

NEPF Award Winners, 2006

#1: Best Spot-News or Exclusive Single-News Story

1. Edward Defort, "Case Closed," *American Funeral Director*, **Kates-Boylston, a Division of UCG**. The story covered the nearly four-year investigation into the murder of a Wisconsin funeral director and a mortuary student intern and the shock waves it sent through the magazine's readership, the nation's funeral directors.
2. Matt Phillion, "From Inside a New Orleans Hospital: An LSU Internal Medicine Resident Stays Behind to Care for Patients During Hurricane Katrina," *Residency Program Alert*, **HCPPro**. The story resulted from an hour-long interview with a young resident who battled almost indescribable conditions in a New Orleans hospital for six days during and after Hurricane Katrina.
3. Jason Sherman, "Pentagon Slashes \$30 Billion from Major Navy, Air Force, Missile Defense Programs," *InsideDefense.com*, **Inside Washington Publishers**. The story reported the most important military spending changes in years, cutting \$55 billion from its major weapons systems and adding \$25 billion to overhaul the Army's ground forces, nearly a month before the Pentagon released its official budget to Congress.

Honorable Mention. Edward Defort, "Survivor Louisiana," *American Funeral Director*, **Kates-Boylston, a Division of UCG**. The reporter gave an exclusive report on how New Orleans funeral homes and their staffs coped with, escaped from and returned to help put lives back together after Hurricane Katrina.

Honorable Mention. Nina Youngstrom, "OIG May Exclude Hospital for CIA Failure," *Report on Medicare Compliance*, **Atlantic Information Services, Inc.** The story covered the rare instance of the Department of Health and Human Services' Office of Inspector General threatening to exclude a hospital from Medicare for failing to abide by its corporate integrity agreement.

#2. Best Investigative Reporting

1. George Lobsenz and Jeff Beattie, series of stories covering the Global Nuclear Energy Partnership, *The Energy Daily*, **King Publishing Group**. The reporters found out about and reported the Bush administration's far-reaching plan to change U.S. nuclear policy to revive spent reactor fuel reprocessing months before other news organizations reported it and the administration finally revealed the plan in its fiscal year 2007 budget request.
2. Christopher Delporte and Don Long, "Newborn Screening Technology Thorough, But Raises Questions" and "Advocates, Agencies Eye State Parity in Testing of Newborns," *Medical Device Daily*, **American Health Consultants**. These two stories reported on the differences among states in screening newborns for genetic disorders that may be treated early in life, why those differences are there and what it means to the children's health nationwide.
3. Wendy Vogenitz, "Special Investigative Report: Misleading Coding Advice," by *Anesthesia & Pain Coder's Pink Sheet*, **DecisionHealth, a Division of UCG**. The reporter spent seven months investigating then uncovering misconduct among medical equipment vendors in wrongly advising potential buyers that their pain-treatment tables were covered by Medicare.

Honorable Mention: Carole Donoghue, "Disbarred Dealer Lawyer Returns, Seeking Clients in Anti-Trust Case Against Shell" and "Dealer Shackled,

Jailed When Lawyer Failed to Turn Over Pricing Records to State,” *Oil Express*, **OPIS Energy Group, a Division of UCG**. The reporter produced a two-part, six-page expose of the almost comic exploits and disastrous effects on his clients of an attorney/gasoline dealer who left a trail of infuriated legal officials and misled clients across the country.

#3. Best Interpretive or Analytical Reporting

1. Ellen Smith, Melanie Aclander and Katharine Snyder, continuing coverage of the federal Mine Health & Safety Administration’s refusal to follow the Freedom of Information Act, *Mine Safety and Health News*, **Legal Publication Services**. Throughout 2005, Publisher/editor Smith and her staff followed the Mine Safety and Health Administration’s continued refusal to release information under FOIA and in so doing, they provided a service not only to their readers, to whom that information was vital in keeping their mines safe for their workers, but to the general public’s right to know and the press’s access to government information under FOIA.
2. Diana Sterne, “Disclosure: New Legal Worry for Med Staff, Credentialing Professionals,” *Medical Staff Briefing*, **HCPPro, Inc**. This story reported on a dramatic example of how an anesthesiologist was given a glowing letter of recommendation by former employers who had fired him for substance abuse problems and how other health care providers can avoid similar problems.
3. Daniel Horner and Mark Hibbs, “India to Receive U.S. Nuclear Goods, Expand Safeguards Under New Proposal,” *Platts Nucleonics Week*, **The McGraw-Hill Companies**. The story delves into the deep international nuclear policy issues raised by the much-publicized July 2005 agreement that allowed India to play in the worldwide nuclear “club” without signing the Nuclear Nonproliferation Treaty.

