

2004 SIOC AWARDS LIST

AWARD..... PIO OF THE YEAR

Name Lorna Bernard
Agency California Department of Fish and Game

AWARD..... LIFETIME ACHIEVEMENT AWARD

Name Anne Richards DaVigo
Agency California Highway Patrol

Category 1: Writing

Subcategory 1A News Release

Award..... Silver

Agency California Department of Fish and Game
Title Number One Source of Water Pollution May Surprise You
Name(s) on Award..... Dana Michaels

Subcategory 1A News Release

Award..... Gold

Agency California Department of Fish and Game
Title..... DFG Busts 10 in Tri-State Sturgeon Poaching Investigation
Called Delta Beluga
Name(s) on Award..... Steve Martarano

Subcategory 1B Opinion

Award..... Silver

Agency California Conservation Corps
Title..... 70-Year Legacy
Name(s) on Award..... Susanne Levitsky

Subcategory 1B Opinion

Award..... Gold

Agency CalPERS
Title..... Defined Contribution Plans are Bad Idea for Workers, Taxpayers
Name(s) on Award..... Office of Public Affairs

Subcategory 1C Feature

Award..... Silver

Agency California Department of Forestry and Fire Protection
Title..... Hot News – The News Media at Wildland Fires
Name(s) on Award..... Karen Terrill

Subcategory 1C Feature

Award..... Gold

Agency California Department of Fish and Game
Title..... Lasso from the Heavens
Name(s) on Award..... Lorna Bernard

2004 SIOC AWARDS LIST

Subcategory 1C Feature

Award..... Gold

Agency California Department of Fish and Game

Title..... Rising to New Heights in Wildlife Capture

Name(s) on Award..... Patrick Foy

Subcategory 1D Speech

Award..... Silver

Agency California Department of Veterans Affairs

Title..... Fighting the War on Homelessness

Name(s) on Award..... Steven J. Dakota

Subcategory 1D Speech

Award..... Gold

Agency California Department of Forestry and Fire Protection

Title..... A PIO's Perspective of Southern California Infestation
and the Fire Siege of 2003

Name(s) on Award..... Karen Terrill

AWARD GRAND PRIZE WRITING

Agency California Department of Fish and Game

Title..... Lasso from the Heavens

Name(s) on Award..... Lorna Bernard

And...

AWARD GRAND PRIZE WRITING

Agency California Department of Fish and Game

Title..... Rising to New Heights in Wildlife Capture

Name(s) on Award..... Patrick Foy

2004 SIOC AWARDS LIST

Category 2: Reports

Subcategory 2B Annual Report (4+ Colors)

Award..... Silver

Agency Office of Traffic Safety

Title..... 2002 Annual Progress Report

Name(s) on Award..... Mike Marando and OTS Public Affairs Staff

Subcategory 2B Annual Report (4+ Colors)

Award..... Gold

Agency California Highway Patrol

Title..... CHP Perspectives 2003

Name(s) on Award..... Anne DaVigo, Wayne Kubo

Subcategory 2C Special Report (1-3 Colors)

Award..... Silver

Agency Department of Water Resources

Title..... CDF 2003 Report

Name(s) on Award..... Xiaojun Li

Subcategory 2D Special Report (4+ Colors)

Award..... Gold

Title..... Atlas of the Biodiversity of California

Name(s) on Award..... California Department of Fish and Game

Subcategory 2D Special Report (4+ Colors)

Award..... Gold

Agency California Department of Food and Agriculture

Title..... FAIRS: Exploring a California Gold Mine

Name(s) on Award..... April Izumi

Subcategory 2D Special Report (4+ Colors)

Award..... Gold

Agency California Department of Food and Agriculture

Title..... Preventing Biological Pollution

Name(s) on Award..... Jay Van Rein

AWARD GRAND PRIZE REPORTS

Agency California Department of Food and Agriculture

Title..... Preventing Biological Pollution

Name(s) on Award..... Jay Van Rein

2004 SIOC AWARDS LIST

Category 3: Internal Publications

Subcategory 3A Newsletter (1-3 colors)

Award..... Gold

Agency Department of Water Resources

Title..... DWR People Summer 2003 Newsletter

Name(s) on Award..... Maggie Macias and Xiaojun Li

Subcategory 3B Newsletter (4+ colors)

Award..... Silver

Agency Department of the Youth Authority

Title..... Staff News, November 7, 2003, Volume 5, Issue 7

Name(s) on Award..... Communications and Public Affairs Office

Subcategory 3B Newsletter (4+ colors)

Award..... Gold

Agency Dept. of Fish and Game, Office of Spill Prevention and Response

Title..... The OSPResponder

Name(s) on Award..... Robert Hughes

Subcategory 3D Magazine (4+ colors)

