

# 2008 Blue Pencil and Gold Screen Winners

## Blue Pencil

### Category 01, External Magazine

#### First Place

*Arkansas Wildlife*

Arkansas Game and Fish Commission

Contributors: Jeff Williams, Randy Zellers, Angela Sanchez, Trey Reid

#### Second Place

*Compass Magazine*

U.S. Department of Agriculture, Forest Service Southern Research Station

Contributors: Carol Whitlock, Zoe A. Hoyle, Rodney Kindlund, Claire Payne, Liva Marques

#### Award of Excellence

*Findings September 2007*

NIGMS, NIH

Contributors: Alison F. Davis, Emily Carlson, Alisa Zapp Machalek

#### Award of Excellence

*Consumer Connection*

California Department of Consumer Affairs

Contributors: Lisa Kinetz, June Vargas, Jean Bricarello, Ricardo Villanueva

#### Award of Excellence

*Humanities Magazine*

National Endowment for the Humanities

Contributors: Maria Biernik, Meredith Hindley, Amy Lifson, Anna Gillis

### Category 02, Internal Magazine

#### First Place

*Air & Space Power Journal*

Air University Press and Airpower Research Institute

Contributors: Lt Col Paul Berg, Dr. Marvin Bassett, Susan Fair, Daniel Armstrong

#### Second Place

*JSC Roundup Magazine*

NASA JSC Public Affairs Office  
Contributors: JoAnne Hale, Catherine Borsche, Marshall Mellard

**Award of Excellence**

*Currents Magazine (Fall 2007)*  
Chief of Naval Operations Environmental Readiness Division  
Contributors: Bruce McCraffrey, Victoria Bermel, Conselia Shea

**Award of Excellence**

*Torch Magazine (May/June 2007)*  
Torch, Air Education and Training Command  
Contributors: Timothy P. Barela  
Sammie W. King, David M. Stack,  
Tech. Sgt. Matthew J. Hannen

**Award of Excellence**

*Fish and Wildlife News*  
U.S. Fish & Wildlife Service  
Contributors: David Eisenhauer, Jane Pellicciotto, Mark Newcastle, Megan Durham

**Category 03, External Newsletter**

**First Place**

*Fiscal Notes*  
Texas Comptroller of Public Accounts  
Contributors: Karl Wolfshohl, Karen Hudgins, Dan Lynch, Beth Hallmark

**Second Place**

*Resources*  
Fairfax County Park Authority  
Contributors: David Ochs  
Don Sweeny

**Award of Excellence**

*NEA Arts*  
National Endowment for the Arts (NEA)  
Contributors: Paulette Beete, Don Ball, Elizabeth Stark, Rebecca Ritzel

**Award of Excellence**

*Texas Innovator*  
Texas Comptroller of Public Accounts  
Contributors: Clint Shields, Karen Hudgins, Raul Santos, Dwain Osborne

**Award of Excellence**

*Texas Rising*  
Texas Comptroller of Public Accounts  
Contributors: Karen Hudgins, Dwain Osborne, Beth Hallmark, Dan Lynch

**Category 04, Internal Newsletter**

### First Place

*Maryland Roads*

Maryland State Highway Administration

Contributors: Sandra Dobson

### Second Place

*Fellow News*

NOAA Coastal Services Center

Contributors: Margaret VanderWilt, Kitty Fahey, Frank Ruopoli

### Award of Excellence

*Network Employee Newsletter*

Seattle City Light

Contributors: Connie McDougall, Debra Gardner, Nancy Ellen Regier

### Award of Excellence

*Heroes in Houston*

Department of Veterans Affairs, Office of National Programs and Special Events

Contributors: Andrew Scheller Jr., Jenny Tankersley Ballou, Kim Byers, Diane Hartmann

