

SiOC Awards Winners ~ May 18, 2010

PIO of the Year

Daniel Berlant
CAL FIRE

Lifetime Achievement Award

Jim Reber
Franchise Tax Board

News Release

Gold Award
Inmate Susan Atkins Dies of Natural Causes
Terry Thornton
California Department of Corrections and Rehabilitation

News Release

Silver Award
CPUC Makes Largest Commitment Ever Made by a State to Energy Efficiency
California Public Utilities Commission

News Release

Honorable Mention
Swine Flu Detected in Two Southern California Children
Al Lundeen
Ken August
California Department of Public Health

Opinion

Gold Award
Energy Efficient TVs Save Californians Money
Adam Gottlieb
California Energy Commission

Opinion

Silver Award
Rodney the Deer
Dana J. Michaels
Department of Fish & Game

Feature

Gold Award
A Thousand Tiny Wounds
Harry Morse
Neil Manji
Department of Fish and Game

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Feature

Silver Award
New Menu Labeling Law is Something to Chew On
Jean Bricarello
Department of Consumer Affairs

Feature

Honorable Mention
CSP-Solano Launches Offender Mentor Certification Program
Margaret A. Bengs
California Department of Corrections and Rehabilitation

Feature

Honorable Mention
Blowing up the Environment
Alexia E. Retallack
Department of Fish and Game

Speech

Gold Award
Promises Made, Promises Kept
Sherry Reser
Anita Carney
CalSTRS

Annual Report

Gold Award
Corrections - Moving Forward
Paul Verke
Oscar Hidalgo
Gordon Hinkle
Scott Howe
CDCR Office of Public and Employee Communications

Annual Report

Silver Award
Comprehensive Annual Financial Report
CalSTRS Staff

Annual Report

Honorable Mention
DOJ Green Office Annual Report
Daphne Hom
Allison Meraz
Jan Mistchenko
California Department of Justice

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Newsletter

Gold Award
CDCR This Week
George Kostyrko
Scott Howe
Margot Bach
Jonathan Parsley
CDCR Office of Public and Employee Communications

Newsletter

Silver
Across the Boards
Liz Kanter
Sharon Norton
State Water Resources Control Board

Newsletter

Honorable Mention
DTSC News
Julie Bauer
Department of Toxic Substances Control

Newsletter

Honorable Mention
News & Views
Roy Stearns
Sheryl Watson
Lindsay Oxford
John Arnold
Carol Cullens
California State Parks

Newsletter

Honorable Mention
CDCR External Affairs
Erin Sasse
Laura Enderton
Alise Coman
Scott Howe
CDCR Office of External Affairs
California Department of Corrections and Rehabilitation

Magazine

Gold Award
Outdoor California – Special Issue: Salmon Crisis
Troy Swauger
Department of Fish & Game

