER

GOLD

National Fire Protection Association and
Fleishman-Hillard, Inc.
"Dangers of Consumer Fireworks"

SILVER

News Generation, Inc./
The Weather Channel
"Preparedness on the Airwaves: Using Radio for Weather Preparedness and Safety"

BRONZE

Shoba Purushothaman,
CEO and Co-Founder
The NewsMarket
"Live Earth Campaign (June/July 2007)"

COMPANY POSITIONING/BRANDING

GOLD

Aubrey Cichelli
The Intrepid Group
"Positioning Shade Clothing as a National Brand"

SILVER

DFPR
"Right Portion, Right Price" for T.G.I. Friday's"

BRONZE

Krupp Communications, Inc.
"The Taste of Home Cookbook"

CRISIS COMMUNICATIONS

GOLD

James Bowers,
Senior Vice President
Sarah Longwell, Director of Communications
Berman and Company
"Trans Fats"

SILVER

Weber Shandwick & Siemens Corporation
"Let the Good News Roll"

SILVER

John Goodwin
Bay Area Toll Authority
"Labor Day Weekend 2007 Bay Bridge Closure"

BRONZE

Comcast Cable,
New Jersey Region
"Comcast Bundles Up to Share the Warmth"

FOOD & BEVERAGE

GOLD

Kellogg® Snacks
and Hunter Public Relations
"Cheez-It® The Big Cheese Tour"

SILVER

Mary Jo Exley
Padilla Speer Beardsley
for Progresso Foods
"Celebrity Chef Sings Praises for Crumbs"

BRONZE

M Booth & Associates
for Shedd's Spread Country Crock
"The Spread the Sharing Campaign"

GENERAL BUSINESS

GOLD

Weber Shandwick & Siemens Corporation
"Let the Good News Roll"

GRAND PRIZE WINNER

Best Media Campaign of the Year

Intel
Global Communications Group
"Leading in Innovation"

SILVER

DFPR
"Right Portion, Right Price" for T.G.I. Friday's"

BRONZE

John Abrashkin
Ricochet Public Relations
"Ricochet PR and Environmental Power"

GENERAL CONSUMER

GOLD

M. Silver Associates, Inc.
"Stephen J. Hawking Zero Gravity Flight/Zero Gravity Corporation—April 23, 2007"

SILVER

Coyne Public Relations
"Hard Rock International Launches Limited-Edition Shakira Signature Series T-shirt"

BRONZE

Public Relations Team
Siemens Medical Solutions USA, Inc.
"Overall Siemens Campaign"

INTERNET, BUSINESS

GOLD

Microsoft Trustworthy Computing Team
Waggner Edstrom Worldwide
"Mitigating the Unforeseen"

SILVER

Intel Global Communications Group
"Leading in Innovation"

BRONZE

The Platform Strategy Group
Waggner Edstrom Worldwide
"Mixin' It Up at MIX"

INTERNET, CONSUMER

GOLD

Edelman
"Burger King Corporation and 'The Simpsons Movie' Promotion"

SILVER

Outcast Communications
"Yahoo! Time Capsule: Celebrating a Moment in Time"

BRONZE

Larry Thomas
Medialink and Freeman
Public Relations for Mattel
"Drake Bell—I Can Play Guitar"

HALL OF FAME

These PR professionals have demonstrated superior media prowess—the ability to influence public opinion through the media. They excelled in creativity and originality, strategic brilliance, fast thinking, quick turnaround and results, results, results. Join us in honoring these extraordinary talents.

ISSUE/CAUSE ADVOCACY

GOLD

Outcast Communications
"Yahoo! Be a Better Planet: Search for the Greenest City"

SILVER

Rick Berman, President
Sarah Longwell, Director of Communications
Berman and Company
"60 Minutes"

BRONZE

Stern + Associates
"Innovation Nation: Shall the U.S. Be Rich and Powerful—or Poor and Weak?"

NEW PRODUCT LAUNCH, BUSINESS

GOLD

Weber Shandwick and
Omni Hotels
"Omni Hotels Launches Sensational Meetings"

SILVER

Intel Global Communications Group
"Leading in Innovation"

BRONZE

Xerox Corporation with
Text 100 Public Relations
"Popping the Cost Bubble on Color Printing: Xerox Launches the Phaser 8860"

NEW PRODUCT LAUNCH, CONSUMER

GOLD

MGH and TagTeam Global
"Pfizer Launches First Drug to Treat Canine Obesity"

SILVER

Krupp Communications, Inc.
"The Taste of Home Cookbook"

continued on other side

BRONZE

Taylor
"Can-Am Spyder Launch"

**NOT-FOR-PROFIT/ASSOCIATION/
GOVERNMENT****GOLD**

Jackie Lustig
Racepoint Group
"Bridging the Digital Divide—
A Dream Begins to Come True"

SILVER

D. Michelle Flowers
Flowers Communications Group
"Little Rock Nine
50th Anniversary"

BRONZE

Widmeyer Communications on
behalf of the National Center on
Education and the Economy
"Tough Choices or Tough Times"

**ONLINE NEWSROOM,
BUSINESS/CONSUMER****GOLD**

Intel Global Communications
Group
"Leading in Innovation"

PERSONALITY/CELEBRITY**GOLD**

M Booth & Associates
for I Can't Believe
It's Not Butter!
"The Mediterranean Blend
Launch"

SILVER

Lisa Novak, Cindy Coppola and
Stephanie Rice
Ruder Finn West
"Gabbiano Knights"

BRONZE

Ellen Davidson
Manning Selvage & Lee
"Munchkin Project Pink"

**PR INNOVATION OF YEAR,
AGENCY/CORPORATE****GOLD**

Irene Majuk
AMACOM Books and
Patron Saint Productions, Inc.
"Blog Buddy Online Campaign"