### Award of Excellence

*Huntsville Center Bulletin*

U.S. Army Engineering and Support Center, Huntsville

Contributors: Becky Proaps, Debra Valine, Kim Gillespie, Andrea Takash

## Category 05, Article

### First Place

*The Green Monster*

Arkansas Game and Fish Commission

Contributors: Randy Zellers, Eric Engbreton

### Second Place

*An Energetic Partnership*

U.S. Fish & Wildlife Services

Contributor: Ken Burton

### Award of Excellence

*Missing Persons and Unidentified Remains: The Nation's Silent Mass*

National Institute of Justice

Contributors: Nancy Ritter, Maureen Berg

### Award of Excellence

*The Perfect Storm Brewing in Transportation*

Missouri Department of Transportation

Contributors: T. Shane Peck, Sally Oxenhandler

### Award of Excellence

*Another Day's Work*

U.S. Fish & Wildlife Services

Contributor: Ken Burton

## Category 06, Feature Article

### First Place

*Dogging Sepsis*

NIH/NIGMS

Contributors: Alisa Z. Machalek, Alison F. Davis, Ann Dieffenbach

### Second Place

*Tears for Chloe*

Torch, Air Education and Training Command

Contributor: Timothy P. Barela

### Award of Excellence

*The Best Duck Hunters Wear Fur*

Arkansas Game and Fish Commission

Contributors: Randy Zellers, Jim Daniel, Michael Furtman, Trey Reid

## Category 07, Soft/Hard Cover Book 50+pp

### First Place

*Field Guide to Sharks*

NOAA Alaska Sea Grant

Contributors: Sue Keller, Kurt Byers, Jen Gunderson, Dave Partee

### Second Place

*2007 Renwick Craft Invitational Catalogue*

Smithsonian American Art Museum

Jessica L. Hawkins, Theresa Blackinton,

Theresa Slowick

### Award of Excellence

*The U.S. Army Corps of Engineers: A History*

Office of History, Headquarters, U.S. Army Corps of Engineers

Contributors: Dr. William C. Baldwin, Ms. Jean R. Diaz, Dr. John C. Lonquest, Ms. Janet Fitzgerald

### Award of Excellence

*Circular 1309: Facing Tomorrow's Challenges*

U.S. Geological Survey

Contributors: Martin B. Goldhaber, Jon W. Raese, Amber Hess, Vitmary (Vivian) Rodriguez

## Category 08, Soft/Hard Cover Book 21-49 pp

### First Place

*So Far Away: Twenty Questions for Long-Distance Caregivers*

National Institute on Aging

Contributors: Freddi Karp, Janice Schuster, Vicky Cahan

### Second Place

*Protecting Your Family from Earthquakes*

U.S. Geological Survey

Contributors: Thomas M. Brocher, Susan H. Garcia, USGS Earthquake Hazards Team

**Award of Excellence**

*Computing Life*

National Institute of General Medical Sciences, National Institutes of Health

Contributor: Emily Carlson

**Award of Excellence**

*Vanishing Before Our Eyes*

Barataria-Terrebonne National Estuary Program

Contributors: Diane K. Baker, Wylie C. Barrow Jr., Richard DeMay, Bill Fontenot

**Category 09, Brochure/Booklet**

**First Place**

*Official Guide to Electric Choice Consumer Guide*

Public Utility Commission of Texas

Contributors: Mike Renfro, Sherry Matthews Advocacy Marketing

**Second Place**

*2007 Guide*

National Endowment for the Arts (NEA)

Contributor: Don Ball

**Award of Excellence**

*Driving Edge*

Missouri Department of Transportation

Contributors: T. Shane Peck, Sally Oxenhandler, Dennis Forbis, Allison Campbell

**Award of Excellence**

*DISB Brochure*

District of Columbia Department of Insurance, Securities and Banking

Contributor: Lily Qi

**Category 10, Annual Report**

**First Place**

*Building a Framework for the Future*

National Capital Planning Commission

Contributors: Lisa N. MacSpadden, Denise V. Powers, Paul Jutton, Margie Fleming-Glennon

**Second Place**

*2007 Annual Report*

City of Anaheim

Contributors: External Affairs Office

**Award of Excellence**

*City of Las Vegas Yearbook*

City of Las Vegas, Nevada  
Contributor: David Riggleman

## Category 11, Technical or Statistical Report

### First Place

*SAMHSA Program Profiles*  
SAMHSA/CSAT  
Contributors: Ilene Klein, Shayna Heller

