



Public Relations Society of America-
Hampton Roads Chapter
www.prsahr.org

For Immediate Release

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Pinnacle Award Winners

The Hampton Roads chapter of the Public Relations Society of America recently held their annual Pinnacle Awards luncheon. The Pinnacle Awards are divided into two main categories: 1) Public Relations Tactics and 2) Public Relations Practices. Within each category there are several categories for entry, including newsletters, brochures, annual reports, audio-visual/interactive media, crisis communications, special events, media relations, and community awareness. Awards went to:

Public Relations Tactics

1. Audiovisual/Interactive (2): **City of Chesapeake Public Communications Department**, *PuppetWatch*; **Virginia Beach Convention & Visitors Bureau with BCF**, "Loonie Savers Media Kit."
2. Brochures: **VDOT Public Affairs**, "VDOT Hurricane Guide."
3. Annual Report: **The Norfolk Foundation**, 2004 Annual Report.

Public Relations Practices

1. Special Event: **Goldman & Associates Public Relations**, "Telling it to the White House."
2. Media Relations: **Virginia Beach Convention & Visitors Bureau with BCF**, "Live the Life" Campaign.
3. Community Awareness Campaign: **Goldman & Associates Public Relations**, "Click It or Ticket, Big Rigs" campaign.

Best in Show

Goldman & Associates Public Relations, "Telling it to the White House."

2005 Public Relations Professional of the Year

Robin C. Chapman, APR, Norfolk Southern Corporation

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