SILVER

LifeScan,
a Johnson & Johnson company
Robert Marston
Marketing Communications
"The OneTouch® UltraMini™
'What's Your Color?'
PR Campaign"

BRONZE

Judy Huang
Weber Shandwick
"Turning Up the Volume: Giving
a Voice to Global Executives"

**PR INNOVATION OF
YEAR/PR SERVICES****GOLD**

Jennifer Risi
Weber Shandwick
"Turning Up the Volume: Giving
a Voice to Global Executives"

SILVER

Susan Trainer
Trainer Communications
"The Trainer Communications
Results Forecast Model—
Metrics Matter"

**RESPONSE TO
BREAKING NEWS****GOLD**

MSR Communications
"Ariba: Resurrecting
the 'Dinosaur'"

SILVER

Zapwater Communications, Inc.
"Attorney Jeffery Leving:
Bringing Attention to the
Subject of
Parental Alienation"

BRONZE

Edelman Portland
"Minnesota Bridge Collapse:
The state of Oregon's bridges"

**RESEARCH
MEASUREMENT,
BUSINESS/CONSUMER****GOLD**

EMC Public Relations
Outcast Communications
"The Expanding Digital Universe"
Launch"

SILVER

Scholastic Inc.
"Scholastic Summer Reading
Buzz! 2007 & The Kids and
Family Reading Report"

BRONZE

MWW Group
"Creating a Legacy for the
Chairman of Deloitte & Touche"

**SOCIAL MEDIA TOOLS,
BUSINESS/CONSUMER****GOLD**

John Hellerman, Spencer Baretz
& Maggie Schmerin
Hellerman Baretz
Communications LLC
"That's What She Said Blog"

SILVER

"Ubisoft: Rayman Raving Rabbids
PR Campaign"

BRONZE

CKPR
"AirTran Airways Puts a New Spin
on 'EweTube'"

**SPECIAL EVENTS AND
STUNTS****GOLD**

Morrissey & Company
North Pole Challenge
"Ordinary Won't Change
the World"

SILVER

Geoffrey Phelps,
Assistant Vice President
Coyne Public Relations
"Goodyear 'Get There'
World's Longest Shot"
for the Goodyear Tire
& Rubber Company

BRONZE

Chrysler Sustaining Momentum
Team
Clear!Blue
"Chrysler Sebring Bundle of Joy"

TECHNOLOGY, BUSINESS**GOLD**

Adobe Systems Incorporated
"Taming the Blogosphere: Adobe
Re-writes the Launch Strategy
for the Twitter Age"

SILVER

John Abrashkin
Ricochet Public Relations
"Ricochet PR and
Environmental Power"

BRONZE

The Mobile and Wireless
PR Team Broadcom
"From Zero To Hero: Relaunching
the Cellular Division"

TECHNOLOGY, CONSUMER**GOLD**

OutCast Communications
"ooma: Teaching an Old Phone
New Tricks"

SILVER

LEWIS PR
"EVE Online—'From Battleship to
Boardroom:
The Rise of the Smart Gamer'"

BRONZE

LEWIS PR
"Second Life—Virtual World,
Real Potential"

**TRAVEL, HOSPITALITY &
DESTINATIONS****GOLD**

SS + K
"CBO: Search for a Brand
Ambassador"

SILVER

Zapwater Communications, Inc.
"Hotel Sax: Turning
Everyday Joe's into J.Lo's"

BRONZE

Lou Hammond & Associates/
Providence Tourism Council
"Promoting a
Revitalized Providence"

CAMPAIGN UNDER**\$10,000****GOLD**

The Hoffman Agency
and Fenwick & West
"Taking an Opportunistic
Approach to
Securing Business Media"

SILVER

Weber Shandwick
and Omni Hotels
"Omni Hotels Hits the Jackpot
with the Lucky Sevens Package"

BRONZE

Wendy Zaas
Rogers & Cowan
"Building a Virtual World
Pop Culture Icon"

**WEBSITE,
BUSINESS/CONSUMER****GOLD**

Grow Marketing
"Zafu.com Consumer Launch"

SILVER

Monica Schaffer
DMD—Diversified Media Design
"GoMobo.com: Skip the Line,
Save Time in New York City!"

BRONZE

Weber Shandwick
and American Airlines
"AA.com Clicks with Travelers:
American Airlines Launches a
First-Class Upgrade
to Its Web Site"

We thank this year's team of Bulldog Awards journalist judges

for their hard work, discriminating taste and commitment to promoting excellence in media relations and publicity.

FINAL JUDGES

Jeff Crilley,
General Assignment
Reporter,
Fox 4 News
Chris Elliott,
Ombudsman,
*National Geographic
Traveler,*
Host, Fine Living Network

Tom Hallman,
Senior Reporter (and
Pulitzer Prize winner),
The Oregonian
Keith Hammonds,
Executive Editor,
Fast Company
David Satterfield,
Managing Editor,
San Jose Mercury News

Maria Stainer,
Assistant Managing Editor,
Washington Times

PRELIMINARY JUDGES

Steve Beale,
Editor,
*Bulldog Reporter's
Inside Health Media*
Kristin Bender,
Reporter,
Oakland Tribune

Richard Carufel,
Senior Editor, *Daily 'Dog*
and Managing Editor,
Bulldog Reporter
newsletters

Scott Jones,
Executive Food Editor,
Southern Living

Brian Pittman,
Director of Content,
Bulldog Reporter

Meghan Collins Sullivan,
Deputy Editor,
WashingtonPost.com

Paul Rosynsky,
Reporter,
Oakland Tribune

Frank Zeccola,
Editor,
Bulldog Reporter
newsletters