### Second Place

*The Health and Retirement Study: Growing Older in America*  
National Institute on Aging  
Contributors: Susan Farrar, Vicky Cahan,  
John Vance, Freddi Karp, Kevin Kinsella

### Award of Excellence

*Processes Influencing the Transport and Fate of Contaminated Sediments in the Coastal Ocean--Boston Harbor and Massachusetts Bay*  
U.S. Geological Survey Woods Hole Field Center  
Contributors: Michael H. Bothner, Bradford Butman, Debra H. Foster

### Award of Excellence

*NETL Accomplishments FY2006*  
National Energy Technology Laboratory (NETL)

## Category 12, Special Purpose Publication

### First Place

*Radio PSA Direct Mailer*  
Texas Department of State Health Services  
Contributors: Mimi Martinez McKay,  
Sherry Matthews Advocacy Marketing

### Second Place

*Stay Safe in Cold Weather!*  
National Institute on Aging  
Contributors: Freddi Karp, Jann Keenan, Vicky Cahan

### Award of Excellence

*Coastal Services*  
NOAA Coastal Services Center  
Contributors: Hanna Goss, Gerald Esch, Frank Ruopoli, Donna McCaskill

### Award of Excellence

*Neighborhood Updates*  
Jefferson County Open Space  
Contributors: Thea Rock, Bridgit Silver, Don Wojcik, B.J. Ellison

## Category 13, Individual Map

### First Place

*National Park System*

National Park Service, Center for Media Services

Contributors: Tom Patterson, Nancy Haack

### Second Place

*Geologic Map of the Central San Juan Caldera Cluster, Southwestern Colorado*

U.S. Geological Survey

Contributors: Peter W. Lipman, USGS Volcano Hazards Team, USGS Menlo Park

Publishing Service Center

### Award of Excellence

*Geological Map of the Craters of the Moon 30' x 60' Quadrangle, Idaho*

U.S. Geological Survey

Contributors: Mel Kuntz, Alex Donatich, Amber Swallow

### Award of Excellence

*Retail Opportunities Map*

City of Riverside Development Department

Contributors: Veronica Lucas, Jesusa Romero, Greg Lee

### Award of Excellence

*Missouri Traveler Information Map*

Missouri Department of Transportation

Contributors: T. Shane Peck, Matt Hiebert

## Category 14, Most Improved Publication

### First Place

*Take It to the Curb*

Arlington County DES/Solid Waste Bureau

Contributors: Jan Guastaferrero, Evelyn Powers

### Second Place

*Ubits*

Tacoma Public Utilities

Community and Media Services

### Award of Excellence

*Arkansas Hunting Guidebook*

Arkansas Game and Fish Commission

Contributors: William Merriott, Keith Stephens, Jeff Williams, Randy Zellers

### Award of Excellence

*2006 Water Quality Report*

Miami-Dade Water and Sewer Department

Contributors: Frank Calderon, Ana Maria Monte Flores, Raymond Diaz, Adriana Lamar

## Category 15, Writer's Portfolio

### First Place

*Carmen Phillips-NCI Cancer Bulletin*  
National Cancer Institute  
Contributor: Carmen Phillips

### Second Place

*Coastal Services Staff Writer*  
NOAA Coastal Services Center  
Contributors: Hanna Goss, Gerald Esch, Frank Ruopoli, Donna McCaskill

## Category 16, Individual Document Editing

### First Place

*San Diego Bay: A Story of Exploitation & Restoration*  
California Sea Grant  
Contributors: Joann Furse, Natalie Linton, Gwen Michael-Jones

### Second Place

*Doggy Boot Camp*  
Torch, Air Education and Training Command  
Contributor: Timothy P. Barela

### Award of Excellence

*Great Leaders Listen, Communicate and Have Timing*  
U.S. Customs and Border Protection  
Contributors: Karen Leniart, W. Ralph Basham

