

2008 Vox Awards Winners & Duplicate Order Form

Duplicate Order Form can be downloaded from the bottom of this page!

A complete list of our VOX and Gold Certificate winners

The first place VOX Award winners are shown in **bold** followed by the second place Gold Certificate winners. In some categories, neither a VOX nor a Gold Certificate was awarded. The Student VOX winners are named following this listing.

Category 1 -- Communications Campaign

Community Relations

Thompson & Berry Public Relations — Shelby Farms Park Conservancy Master Plan Community Engagement Campaign

Public Service

Chandler Ehrlich — Shelby County 911 Public Awareness Campaign

Employee/Internal Communications

Methodist Le Bonheur Healthcare — All Out Tobacco Free Campaign

First Horizon National Corporation — The First Horizon Appeal

Marketing Communication/ Promotion: Services

MATCU — The Bank Detention

Methodist Le Bonheur Healthcare — Embracing the Miracle of Life

Marketing Communication/ Promotion: Products

MATCU — Average Space/Showplace

MATCU — Auto Loan Makeover

Crisis Communications

The Carter Malone Group — The Homecoming of Bishop GE Patterson, 7th Presiding Bishop of the Church of God in Christ

Integrated Communications

The Carter Malone Group — 98th NAACP National Convention

Le Bonheur Children's Medical Center — Anna Ives Blog

Category 2 -- Special Events

More than 7 Days

Mid-South Transplant Foundation — Get Fit For Life

Thompson & Berry Public Relations — The Westin Beale Street Summer Movie After Parties

7 Days or Less

Le Bonheur Children's Medical Center — Le Bonheur Groundbreaking

Thumbprint Creative — The Memphis Greek Festival's 50th Anniversary

Category 3 -- Writing

Hard News/Breaking News

Thompson & Berry Public Relations — Boy Scouts Memorial Day Event

Feature/Profile

Le Bonheur Foundation — "Upbeat and Optimistic While Awaiting Transplant"

St. Jude Children's Research Hospital — A Tall Order

Column

First Tennessee Community Relations — Ms. Corporate Manners

Thompson & Berry Public Relations — Memphis Bioworks Foundation Bio Biz Column

Scripts (TV/Radio)

Running Pony Productions — Homewood/NCH Promotional Video

Methodist LeBonheur Healthcare — da vinci Webcast

Other

The Carter Malone Group — Letter to MLB Commissioner Bud Selig

MLGW — Stumbling Your Way to Better Crisis Communications

Category 4 -- Print Media

Poster

Chandler Ehrlich — Shelby County 9-1-1 "Bury Poster"

Brochure

MATCU — All-in-One Brochure

MLGW — "Your Utility Meters"

Direct Mail/Direct Response

MATCU — Average Space/Showplace

MATCU — Auto Loan makeover

Magazine: Internal Audience

Le Bonheur Foundation — LeBonheur Magazine

Magazine: External Audience

St. Jude Children's Research Hospital — Promise

University of Tennessee Health Science Center — Medicine

Newsletter: Up to 2 Colors

St. Jude Children's Research Hospital — Local Line

University of Tennessee Health Science Center — The Record

Special Purpose or One Time Publication

No VOX winner

Le Bonheur Children's Medical Center

LeBonheur Patient Guide and Maps

Annual Report - Non-Profit

Thompson & Berry Public Relations — Memphis Shelby County Airport Authority 2007 Annual Report

Walker & Associates — AMMC Report to the Community

Other

Le Bonheur Children's Medical Center — We're Growing Up! Signage

Category 5 -- Audio Visual

Broadcast Presentation

Running Pony Productions — Smart Medicine: Episode #46

Video Presentation: Internal Audience

No VOX winner

Running Pony Productions — Hilton Volunteerism Video

Video Presentation: External Audience

(VOX co-winners)

Running Pony Productions — Shelby Farms Park Design Competition Video

Mid-South Transplant Foundation — Never Shall Forget

First Horizon National Corporation — Smart Tennessee

Audio Only

St. Jude Children's Research Hospital — St. Jude Medical Minute

MLGW — Plus-1 Celebrity Promotions

Category 6 -- Public Service

Public Service Announcement

American Heart Association — Go Red for Women

(multiple Gold Certificate winners)

Chandler Ehrlich — Shelby County 911 Funeral TV

Mid-South Transplant Foundation — Miracles Can Happen Through Organ Donation

MLGW — Samuel L. Jackson on Energy Conservation

Category 7 -- Media Campaign Elements

News Release

The Carter Malone Group — Final News Release: GE Patterson's Homegoing

The Carter Malone Group — Burying the N Word

Media Kit

(No VOX winner)

Mid-South Transplant Foundation — Jacob Smith's photo on Donate Life Float/Rose Parade

News Conference

(No VOX winner)

The Carter Malone Group — Announcement of Levitt Shell Pavilion

Category 8 -- Application of Technology

Websites

MLGW — mlgw.com New Home Page

Other Applications of New Technology

Methodist Le Bonheur Healthcare — da vinci Webcast

MLGW — MLGW Online Newsroom

Awards also were presented in the Chapter's VOX Student Competition:

Feature Writing

(No VOX)

Sally Summerson (The University of Mississippi) — The Southern Foodways Alliance Oral Historian BBQ Trail

Newsletters

Courtney Meyers (University of Memphis) — PRSSA Newsletters

Communication Campaign

Emily Sharp, Kelly McFall Lassiter, Maribeth McCarver, Gary Burcl, Brad Kessler, LaTonya Gray, Ashley Herbert (University of Memphis) — Action in Jackson

Shakia Clark, Tiffany Riggs, Agnieszka Malajny, Courtney Meyers, Julie Fought (University of Memphis) — Buckle Up University: Buckle Up or You're Out of Luck Students

VOX GRANDIS WINNER

Communications Campaigns: Public Service Campaign

Shelby County 911 Public Awareness Campaign

Chandler Ehrlich & Shelby County Emergency Communications District