



**The Sacramento Public Relations Association is proud to announce the winners of its 21<sup>st</sup> Annual SPRA CAPPIE Awards.**

Fifth Division: Students

**Category 27: College**

Honorable Mention: The Branding Challenge, *Christian Punsal*

Silver: Sustainability: Are We Living in a Fantasy World? Meeting, *Linda K. Tucker*

Gold: Frozen Causeway Classic -- Strategic Public Relations Plan, *Christian Punsal*

Fourth Division: Pro Bono

**Category 23: Publication**

**Sub-Category B: Three or more colors**

Silver: Rotary Club of Sacramento Foundation Annual Report, *Astone/Crocker/Flanagan*

**Category 22: Special Event**

Silver: Karen Gaffney "Tahoe Challenge", *Perry Communications Group*

**Category 21: Campaign**

Honorable Mention: Rotary Club of Roseville, *Drisha Leggitt & Company Communications*

Silver: Best of Broadway -- 35th Anniversary, *Olympic Promotions*

Division 3: More Bang for the Buck

**Category 20: Open**

Honorable Mention: Sexual Assault Awareness Month Campaign, *WEAVE*

Silver: Domestic Violence Awareness Month Campaign, *WEAVE*

**Category 18: Special Event**

Honorable Mention: Taste of Lodi, *Halldin Public Relations*

Honorable Mention: 11th Annual St. Patrick's Day Parade, *Mallory & Associates*

Silver: Governor's Council on Physical Fitness & Sports Spotlight Awards, *Perry Communications Group*





Division 2: Individual Public Relations Tools

**Category 17:**

**Sub-Category A: Web site**

Honorable Mention: MYGREENROC.COM, *Astone/Crocker/Flanagan*

Honorable Mention: Don't Buy the Lies.com, *Runyon, Saltzman & Einhorn, Inc.*

Silver: WEAVE Website Redesign, *Digital Deployment*

**Category 16: Writing**

**Sub-Category G: Annual Report**

Honorable Mention: 2007 California Farm Bureau Federation Action Report, *California Farm Bureau Federation*

Silver: State of the Region -- 2007 Report, *Comcast*

**Category 16: Writing**

**Sub-Category F: News Release**

Honorable Mention: Pacific Legal Foundation -- Leus Press Release, *Halldin Public Relations*

Silver: Paint Reyes Lodging Offers Special Winter Weekend Getaway, *Fred Sater Communication*

Gold: Celebrate Restaurant Month in San Luis Obispo County, *Fred Sater Communication*

**Category 16: Writing**

**Sub-Category E: News Writing**

Gold: By the numbers: Crime losses hit all-time high, *California Farm Bureau Federation*

**Category 16: Writing**

**Sub-Category D: Feature Writing**

Silver: The People's Marketplace, *California Farm Bureau Federation*

Gold: Cold Cash, *Runyon, Saltzman & Einhorn, Inc.*

**Category 16: Writing**

**Sub-Category C: Speech**

Honorable Mention: Annual Meeting Speech "For the Love of the Land", *California Farm Bureau Federation*

**Category 16: Writing**

**Sub-Category B: Brochure**

Silver: Comcast Connections, Comcast



**Category 16: Writing**

**Sub-Category A: Editorial/Opinion Writing**

Honorable Mention: Colon Cancer Alliance Opinion Editorial, *Perry Communications Group*

Honorable Mention: Mental Health Association in California SB 851 Opinion Editorials, *Perry Communications Group*

Gold: Pacific Legal Foundation -- PIICS op-ed, *Halldin Public Relations*

**Category 15: Public Service Announcement**

**Sub-Category C: Radio**

Honorable Mention: PPA Nevada Radio Spots, *Perry Communications Group*

Silver: Department of Motor Vehicles "Save Time. Go Online." Campaign, *Katz & Associates*

**Category 15: Public Service Announcement**

**Sub-Category B: Television**

Honorable Mention: Sacramento Metropolitan Air Quality Management District "Spare the Air" Campaign, *Katz & Associates*

Honorable Mention: Mercy's Build Better Lunch, *Mercy*

Silver: Spread the Word Not the Flu PSA, *MMC Communications and EMRL Media Group*

**Category 14: Video**

**Sub-Category A: Promotional/Informational**

Honorable Mention: CalRVDA Video, *Perry Communications Group*

Honorable Mention: Protected Harvest Educational Outreach Video, *KP Public Affairs*

Honorable Mention: Holt of California: Employee Orientation Video, *Alicia Clark*

Gold: "Mythbusters" on Sustainability, *Linda K. Tucker*

Gold: Placer Ranch Informational DVD, *MMC Communications*

**Category 13: Continuing Publication/Newsletter**

**Sub-Category B: Three or More Colors**

Silver: InCalPERS Employee Newsletter, *CalPERS*

Gold: California Country Magazine, *California Farm Bureau Federation*

**Category 13: Continuing Publication/Newsletter**

**Sub-Category A: One or Two Colors**

Silver: WEAVE News, *WEAVE*



**Category 12: Promotional Device**

Honorable Mention: Sacramento Executive Airport Open House, *Astone/Crocker/Flanagan*