## Category 17, Graphic Design

### First Place

*Variations on America*  
Smithsonian American Art Museum  
Contributors: Karen Siatras, Susan Efird,  
Theresa Slowick

### Second Place

*Lost Children: Riders on the Orphan Train*  
National Endowment for the Humanities  
Contributor: Maria Biernik

### Award of Excellence

*Fast. Furious. Finished.*  
Maryland State Highway Administration  
Office of Communications

### Award of Excellence

*Wyeth's Noble Savage*  
National Endowment for the Humanities

Contributor: Maria Biernik

**Award of Excellence**

*PBS State of the Portfolio 2006*

U.S. General Services Administration

Contributors: Michelle Farrell, Diane Schlumpf

**Category 18, Graphic Design Portfolio**

**First Place**

*2007 Renwick Craft Invitational Portfolio*

Smithsonian American Art Museum

Contributors: Jessica L. Hawkins, Theresa Blackinton, Theresa Slowick

**Second Place**

*Humanities Magazine*

National Endowment for the Humanities

Contributors: Maria Biernik, Amy Lifson, Anna Gillis, Meredith Hindley

**Award of Excellence**

*Sanchez Design Portfolio*

Arkansas Game and Fish Commission

Contributors: Angela Sanchez, Jeff Williams, Randy Zellers

**Award of Excellence**

*Earl Cunningham's America Portfolio*

Smithsonian American Art Museum

Contributors: Jessica L. Hawkins, Theresa Blackinton, Theresa Slowick

**Category 19, News Release**

**First Place**

*DEP Declares Emergency for Certain Sections of Eastern Shoreline*

Florida Department of Environmental Protection

Contributor: Sarah Williams

**Second Place**

*Back to School: 5 Myths About Girls and Science*

National Science Foundation

Contributors: Maria Zacharias

**Award of Excellence**

*Innovative Research Technique Reveals Another Natural Wonder in Yellowstone Park: A Unique Photosynthesizing Life-Form*

National Science Foundation

Contributor: Lily Whiteman

**Award of Excellence**

*Moray Eels are Uniquely Equipped to Pack Prey into Their Narrow Bodies*

National Science Foundation

Contributor: Lily Whiteman

## Category 20, Media Event

### First Place

*2007 Work Zone Awareness Campaign*

Missouri Department of Transportation

Contributors: T. Shane Peck, Sandy Hentges, Melissa Black, Community Relations Staff  
Statewide

### Second Place

*Expedition Headwaters*

Florida Department of Environmental Protection

Contributors: Nancy Blum, Jennifer Stan,  
Sarah Williams

### Award of Excellence

*Navy SEAL Danny Dietz Memorial Dedication*

City of Littleton, CO

Contributors: Jim Woods, Kelli Narde, Chris Harguth, Cathy Weaver

### Award of Excellence

*George Washington \$1 Coin Launch Event*

United States Mint

Contributors: Gloria Eskridge, Cynthia Meals Vitelli, Mary Lhotsky, Becky Bailey

### Award of Excellence

*NASA Goes the Distance*

NASA/JSC Public Affairs Office

Contributors: Jenna Mills, Eldora Valentine, Nicole Cloutier-Lemasters

## Category 21, Individual Speechwriting

### First Place

*Communicating During a Disaster*

U.S. Geological Survey National Wetlands Research Center

Contributor: Gaye S. Farris

### Second Place

*New Public Health Strategies for a New Century*

Office of the Mayor, City of New York

Contributor: Graham Buck

### Award of Excellence

*Building America's Frontline*

U.S. Customs and Border Protection

Contributor: Karen Leniart

### Award of Excellence

*Completed as Promised*

Missouri Department of Transportation

Contributor: T. Shane Peck

### Award of Excellence

*Remarks for Dr. Richard Raymond, Under Secretary for Food Safety*  
USDA-FSIS  
Contributor: Ben Dinsmore

## Category 22, Color or Black and White Photography

### First Place

*Flag at Bridge Collapse*  
Hennepin County Public Affairs  
Contributor: Lisa Fleming

