

NFPW 2006 Communications Contest Winners

Fourteen DPA members received national awards at NFPW's 2006 "Rendezvous in the Rockies" Communications Conference hosted by Colorado Press Women in Denver, Colorado.

DPA members took first place in 9 categories. We also had 6 second-place wins, 3 thirds and 2 honorable mentions. Each entry in the national competition already had received a first place award at the state level.

The DPA national winners listed below exemplify the diverse specialties of all of our talented colleagues, numbering more than 100.

KEY to the publications or agencies through which the work appeared:

ALA = American Lung Association
BGP = BGP Publicity
BZ = Brandywine Zoo
DNRC = Department of Natural Resources and Environmental Control
DSEA = Delaware State Education Association
DT = Delaware Today
MPEO = Marine Public Education Office, University of Delaware
O&A = Out & About Magazine
WILM = 1450 WILM NewsRadio

PRINT MEDIA

07A Feature story, non-daily newspaper

HM Bob Yearick "No holdin' it back" O&A

07C Feature story, general or specialized circulation

1st Patricia Lake "Raped – again" DT

09P Special Articles, Rotating Subject: Faces in the Crowd

2nd Theresa Gawlas Medoff "Island of Grenada steals the heart" Baltimore Sun

12C Single page(s) regularly edited by entrant (not Lifestyle), General/specialized

3rd Pamela T. Nichols *DSEA ACTION!* (Front pages) DSEA

14C Sections/supplements edited by entrant-Infrequent, general or specialized circ.

2nd Patricia Lake *Health & Fitness* DT

RADIO / TELEVISION

26A Special programming, Radio

1st Annie Nefosky "Chasing dreams in the First State:
an in-depth look at the Latino population in Delaware" WILM

WORLD WIDE WEB

33A Writing for the web: not-for-profit/educational organization

2nd Karen Galanaugh Brandywine Zoo Web site section: "Centennial Celebration" BZ

34C Web site or section edited by entrant: not-for-profit/educational org sites

1st Tracey Bryant *At Sea* E-Newsletter MPEO

35A Web site development/creation: not-for-profit/educational organization

1st Karen Galanaugh Brandywine Zoo Web site section: "Centennial Celebration" BZ

ADVERTISING ENTRIES

Print Media Advertising

- 38B Newspaper, trade paper or magazine campaign (1subj), institutional or image**
3rd Bridget Gillespie Paverd Air quality poster ad campaign DNREC/ALA
- 39 Single-sheet poster**
1st David Barczak University of Delaware Coast Day 2005 poster MPEO
& Tracey Bryant
& Pamela Donnelly

PUBLIC RELATIONS / PROMOTION / PUBLICITY

Communications Programs and Campaigns

- 43 Public service**
1st Ann Marie van den Hurk "Cyber safe summer awareness campaign, 2005" GSCBC
- 45 Marketing program or campaign for service or product**
2nd Karen Galanaugh Brandywine Zoo Centennial Celebration BZ
- 46B Audiovisuals, video productions**
1st Theresa Gawlas Medoff "The growth of a school: a historical look at Sanford's 75 years" Sanford School
- 46C Audiovisuals, PowerPoint or similar presentation method**
1st Bridget Gillespie Paverd "Young Adults Against Tobacco (YAAT)" BGP

PR Printed Materials

- 50A PR printed materials; newsletter, one- to three-color**
1st Bridget Gillespie Paverd "Voice" Newsletter for American Lung Association, Delaware BGP

Information for the Media

- 55A News or feature release, single news release**
3rd Tracey Bryant "UD marine transportation experts analyze Hurricane Katrina's effects" MPEO
- 56 News or feature releases, multiple releases**
2nd Kari K. Gulbrandsen "UD scientist to discuss shellfish aquaculture at Apr. 21 lecture in Lewes" MPEO

BOOKS / FICTION / VERSE

- 71A Non-fiction, book – general**
HM Lise M. Monty *Wilmington: On the Move* Miller Publishing
- 75 Creative verse, including single entries or a book of poetry**
2nd Jean Hull Herman *Jerry Springer as Bulfinch or Mythology Modernized* Word Wrangler