Silver: Everpure Italian Soda Kit: The New Bubbly, *Merlot Marketing, Inc.*

Silver: Mercy's Build a Better Lunch, *Mercy*

**Category 10: Brochure**

**Sub-Category B: Three or More Colors**

Honorable Mention: City of Sacramento DOT Brochure, *City of Sacramento, Department of Transportation*

Silver: Perlick Consumer Brochure, *Merlot Marketing, Inc.*

Gold: REACH Air Medical Services Pediatric Reference Guide, *Perry Communication*

**Category 9: Annual or Special Report**

**Sub-Category B: Three or More Colors**

Honorable Mention: CalPERS Comprehensive Annual Financial Report Sound History, Solid Future Year Ended June 30, 2007, *CalPERS*

Silver: Year in the Life of DOT/Annual Report, *City of Sacramento, Department of Transportation*

Gold: La Opinion Diabetes Supplement "Healthy Family, Healthy Community", *Perry Communication Group*

**Category 9: Annual or Special Report**

**Sub-Category A: One or Two Colors**

Silver: PRIDE Industries 2007 Holiday Book, *Runyon Saltzman & Einhorn, Inc.*

Division 1 - Overall Public Relations Programs

**Category 8: Special or Media Event**

**Sub-Category E: Other**

Honorable Mention: Pacific Legal Foundation Pics Case, *Halldin Public Relations*

Silver: Rededication of Matthew Kilgore Cemetery, *The City of Rancho Cordova and The Lundquist Company*

**Category 8: Special or Media Event**

**Sub-Category D: Press Conference/Press Briefing**

Silver: SCR 49 Medication Errors Report, *Perry Communications Group*

Gold: JACO Environmental Refrigerator Retirement Party, *Runyon, Saltzman & Einhorn, Inc.*



**Category 8: Special or Media Event**

**Sub-Category B: Sports Event**

Honorable Mention: 2007 Sports & Entertainment Marketing Campaign, *California Office of Traffic Safety*

Silver: 34th Annual Eppie's Great Race, *Drisha Leggitt & Company Communications*

**Category 8: Special or Media Event**

**Sub-Category A: Festival**

Silver: First 5 Sacramento Children's Celebration, *The Lundquist Company*

Gold: 2007 Placer County Strawberry Festival, *Drisha Leggitt & Company Communications*

**Category 7: Self-Promotion Campaign**

Silver: City of Elk Grove Branding Program, *City of Elk Grove*

Gold: Merlot Marketing Holiday Card 2007, *Merlot Marketing, Inc.*

**Category 6: Public Service Campaign**

Honorable Mention: PPA Southern California Wildfire Emergency Bus Tour, *Perry Communications Group*

Silver: Family Meal Day 2007, *Ogilvy Public Relations Worldwide*

Gold: Mercy's Build a Better Lunch, *Mercy*

**Category 5: Employee Relations**

Honorable Mention: Department of Transportation Customer Service Recognition Program, *City of Sacramento Department of Transportation*

Honorable Mention: WOW! Internal Customer Service Campaign, *City of Sacramento - Department of General Services*

Silver: Inspirational Poster Series, *City of Sacramento - Department of Transportation*

**Category 4: Crisis Communications**

Honorable Mention: Southern California Wildfire Communication Outreach, *Edelman*

Gold: Fire Storm Response, *California Farm Bureau Federation*

**Category 3: Political Public Relations Program**

Silver: Sacramento Area Flood Control Agency, *APCO Worldwide*

**Category 2: Short-Term Public Relations Campaign**

Honorable Mention: Mercy's Build a Better Lunch, *Mercy*

Silver: Spread the Word Not the Flu Campaign, *MMC Communications*

Gold: Everpure 2007 K/BIS Campaign: The New Bubbly, *Merlot Marketing, Inc.*





**Category 1: Continuing Public Relations Program**

Honorable Mention: Sacramento Metropolitan Air Quality Management District - Check Before You Burn Campaign, *Katz & Associates*

Honorable Mention: PPA-CA Education and Awareness Campaign, *Perry Communications Group*

Honorable Mention: Department of Motor Vehicles "Save Time. Go Online." Campaign, *Katz & Associates*

Honorable Mention: Everpure 2007 Public Relations Program, *Merlot Marketing, Inc.*

Honorable Mention: McCormick & Schmick's Seafood Restaurant, Sacramento: 2007 Public Relations Program, *Merlot Marketing, Inc.*

Silver: CA Community Colleges "I Can Afford College" Campaign, *Astone/Crocker/Flanagan*

Gold: The NTI Group, Inc. Strategic Communications Plan, *Edelman*