### Second Place

*Breaking Out of Empty Shells*  
Torch, Air Education and Training Command  
Contributor: Tech. Sgt. Matthew J. Hannen

### Award of Excellence

*Seal Nose*  
National Science Foundation  
Contributor: Peter West

### Award of Excellence

*Historic Hamtramck, Cities of Promise*  
Michigan State Housing Development Authority  
Contributors: Kathryn P. Donovan, Vicki Lynn Rayl, Julie Hales Smith

### Award of Excellence

*Learning How to Protect Their Wingman*  
Torch, Air Education and Training Command  
Contributor: Tech. Sgt. Matthew J. Hannen

## Category 23, Logo

### First Place

*DCPS Logo*  
DC Public School System  
Contributors: Kay Gallagher, Shayna Heller

### Second Place

*MN Department of Human Rights: New Logo*  
Minnesota Department of Human Rights  
Contributors: Linda Shoemaker, Velma Korbel, Ytmar Santiago, Jeff Holman

### Award of Excellence

*Centennial Logo*  
Maryland State Highway Administration  
Contributor: Valerie Burnette Edgar

## Category 24, Special Purpose Product

### First Place

*NASA Anatomy Lenticular Card*

NASA Glenn Research Center

Contributors Kathleen A. Zona, Jan Wittry, Jennifer A. Sapienza, Emery Adanich

### Second Place

*2005 American Community Survey Data Wheel*

U.S. Census Bureau Public Information Office

Contributors: Danielle R. Conceicao, Nancy K. Torrieri, Stephen L. Buckner, Kenneth C. Meyer

### Award of Excellence

*Cities of Promise*

Michigan State Housing Development Authority

Contributors: Julie Hales Smith, Kathryn P. Donovan, Stephanie Murray-Killips

## Category 25, Posters

### First Place

*PA State Horse Racing Comm. Poster*

Commonwealth Media Services

Contributor: Alexander Bellotti

### Second Place

*Mudbugs*

Arkansas Game and Fish Commission

Contributors: Angela Sanchez, Randy Zellers

## Category 26, Calendar

### First Place

*My Sticker Calendar*

Office of the Attorney General-State of Texas

Xochitl Paredes

Contributor: Anita Stuckey

### Second Place

*Arkansas Wildlife*

Arkansas Game and Fish Commission

Contributors: Jeff Williams, Randy Zellers, Angela Sanchez, Trey Reid

### Award of Excellence

*2008 Alaska Coastal Calendar*

NOAA Alaska Sea Grant

Contributors: Kathy Kurtenbach, Dave Partee, Doug Schneider, Jen Gunderson

### Award of Excellence

*Torch Calendar 2007*

Torch, Air Education and Training Command

Contributors: Timothy P. Barela, David M. Stack, Tech. Sgt. Matthew J. Hannen, Sammie W. King

### Award of Excellence

*Water Conservation Calendar*

South Florida Water Management District

Contributors: Ellen Negley, Jennifer Robinson, Jan Loftin, Brenda Duffey

## Category 27, Display

### First Place

*Climate Change and California's Water*

California Department of Water Resources

Contributors: Susan Sims, Dorothy Benjamin, Teresa Chaney

### Second Place

*Worthy of the Nation: Planning America's Capital*

National Capital Planning Commission

Contributors: Denise V. Powers, Paul Jutton, Lisa N. MacSpadden, Stephen O. Staudigl

### Award of Excellence

*Undersea Defense Technology Europe Display*

Naval Undersea Warfare Center Division, Newport

Contributors: Nancy Knott, Marc Surette, Marcus Lepore, Dana Gardner

## Category 28, Shoestring Budget

### First Place

*West Regional Electronic Invitation*

Broward County Library

Contributors: Maria Gebhardt, Dwayne Webbe

### Second Place

*Corps of Engineers Celebrates Earth Day*

U.S. Army Engineering and Support Center, Huntsville

Contributors: Andrea Takash, Chris Gardner

### Award of Excellence

*Wattensaw Writer's Camp*

Arkansas Game and Fish Commission

Contributors: Randy Zellers, Jeff Williams, Keith Stephens, Clifton Jackson

## Category 29, Conference Materials

### First Place

*DRAGON Conference Material*

U.S. Geological Survey National Wetlands Research Center

Contributors: Gaye S. Farris, Beth Vairin

### Second Place

*Michigan Downtown Conference*

Michigan State Housing Development Authority

Contributors: Joe Borgstrom, Kathryn P. Donovan, Stephanie Murray-Killips, Laura Krizov