Award..... Gold

Agency California Highway Patrol

Title..... CHP Zenith 12000 – September/October 2003

Name(s) on Award..... Jane Kreidler, Bill McFadden, Tiffany Pulsipher

AWARD..... GRAND PRIZE INTERNAL PUBLICATIONS

Agency California Highway Patrol

Title..... CHP Zenith 12000 – September/October 2003

Name(s) on Award..... Jane Kreidler, Bill McFadden, Tiffany Pulsipher

2004 SIOC AWARDS LIST

Category 4: External Publications

Subcategory 4A Newsletter (1-3 colors)

Award..... Silver

Agency Department of Water Resources

Title..... Oroville Facilities Relicensing News

Name(s) on Award..... Michael J. Miller

Subcategory 4A Newsletter (1-3 colors)

Award..... Silver

Agency California Energy Commission

Title..... Blueprint

Name(s) on Award..... Beverly Duffy

Subcategory 4B Newsletter (4+ colors)

Award..... Silver

Title..... Adult Audience, Spanish language only newspaper insert

Name(s) on Award..... California Student Aid Commission

Subcategory 4B Newsletter (4+ colors)

Award..... Gold

Title..... Teen Audience, English/Spanish Bilingual newspaper insert

Name(s) on Award..... California Student Aid Commission

Subcategory 4C Magazine (1-3 colors)

Award..... Gold

Title..... Court News

Name(s) on Award..... Judicial Council/Administrative Office of the Courts

Subcategory 4D Magazine (4+ colors)

Award..... Silver

Agency California Department of Boating and Waterways

Title..... Adventure Guide-Boating Safety

Name(s) on Award..... Jana D. Clarke

Subcategory 4D Magazine (4+ colors)

Award..... Gold

Agency California Department of Fish and Game

Title..... Outdoor California

Name(s) on Award..... Alexia Retallack and Lorna Bernard

Subcategory 4E..... Brochure/Pamphlet (1-3 colors)

Award..... Silver

Agency California Department of Veterans Affairs

Title..... Parolees Who Are Veterans Benefits Awareness Program

Name(s) on Award..... Cheryl McDonald, Steven J. Dakota, Stephen Green,
Sharon Rocco, Rob Churchill

2004 SIOC AWARDS LIST

Subcategory 4E..... Brochure/Pamphlet (1-3 colors)

Award..... Gold

Agency California Department of Consumer Affairs

Title..... Consumer Self-Help Brochure

Name(s) on Award..... Alice Scott and Crystal Cavallero-Machado

Subcategory 4F..... Brochure/Pamphlet (4+ colors)

Award..... Silver

Agency California Department of Fish and Game

Title..... It only takes a little bit

Name(s) on Award..... Ethan Rotman and Alexia Retallack

Subcategory 4F..... Brochure/Pamphlet (4+ colors)

Award..... Gold

Agency Central Valley-Bay Delta Branch, Department of Fish and Game

Title..... Get Hooked on Catch and Release for Striped Bass

Name(s) on Award..... Heather McIntire and Alexia Retallack

AWARD GRAND PRIZE EXTERNAL PUBLICATIONS

Agency California Department of Fish and Game

Title..... Outdoor California

Name(s) on Award..... Alexia Retallack and Lorna Bernard

2004 SIOC AWARDS LIST

Category 5: Audio-Visual Production

Subcategory 5A Video

Award..... Honorable Mention

Agency California Air Resources Board

Title..... With Every Breath: Health Effects of Smog

Name(s) on Award..... Peter Dallas

Subcategory 5A Video

Award..... Silver

Agency California Energy Commission

Title..... Energy Training Videos

Name(s) on Award..... John Eash

Subcategory 5A Video

Award..... Gold

Agency California Department of Water Resources

Title..... Rip Rap to Habitat

Name(s) on Award..... Mark Lambert

Subcategory 5C PSA Video

Award..... Silver

Agency California Department of Boating and Waterways

Title..... Safe and Enjoyable Boating

Name(s) on Award..... Jana D. Clarke

Subcategory 5D PSA Audio

Award..... Silver

Agency Office of Traffic Safety

Title..... "Checkpoint Officers"

Name(s) on Award..... Mike Marando and OTS Public Affairs Staff

Subcategory 5D PSA Audio

Award..... Gold

Agency California Department of Transportation

Title..... "Don't Trash California" Spanish Radio PSA

Name(s) on Award..... Betty Sanchez

Subcategory 5E..... Video/Audio Campaign

Award..... Silver

Title..... Cal Grant Radio Spots

Name(s) on Award..... California Student Aid Commission

Subcategory 5E..... Video/Audio Campaign

Award..... Gold

Title..... California Courts News (CCN)

Name(s) on Award..... Judicial Council/Administrative Office of the Courts

2004 SIOC AWARDS LIST

Category 5: Audio-Visual Production

AWARD **GRAND PRIZE AUDIO-VISUAL PRODUCTION**
Agency California Department of Water Resources
Title Rip Rap to Habitat
Name(s) on Award..... Mark Lambert

