

# NFPW 2009 Communications Contest Winners

Twenty-one DPA members received national awards at NFPW's 2009 "Roundup on the River" Communications Conference hosted by Press Women of Texas in San Antonio, Texas.

DPA members took first place in 7 categories. We also had 2 second-place wins, 7 thirds and 5 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 nearly 150.

## KEY to the publication, station, company or client through which the work appeared:

DSEA = Delaware State Education Association  
UD MPEO = University of Delaware Marine Public Education Office / Delaware Sea Grant  
UD OC&M = University of Delaware Office of Communications & Marketing  
WDEL = 1150 WDEL-AM  
WILM = 1450 WILM NewsRadio / Clear Channel Radio

## PRINT MEDIA

**12C Page(s) Regularly Edited By Entrant General or Specialized Circulation (not lifestyle, entertainment)**  
HM Pamela T. Nichols "Small but mighty" & "Hundreds of you 'Walk for the candidates'" DSEA Action!

**15C Publications Regularly Edited By Entrant, General or Specialized Circulation**  
2nd Terry Plowman *DBL* Delaware Beach Life

## RADIO / TELEVISION

**28A Interview, Radio**  
1st Allan Loudell "Sports Gambling" WDEL

**29A Talk Show, Radio**  
1st John Watson Final presidential Debate: Interview & Talk Show" WILM

## WORLD WIDE WEB

**32D News Articles Written Specifically for the Web**  
3rd Elizabeth Boyle "'Lucky' high schoolers live the life of marine scientists" UD MPEO / DSG

**32E Feature Article Written Specifically for the Web**  
HM Sue Moncure "Face-to-Face a World Away"

**32G Online Newsletters**  
HM Elizabeth Boyle "At Sea" UD MPEO / DSG  
& Tamara Beeson  
& Kimberly Doucette  
& Lisa Tossey

## ADVERTISING

### PRINT MEDIA ADVERTISING

**39A Single-sheet Poster**  
3rd Kathleen Wheatley Trayless dining poster appearing in UD dining Halls, Fall 2008 UD OC&M

## Print Media Advertising continued

### 39DBanner

1st Tamara Beeson                      2008 Coast Day banner                      UD MPEO / DSG  
& Elizabeth Boyle

## ELECTRONIC MEDIA ADVERTISING

### 40 Radio Single Commercial or Campaign Built Around One Subject

1st Elizabeth Boyle                      "Sea Talk" public service announcements                      UD MPEO / DSG  
& Wendy Carey  
& Kimberly Doucette  
& Ron Ohrel  
& Lisa Tossey

## PUBLIC RELATIONS / PROMOTION / PUBLICITY

### COMMUNICATIONS PROGRAMS AND CAMPAIGNS

#### 42 Community or Institutional Relations

HM Lisa Tossey                      2009 CMES / DSG Desk Calendar                      UD MPEO / DSG  
& Tamara Beeson  
& Elizabeth Boyle  
& Ron Ohrel

## PR PRINTED MATERIALS

### 51A Brochure, One- to Three-color

1st Lisa Tossey                      2008 Coast Day "Coastal Solution" Passport                      UD MPEO / DSG  
& Tamara Beeson  
& Ron Ohrel  
& Elizabeth Boyle  
& Trevor Metz

## Public Relations / Promotion / Publicity — PR Printed Materials, continued

### 51B Brochure, Four-color

3rd Ron Ohrel                      CMES brochure / folder                      UD MPEO / DSG  
& Tamara Beeson  
& Elizabeth Boyle

## INFORMATION FOR THE MEDIA

### 55A News or Feature - Single News Release

3rd Tracey Bryant                      "Listen-up Ladies: Don't postpone knee-replacement"                      UD OC&M

### 56 News or Feature - Multiple Releases

2nd Elizabeth Boyle                      "There's something for everyone at Coast Day, Oct. 5"                      UD OC&M

## SPEECHES

### 58 Speech

1st Katherine Ward                      "Eulogy for Sally Rinard"                      Christ Church Christiana Hundred

## ACHIEVEMENT / RESEARCH

### 69 Individual Achievement (Print or Broadcast)

1st Tracey Bryant "Extreme 2008: 'A Deep-sea Adventure' Multimedia Educational Program" UD OC&M  
& David Barczak  
& Pamela Donnelly

## BOOKS / FICTION / VERSE

### 72G Non-fiction Book, Instructional, including "how-to"

3rd Lillian Shah *Keeping Healthy By Keeping Track: A Complete Guide to* Infinity Publishing  
& Laura Messinger *Maintaining Your Own Health Records*

### 76 Short Story (Single Story or Collection)

HM Linda Blaskey "The Haircut" The Broadkill Review

### 77B Creative Verse, Book or Chapbook of Poetry

3rd Linda Blaskey *FARM* Bay Oak Publishers

### 78 Book Edited by Entrant, Including Poetry Books or Magazines

3rd Billie E. Travalini *On the Mason-Dixon Line: An Anthology* University of Delaware Press  
*of Contemporary Delaware Writers*