**Award of Excellence**

*Human Rights Day Conference*

Minnesota Department of Human Rights

Contributor: Linda Shoemaker

**Category 30, Promotional Campaigns**

**First Place**

*That Guy: Alcohol Reduction Education Campaign*

U.S. Department of Defense/TRICARE Management Activity

Contributors: Jennifer Quermann, Chuck Watkins

**Second Place**

*2007 Thornton Water Drive*

City of Thornton

Contributors: Worldways Social Marketing

**Award of Excellence**

*Created Equal Bookshelf*

National Endowment for the Humanities

Contributors: Crabtree + Co.

# 2008 Blue Pencil and Gold Screen Winners

## Gold Screen

### Category 01, Public Service Announcement

#### First Place

*Bus Tap*

City of Tempe

Contributors: Sue Taafe, Amanda Nelson, Tanya Chaves

#### Second Place

*Don't Trash Clark County*

Regional Flood Control District

Contributors: Betty Hollister APR, Kerri Anne Mukhodadhyay, Gale Wm. Fraser II

#### Award of Excellence

*Statewide Adoption and Permanency Network*

Commonwealth Media Services

Contributors: Joanne Alexis, Mike Lomma, Adam Schmidt, Mark Dubravec

### Category 02, Public Affairs or Educational Program

#### First Place

*Secrets of Plant Genomes: Revealed*

National Science Foundation

Contributors: Kristian Berg, Cliff Braverman, Jane Silverthorne, Lauren Kitchen

#### Second Place

*Truth + Choices: Shane's Story*

Commonwealth Media Services

Contributors: Jeanine Pavuk, Mike Lomma, Adam Schmidt, Jennifer Branstetter

#### Award of Excellence

*Science in Motion Series*

National Science Foundation

Contributors: Cliff Braverman, Dena Headlee, Nicolle Rager Fuller, Zina Deretsky

### Category 03, Public Relations

#### First Place

*2007 GEOINT Booth Video*

National Geospatial-Intelligence Agency

Contributors: Office of Corporate Relations

## Second Place

*An Idea That Worked*

U.S. Geological Survey

Contributors: Janice S. Nelson

## Award of Excellence

*DBPR/Bob Vila PSA + Co-branded Website*

Florida Department of Business and Professional Regulation (DBPR)

Contributors: Adam Sohn, Tim Mason, Holly Benson, Alexis Antonacci

## Award of Excellence

*Las Vegas, Beyond the Neon*

City of Las Vegas/KCLV-TV

Contributors: Nancy Byrne, Jesse Harvel

## Award of Excellence

*Smartway Transport Partnership*

U.S. EPA

Contributors: Kenneth Peterson, Deborah Miller, Bill Stancill, Rodney Bean

## Category 04, News Program

### First Place

*Cogan's Woods*

Kentucky Department of Fish & Wildlife

Contributors: Brian Volland, Tim Farmer

### Second Place

*The Flood Channel #61*

Regional Flood Control District

Contributors: Betty Hollister APR, Kerri Anne Mukhodadhyay, Gale Wm. Fraser II

## Award of Excellence

*In Motion*

Dallas Area Rapid Transit

Contributors: Terry Lynn, Joe Swift, Lupe Hernandez

## Category 05, Internal Communications

### First Place

*Guanella Pass Road: Thinking Beyond the Pavement*

U.S. Department of Transportation, Federal Highways Administration

Contributors: Mark Taylor, Jim Roller, John Knowles, Paul Feldman

### Second Place

*Science in Action: Decontamination...*

Office of Research & Development, US EPA

Contributors: Dan Coberly, Jacky Rosati, Nancy Adams, C2 Technologies

## Award of Excellence

*DOD ManTech: Affordable Manufacturing for Superior Systems*

Defense Logistics Agency  
Contributor: Nutan Chada, Thomas Benca

## Category 06, Instructional/Training

### First Place

*Measure Twice, Dig Once: How to Install a Wayside Exhibit*  
National Park Service, Center for Media Services  
Contributor: Michele Hartley