2004 SIOC AWARDS LIST

Category 6: Graphics

Subcategory 6A Infographic or Technical Illustration

Award..... Honorable Mention

Agency California Department of Food and Agriculture

Title Time Line: Mexican Fruit Fly Eradication Project

Name(s) on Award..... Jay Van Rein

Subcategory 6C Logo

Award..... Silver

Agency California Department of Food and Agriculture

Title CDFA Department Logo

Name(s) on Award..... Jarrett Heather

Subcategory 6G Photography (Color)

Award..... Silver

Agency Governor's Office of Emergency Services

Title Salute to the Firefighters

Name(s) on Award..... Robert A. Eplett

Subcategory 6G Photography (Color)

Award..... Gold

Agency California Highway Patrol

Title Hot Pursuit

Name(s) on Award..... Joe McHugh

AWARD..... GRAND PRIZE GRAPHICS

Agency California Highway Patrol

Title Hot Pursuit

Name(s) on Award..... Joe McHugh

2004 SIOC AWARDS LIST

Category 7: Special Projects

Subcategory 7A Posters

Award..... Honorable Mention

Title Plastic Cal Grant Poster

Name(s) on Award..... California Student Aid Commission

Subcategory 7A Posters

Award..... Silver

Agency California Department of Water Resources

Title Salmon Festival Poster

Name(s) on Award..... Christopher M. Sanchez

Subcategory 7A Posters

Award..... Gold

Agency California Department of Transportation

Title “Don’t Trash California” Rest Area Poster

Name(s) on Award..... Betty Sanchez

Subcategory 7C Promotional Device

Award..... Honorable Mention

Title Life Sized Full Color Cardboard Display

Name(s) on Award..... California Student Aid Commission

Subcategory 7C Promotional Device

Award..... Silver

Title Cal Grant – Fast Food Bag Stuffer and Tray Liner

Name(s) on Award..... California Student Aid Commission

Subcategory 7C Promotional Device

Award..... Gold

Title Cal Grant “10 Most Important Things” Spiral Notebook

Name(s) on Award..... California Student Aid Commission

Subcategory 7D Calendar

Award..... Gold

Agency Department of Boating and Waterways

Title Safe and Wise Water Ways Poster Calendar

Name(s) on Award..... Education Unit

AWARD GRAND PRIZE SPECIAL PROJECTS

Title Cal Grant “10 Most Important Things” Spiral Notebook

Name(s) on Award..... California Student Aid Commission

2004 SIOC AWARDS LIST

Category 8: Media Relations

Subcategory 8B Media Campaign

Award..... Silver

Agency California Department of Fish and Game

Title..... Keep Me Wild

Name(s) on Award..... One World Communications

Subcategory 8B Media Campaign

Award..... Gold

Agency Office of Traffic Safety

Title..... 2003 Drunk and Drugged Driving (3D) Prevention Month

Name(s) on Award..... Mike Marando and OTS Public Affairs Staff

Subcategory 8D Crisis Communications

Award..... Silver

Agency Governor's Office of Emergency Services

Title..... Managing the Media in Southern California Fire Siege

Name(s) on Award..... Information and Public Affairs Team

Subcategory 8D Crisis Communications

Award..... Gold

Agency California Department of Forestry and Fire Protection

Title..... The Fire Siege of 2003

Name(s) on Award..... Karen Terrill

Subcategory 8E..... Media Coup

Award..... Silver

Agency California Department of Forestry and Fire Protection

Title..... Inmate Firefighters – Unsung Heroes

Name(s) on Award..... Karen Terrill

Subcategory 8E..... Media Coup

Award..... Gold

Agency California Department of Fish and Game

Title..... California Connected: Shipwreck Oil Spills

Name(s) on Award..... Dana Michaels

AWARD GRAND PRIZE MEDIA RELATIONS

Agency California Office of Traffic Safety

Title..... 2003 Drunk and Drugged Driving

Name(s) on Award..... Mike Marando and OTS Public Affairs Staff

2004 SIOC AWARDS LIST

Category 9: Web Sites

Subcategory 9B Division, Branch or Program Web Pages
Award..... Gold
Agency California Energy Commission
Title..... Liquefied Natural Gas
Name(s) on Award..... Bob Aldrich and Dave Maul

2004 SIOC AWARDS LIST

Category 10: Best Bang for Your Buck

Subcategory 10A Best Product Impact (more than \$750)

Award..... Silver

Title Children's Bay-Delta Book Covers

Name(s) on Award..... Jamie Cameron-Harley, CALFED and Cordi McDaniel, DWR

Subcategory 10A Best Product Impact (more than \$750)

Award..... Gold

Agency Employment Development Department

Title Paid Family Leave – VNR

Name(s) on Award..... Public Affairs Branch

Subcategory 10B Best Product Impact (less than \$750)

Award..... Gold

Agency California Highway Patrol

Title "Just Drive"

Name(s) on Award..... Spike Helmick, CHP and Joyce Prager, 21st Century Insurance

AWARD GRAND PRIZE BEST BANG FOR YOUR BUCK

Agency California Highway Patrol

Title "Just Drive"

Name(s) on Award..... Spike Helmick, CHP and Joyce Prager, 21st Century Insurance