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**Twenty-one Northwest Public Relations Professionals Win
Oregon Spotlight Awards**

Public Relations Society of America Chapter Hosts Gala Theater Event to
Recognize The Best in the Profession

PORTLAND, Ore – December 12, 2000 -- The spotlights were on public relations professionals throughout Oregon and southwestern Washington Mon., December 4 as the Portland Metro Chapter of the Public Relations Society of America (PRSA) hosted "Oregon Spotlights 2000" at the Portland Center for the Performing Arts and Dolores Winningstad Theatre. President-elect Deb Hedding of Sanda Communications directed the production of Spotlights 2000.

The annual Spotlight Awards showcases the best public relations work of the region, as determined by 10 well-known out-of-state judges with stellar reputations. The judges spent two days in Portland pouring over binders full of PR campaigns, scoring each one for their ability to produce successful campaigns.

Out of the 115 entries received from around the Northwest, 21 Spotlight Awards and 45 Awards of Excellence were presented on stage by KATU-TV news anchor Paul Linnman, who served as Master of Ceremonies.

The highlight of the evening was the presentation of the coveted special service awards. Nancy Johnson of the American Foundation for Suicide Prevention (AFSP) received the Ron Schmidt Award, which recognizes non-PR practitioners for their use of public relations for the betterment of the community. Johnson formed the local chapter of the AFSP after her teenage son died from suicide. She then raised funds and awareness via local media coverage for the organization.

Chuck Williams, local director of Kids in a Drug Free Society, was presented with the William Marsh Award for his lifelong achievements in public relations.

Spotlight Awards were presented to the following companies and organizations for their PR campaigns:

Corporate Relations:

Spotlight - Cole & Weber Public Relations: "WorldStream Launch"

Spotlight – Portland General Electric: "Get in the Game — 1999 Employee Giving Campaign"

Award of Excellence - Lane Marketing Communications: "Celebrity Coffee Personality Event"

Award of Excellence - KVO Public Relations: "Taking Fish to Market"

Nonprofit PR:

Spotlight - Woloshin Communications: "Meet Oregon's Future - A Sustainable Campaign for Oregon Child Development Coalition"

Spotlight - Cole & Weber Public Relations: "Betterbricks.com Nonprofit PR"

Spotlight - Peynet Public Relations: "Portland State University Public Relations Campaign"

Spotlight - Conkling, Fiskum & McCormick and Pacific University: "Using Pacific University's Sesquicentennial to Drive Improved Marketing Communications"

Pro Bono:

Spotlight - Lane Marketing Communications: "Portland Farmers Market"

Spotlight – Dianne Danowski-Smith and Kerry Dugan: "NeighborSafe 2000: A Winning Combination of Public Relations and Public Involvement"

Award of Excellence - KVO Public Relations: "Turnout for OBT" and "Pug Crawl 2000"

Award of Excellence - Lane Marketing Communications: "Fighting Hunger with Taste"

Award of Excellence - Gard & Gerber: "Metropolitan Family Service Wine Auction 2000"

Promotional Publicity:

Spotlight - New Venture Communications: "WebTrends Security Analyzer" and "WebCriteria's Benchmark Campaign"

Award of Excellence - Lane Marketing Communications: "Decision Point Systems

PR Campaign" and "Djangos.com: Vintage Meets Technology"

Award of Excellence - Power Public Relations: "Capturing the Spirit of Paragon"

Award of Excellence - Bear Creek Corporation: "1999 Holiday Season"

Special Events & Observances:

Spotlight - Northwest Osteopathic Medical Foundation: "Safety Safari"

Spotlight - Metropolitan Group: "Historic Columbia River Highway Celebration"

Award of Excellence - Power Public Relations: "Moving the 'Goose' Across the Road"

Award of Excellence - Oregon Dept. of Transportation: "Rediscovering Portland's Willamette River Bridges Exhibit"

Public Service:

Award of Excellence - Ant Hill Marketing: "American Foundation for Suicide Prevention"

Community Relations:

Award of Excellence - Oregon Dept. of Transportation: "Ross Island Bridge Public Awareness Campaign"

Public Affairs:

Spotlight - Oregon Dept. of Transportation and Gard & Gerber: "Oregon Teen Driver Law Changes"

Awards of Excellence - Conkling, Fiskum & McCormick: "Ensuring Fair Funding for Better Roads", "Protecting Multnomah County's Pets" and "Creating Buzz for the Brewery Blocks Project"

Crisis Communications:

Award of Excellence - "Crisis Communication for Cadet Manufacturing Company"

Product Introduction:

Spotlight - Conkling, Fiskum & McCormick: "Cord Blood: A Regional Roll Out for Red Cross"

Award of Excellence - Intel: "Intel Unleashes the PC Camera"

Award of Excellence - Cole & Weber Public Relations and Pembroke Resources: "Vision 2000 Product Family Launch"

Award of Excellence - New Venture Communications: "ParadEyes.com Product Launch"

Award of Excellence - PGE: "Renewable Power Program"

Employee Relations:

Award of Excellence - Koopman Ostbo, Inc: "Johnstone Supply's E-Commerce Initiative"

Award of Excellence - Kaiser Permanente: "Susan G. Komen Breast Cancer Campaign"

Integrated Marketing Communications:

Spotlight - Gard & Gerber: "Dolphin Software"

Awards of Excellence - Cole & Weber Public Relations: "Betterbricks.com Marketing Communications" and "South Umpqua Bank Marketing Communications"

Annual Report:

Spotlight - Landrey & Hunt: "Illuminet Holdings, Inc.: First Impressions of a Public Company"

Award of Excellence - Gard & Gerber: "PNGC Power Annual Report"

Brochure:

Award of Excellence - Cole & Weber Public Relations: "Betterbricks.com Brochure"

Internal Publication:

Spotlight - PGE: "The Revitalization of NewsLine"

Award of Excellence - Wells Fargo & Company: "EXPRESSline"

Media Kit:

Awards of Excellence - Gard & Gerber: "Tompkins Benefit Group", "PGE / PSU Project Media Kit" and "Columbia River Bar Pilots"

News or Feature Story: External Placement:

Awards of Excellence - New Venture Communications: "The Taxman Cometh Online", "E-Business", "Cash, Stat" and "To Your E-Health".

Awards of Excellence - Gard & Gerber: "PNGC Power OTEC Feature Story" and "Columbia River Bar Pilots"

Award of Excellence - Kaiser Permanente: "Lymphoderma Campaign"

Recurring Column or Feature:

Spotlight - New Venture Communications: "ZD Net AnchorDesk Column"

Speechwriting:

Spotlight - Lane Marketing Communications: "Positioning ATMs for an Internet Future"

Editorial & Opinion:

Award of Excellence - New Venture Communications: "Learn, Know and Live Them: The Seven Metrics of Highly Successful Web Sites"

Award of Excellence - Oregon Tourism Commission: "The Official Oregon Kids Travel Guide"

Public Service:

Award of Excellence - Gard & Gerber: "OR State Marine Board - Boat Safe, Boat Sober"

Multimedia:

Award of Excellence - Bear Creek Corporation: "Bear Creek Television (BCTV): Improving Internal Communications"

Web Site:

Spotlight - Conkling, Fiskum & McCormick and Pacific University:

"Implementing

a New Web Site as the Backbone of Pacific University's Sesquicentennial"

Poster:

Spotlight - Metropolitan Group: "Healthy Birth Initiative Public Education Campaign"

Close But No Cigar:

Awards of Excellence - Cole & Weber Public Relations: "Etera Garden & Plants PR Plan" and "Vivonic PR Plan"

About the Public Relations Society of America (PRSA)

The Portland Metro Chapter is comprised of more than 200 local and regional public relations professionals dedicated to serving their local and business communities, higher education and their profession. The Oregon Capital Chapter in Salem and the Eugene Metro Chapter also serve Oregon's professional community. PRSA's national headquarters is based in New York, N.Y. More information is available at www.prsa-portland.org.