### Second Place

*La Seguridad en los Laboratorios*  
US EPA  
Contributors: Kenneth Peterson, Marshall Gray, Rodney Boan, Bill Stancill

### Award of Excellence

*Lab Safety and Awareness*  
Office of Research + Development, USEPA  
Contributors: Dorothy Guidici, C2 Technologies, Rodney Boan, Bill Stancill

### Award of Excellence

*NAEP 2007 AA/AC Training*  
Department of Education National Center for Education Statistics  
Contributors: Lisa Rodriguez, Shayna Heller

## Category 07, Documentary

### First Place

*Ribbon of Sand*  
National Park Service, Center for Media Services  
Contributors: John Grabowska, Steve Ruth

### Second Place

*100 Years of Grandeur*  
U.S. General Services Administration  
Contributors: Diane Park, Peter Glaws, Rolando Riva-Camp, Douglas Pulak

### Award of Excellence

*Keeping the Promise*  
Defense Prisoner of War/Missing Personnel Office  
Contributors: Larry Greer, Paul Feldman, Bryan Saunders

## Category 08, Web Site I

### First Place

*NSF + The Birth of the Internet*  
National Science Foundation  
Contributors: Dana Cruikshank, Trinka Plaskon, Kathy Prujinski, Cliff Braverman

### Second Place

*Antimicrobial (Drug) Resistance*  
National Institute of Allergy and Infectious Diseases  
Contributors: Tori Matthews, Krista Townsend

### Award of Excellence

*Gov. Mike Huckabee Delta Rivers Nature Center*  
Arkansas Game and Fish Commission  
Contributors: Beverly Birdsong

### Award of Excellence

*Coastal Habitat in Puget Sound (CHIPS)*  
USGS-Tacoma Publishing Service Center  
Contributors: Bill Gibbs, Bobbie Richey, John Clemens

### Award of Excellence

*An Introduction to the Improved FDA Prescription Drug Labeling*  
U.S. Food and Drug Administration  
Contributors: Theresa Toigo, Denis Richtarski, Elaine Frost, Brenda Evelyn, Janelle Derbis

## Category 09, Web Site II

### First Place

*H.I.P. Pocket Change Presidential \$1 Coin*  
United States Mint  
Contributors: Gloria Eskridge, Cynthia Meals Vitelli, Debbie Dawson, April Stafford

### Second Place

*The National Institute on Aging's Spanish Language Website*  
National Institute on Aging  
Contributors: Max Handelsman, Mike Nescot, John O'Grady, Camilo Toledo

### Award of Excellence

*Quit Tobacco. Make Everyone Proud*  
U.S. Department of Defense/TRICARE Management Activity  
Contributor: Chuck Watkins

### Award of Excellence

*Pathway to Product Development Website*  
National Institute of Dental and Craniofacial Research  
Contributors: Eleni Kousvelari, D.D.S., D.Sc., Bob Kuska, MSJ, Jody Dove, Roesmarie Hunziker

### Award of Excellence

*NEA Web Site*  
National Endowment for the Arts (NEA)  
Contributors: David Low, Carlos Arrien

## Category 10, Electronic Publication

### First Place

*X-tremes Microbes*

National Science Foundation

Contributors: Nicolle Rager Fuller, Marnie Briggs, Gwen Morgan, Trinka Plaskon

**Second Place**

*2007 Hurricane Tracker*

Harris County Flood Control District

Contributor: Todd Thompson

**Award of Excellence**

*Broward County Library's Annual Report 2006-2007*

Broward County Library

Contributors: Maria Gebhardt, Dwayne Webbe

**Category 11, Webinar**

**First Place**

*Unified Health Communication*

Health Resources and Services Administration (HRSA)