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Magazine

Silver Award

Consumer Connection

Aris Bajar

Allen Grigg

Ricardo Villanueva

Jean Bricarello

Department of Consumer Affairs

Brochure

Gold Award

10 Tips: Make Sure Your Contractor Measures Up

Rick Lopes

Melanie Bedwell

Rose Avila

Contractors State License Board

Brochure

Silver Award

Pacific Salmon: King of California Fish

Harry Morse

Kirsten Macintyre

Department of Fish & Game

Brochure

Honorable Mention

Consumer Programs Brochure

California Public Utilities Commission

Special Publication

Gold Award

Newly Vested Member Kit 2

Vonnie Madigan

Christiana Mullen

Anita Carney

Steve Barbaria

CalSTRS

Special Publication

Gold Award

Near Retirement Member Kit 4

Vonnie Madigan

Christiana Mullen

Anita Carney

Steve Barbaria

CalSTRS

SiOC Awards Winners ~ May 18, 2010

Special Publication

Silver Award

Resource Guide to Free Tax Products, Services, & Publications

California State Board of Equalization

Special Publication

Honorable Mention

California Contractors License Law & Reference Book

Rick Lopes

Melanie Bedwell

Rose Avila

Venus Stromberg

Contractors State License Board

Training DVD or Documentary

Gold Award

Cell Phone Contraband

Michele Kane

Paul Verke

Scott Sabicer

Todd Spencer

CDCR Office of Public and Employee Communications

Training DVD or Documentary

Silver Award

Art Glass: Reflecting Our Mission and Environment

Vonnie Madigan

Joy Chang

CSUS Creative Services

CalSTRS

Training DVD or Documentary

Honorable Mention

Mail Cage Safety Video

Marketing and Multimedia Services

Franchise Tax Board

Outreach & Education DVD

Gold Award

Get on the Bus

Michele Kane

Todd Spencer

Scott Sabicer

Fred Harbott

George Nyberg

Eric Owens

CDCR Office of Public and Employee Communications

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Outreach & Education DVD

Silver Award
Member Services & Environment in Harmony
Vonnie Madigan
Chad Christman
CSUS Creative Services
CalSTRS

Outreach & Education DVD

Honorable Mention
CEC Energy Education Center
Building Standards Implementation Office
Outreach and Education Unit
Efficiency and Renewable Energy Division
California Energy Commission

PSA

Gold Award
Marine Technology Training Center Dive Program
Michele Kane
Todd Spencer
Fred Harbott
George Nyberg
CDCR Office of Public and Employee Communications

Brand Identity Package

Gold Award
Inspire
Aris Bajar
Department of Consumer Affairs

Brand Identity Package

Silver Award
Mission Statement Poster
Janet Upton
Alisha Herring
Daniel Berlant
Mary Welna
Lyndee Port
Stephanie Kuidis
CAL FIRE

SiOC Awards Winners ~ May 18, 2010

Brand Identity Package

Honorable Mention

Facilities Development Division – Corporate Identity

Will Floyd

David Byrnes

Victoria Stehl

Irene Borgfeldt

Megan Wright

Office of Statewide Health Planning & Development

Photography

Gold

Salmon Capture

Harry Morse

Department of Fish & Game

Promotional Device

Gold Award

e-File Toolkit

Marketing and Multimedia Services

Reprographics

e-Programs

Franchise Tax Board

Promotional Device

Silver Award

EDD Information Tip Cards

Public Affairs Branch

Employment Development Department

Promotional Device

Honorable Mention

Warden Stamp

Meredith Fleener

California Department of Fish and Game

Direct Mail Program

Gold Award

ReadyReturn Direct Mail

Marketing and Multimedia Services

Franchise Tax Board

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Poster

Gold Award
4 Principles of Hand Awareness
Will Floyd
David Byrnes
Victoria Stehl
Irene Borgfeldt
Megan Wright
Office of Statewide Health Planning & Development

Poster

Silver
ReadyReturn
Marketing and Multimedia Services
e-Programs
Franchise Tax Board

Calendar

Gold Award
Outdoor California: Calendar Edition
Troy Swauger
Meredith Fleener
Department of Fish & Game

Calendar

Silver Award
2010 Energy Calendar
Lana McAllister
Michael Wilson
California Energy Commission

Event

Gold Award
25th Anniversary Medal of Valor Ceremony
George Kostyrko
Jonathan Parsley
Eric Owens
California Department of Corrections and Rehabilitation

Event

Silver Award
CalSTRS Headquarters Move-In: Collateral for Employees
Vonnie Madigan
Lynette Blumhardt
Veronica Espinoza
CalSTRS

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Event

Honorable Mention
FTB's 80 Years of Service Campaign
Marketing and Multimedia Services
Franchise Tax Board

Public-Private Partnership

Gold Award
2009 Holiday DUI Campaign - Retail Partnerships
California Office of Traffic Safety

Public-Private Partnership

Silver Award
Go Solar California! New Solar Homes Partnership Sweepstakes
Amy Morgan
California Energy Commission
Anne Staines
ProProse

Media Kit

Gold Award
ReadyReturn Online Media Kit
Marketing and Multimedia Services
e-Programs
Franchise Tax Board