Contributors: Linda Johnston Lloyd, Kim Dickerson, Len Epstein, Richard Jackson, Linda Kwon, Rob Logan, Samara Lorenz, Maria White

**Category 12, Webcast**

**First Place**

*MODOT Minute*

Missouri Department of Transportation

Contributors: T. Shane Peck, Steve Bushko, Sally Oxenhandler

**Second Place**

*City Light Special: How Hydro Works*

Seattle City Light Communications and Public Affairs

Contributors: Peter Clarke, Kelly Guenther

**Category 13, E-Newsletter**

**First Place**

*NCRR E-Reporter*

National Center for Research Resources

Contributors: Joyce McDonald, Craig Hicks, Laura Bonetta, Ph.D

**Second Place**

*CitizensNet*

City of Houston

Contributor: Mayor Bill White

**Award of Excellence**

*HFC on Media*

National Park Service, Center for Media Services

Contributors: David T. Gilbert, Robert H. Clark

**Award of Excellence**

*The Wild Life Newsletter*

Arkansas Game and Fish Commission

Contributor: Beverly Birdsong

#### Award of Excellence

*NIH Research Matters*

National Institutes of Health

Contributors: Harrison Wein, Vicki Contie, Lauren Conte, Alyson Olander

### Category 14, Event Videos

#### First Place

*Intro Video to Cybersafety Town Hall*

Office of the Attorney General-State of Texas

Contributors: Attorney General Greg Abbott, Communications Division, Nefty Gonzalez

#### Second Place

*"Charlie" Video*

Massachusetts Bay Transportation Authority

Contributors: Barbara Moulton, Rose Yates, David Wood, Kathy Boluch

#### Award of Excellence

*Elly Doyle Park Service Awards*

Fairfax County Park Authority

Contributor: Mark Garrah

### Category 15, Audio PSA/Program

#### First Place

*Profile America: August 2007*

U.S. Census Bureau Public Information Office

Contributors: Richard T. Reed, Patricia H. Dunton, Kenneth C. Meyer

#### Second Place

*Profile America Special Edition: Black History Month*

U.S. Census Bureau Public Information Office

Contributors: Richard T. Reed, Patricia H. Dunton, Kenneth C. Meyer, Cheryl V. Chambers

### Category 16, Podcast

#### First Place

*The USGS CoreCast*

U.S. Geological Survey

Contributors: David Hebert, Scott Horvath, Steven Sobieszczyk

#### Second Place

*CDC Podcast Series-A Cup of Health with CDC*

Centers for Disease Control and Prevention

Contributors: Charlotte Duggan, Suzanne Hewitt, Diane Drew, Matthew Reynolds



# 2008 Blue Pencil and Gold Screen Winners

## Combined Blue Pencil and Gold Screen

### Branding

#### First Place

*Foreclosure Prevention-Hold Onto Your Home*

Partnership between City of Lansing and Ingham County Treasurer's Office

Eric Schertzing

Dorothy Boone

Lisa Smith

Nico Killips

#### Second Place

*Branding the USPS Office of Inspector General*

Office of Inspector General, U.S. Postal Service

Agapi Doulaveris

Jean Nelson

Daniel Mihalko

Thad Dilley

#### Award of Excellence

*cdc.gov-Evolution of a Robust Federal PH Website*

Centers for Disease Control and Prevention

Contributors: Carol Crawford, CDC.gov team, CDC.gov council, Jay Bernhardt

**Award of Excellence**

*Rebranding AQD*

U.S. Department of the Interior, AQD, GOVWORKS

Contributor: Teresa A. Rivera

**Award of Excellence**

*Meth Alert Self Mailer*

Texas Department of State Health Services

Contributors: Mimi Martinez McKay,  
Sherry Matthews Advocacy Marketing

# 2008 Blue Pencil and Gold Screen Judges

Louise Arnheim  
Anistacia Barber  
Barbara Beermann  
Dianne Bell  
Christy Brannon  
Linda Bren  
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