Media Campaign

Gold Award
SF-Oakland Bay Bridge Labor Day Weekend Closure
CirclePoint
California Department of Transportation

Media Campaign

Silver Award
Click Into Place Outreach Campaign
Public Affairs Branch
Employment Development Department

Media Campaign

Honorable Mention
2009 Holiday DUI Enforcement Campaign
California Office of Traffic Safety

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Media Campaign

Honorable Mention

H1N1 Swine Flu Media Campaign

Norma Arcero

Ken August

Melinda Beer

Matt Conens

Teri Hodges

Al Lundeen

Candace Marty

Ralph Montano

Ron Owens

California Department of Public Health

Media Campaign

Honorable Mention

Wildfire Awareness Week - 2009 Campaign

Janet Upton

Alisha Herring

Daniel Berlant

Mary Welna

Lyndee Port

Stephanie Kuidis

CAL FIRE

Media Campaign

Honorable Mention

Go Solar California! New Solar Homes Partnership

Amy Morgan

California Energy Commission

Web Site

Gold Award

SF-Oakland Bay Bridge Labor Day Closure

CirclePoint

California Department of Transportation

Web Site

Silver Award

CDCR Website Improvement

Gordon Hinkle

Scott Howe

Paul Verke

California Department of Corrections & Rehabilitation

SiOC Awards Winners ~ May 18, 2010

Web Site

Honorable Mention
BOE Building Assessment Website
California State Board of Equalization

Web Site

Honorable Mention
FTB Home Page
Corporate Communications
Franchise Tax Board

Internet Outreach

Youtube.com

Gold Award
Web 2.0 Social Media
Gordon Hinkle
Scott Howe
Thomas Gonzales
George Kostyrko
Paul Verke
California Department of Corrections & Rehabilitation

Internet Outreach

Youtube.com

Silver Award
FTB ReadyReturn
Marketing and Multimedia Services
Franchise Tax Board

Internet Outreach

Youtube.com

Honorable Mention
Unemployment Education on Youtube
Public Affairs Branch
Employment Development Department

Internet Outreach

Social Media

Gold Award
CAL FIRE Social Media Outreach
Janet Upton
Alisha Herring
Daniel Berlant
Mary Welna
Meagan McFadden
CAL FIRE

SiOC Awards Winners ~ May 18, 2010

Internet Outreach

Social Media

Silver Award

2009 Holiday DUI Enforcement Campaign – Facebook

California Office of Traffic Safety

Internet Outreach

Social Media

Honorable Mention

CPUC @ Twitter

California Public Utilities Commission

Internet Communications

Other Web Resources

Gold Award

BOE Online Seminars Website

California State Board of Equalization

Best Bang for the Buck

Gold Award

CDPH FilmFest: Lights, Camera, Save Lives!

Norma Arcero

Ken August

Melinda Beer

Rebecca Boyte

Matt Conens

Edgar Ednacot

Kerdlin Henry

Teri Hodges

Al Lundeen

Candace Marty

Justin McNiff

Ralph Montano

Natalie Nakahara

Ron Owens

Michael Sicilia

Chi Sui

Tiffany Sutter

California Department of Public Health

Best Bang for the Buck

Silver Award

Bring 'Em Back or Just Keep 'Em Working

Susan Gard

Patricia A. Ortiz

Division of Workers' Compensation

Department of Industrial Relations

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Best Bang for the Buck

Honorable Mention

Maximizing Internal Communications Options to Employees

Margot Shinnamon Bach

George Kostyrko

California Department of Corrections and Rehabilitation

Best Bang for the Buck

Honorable Mention

Multilingual Outreach & Education Services Website

California State Board of Equalization

Best Bang for the Buck

Honorable Mention

Take Charge! California photo shoot

Carol Stover

June Vargas

Department of Consumer Affairs

Best Bang for the Buck

Honorable Mention

Thought Leaders Speaker Series 2009

California Public Utilities Commission

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