Honorable Mention. Steve Davis, “HSA Deposits Top \$460 Million,” *Inside Consumer-Directed Care*, **Atlantic Information Services**. The reporter overcame stonewalling by some of the nation’s largest banks controlling the popular but highly complex health savings accounts to come up with a thorough report of the state of those accounts nationwide.

Honorable Mention. Drew Campbell, “Mondo Condo: Condominium Conversions Sweep the Country,” *High Return Quarterly*, **Institutional Real Estate, Inc**. The story used data from 12 independent sources to give readers a thorough picture of the state of the condominium-conversion market, one of the most important and controversial trends in commercial property markets in 2005.

#4. Best Instructional Reporting

1. Glenn Demby, “Selling Safety to Your CEO,” **Bongarde Media Co**. This special report helps company safety directors overcome their reluctance to “take on” CEOs in trying to get across the need for safety by making both a business case and a legal case for safety in the workplace.
2. Carolyn Rashby and Jennifer Carsen, two-part series on employee blogging, *California Employer Advisor*, **Employer Resource Institute**. This series outlined for employers what they can and can’t do and should and shouldn’t do about employees who post material about those employers to a nearly limitless audience on a blog.
3. Michelle Mark, “Evaluating and Treating Sexual Assault Victims in the Emergency Department,” *Emergency Medicine Report*, **American Health Consultants**. The medical director of a rape crisis center provided a thorough, two-part discussion of how hospital emergency departments can do a better job at giving treatment of sexual assault victims higher priority

with greater sensitivity, as well as how to help police in the evidence-gathering process of any examination.

Honorable Mention. Wendy Johnson, "Agencies Carve Profitable Niche in Sick & Emergency Child Care," *Private Duty Insider*, **DecisionHealth, a Division of UCG**. This six-page report provided "soup-to-nuts" guidance to private pay home care agencies on expanding their services into babysitting.

Honorable Mention. James Sokolowski, "Stop Sexual Harassment: Interactive Training for California Supervisors," **M. Lee Smith Publishers LLC**. This excellent instructional package includes a three-ring binder, CD and video, providing supervisory personnel in all types of California organizations training in accordance with the state's new law requiring supervisors be given two hours of sexual harassment training every two years.

#5. Best Financial-Advisory Product

1. *Investor's Digest of Canada*, **MPL Communications**.
2. Richard E. Band, *Richard E. Band's Profitable Investing*, **Phillips Investment Resources**.
3. Karen Minich, *Physician Compensation Report*, **HCPPro**.

Honorable Mention. Neil George, *Personal Finance*, **KCI Communications**.

Honorable Mention. David Gardner, *Motley Fool Rule Breakers*, **The Motley Fool**.

Honorable Mention. *The Investment Reporter*, **MPL Communications**.

#6. Best Single-Topic Product

1. Alan Prochoroff, coverage of Hurricanes Katrina and Rita, *Insurance Compliance Week*, **Argosy, a Division of UCG**. Through most of September and into October, much of the newsletter's coverage was a well-documented "how-to" with crucial information for insurers in dealing with the two devastating hurricanes that plowed into the U.S.'s Gulf Coast.
2. Steve Davis, health-savings account coverage, *Inside Consumer-Directed Care*, **Atlantic Information Services**. The Nov. 4 issue of the newsletter was focused entirely on emerging trends related to health savings accounts, timed to coincide with the fall open-enrollment season in the insurance industry.
3. Martin Schneider, "Rocky Flats: R.I.P." *Weapons Complex Monitor*, **Exchange/Monitor Publications & Forums**. This 20-page special edition detailed the trials, tribulations and triumphs over the 16-year history of the cleanup of the Rocky Flats facility in Colorado that produced plutonium "triggers" for nuclear weapons during the Cold War.

Honorable Mention. Jennifer Weeks, "Domestic Energy Development, September 30, 2005," *CQ Researcher*, **CQ Press**. This 21-page report provided readers with data, charts, graphs, expert opinions and analysis to allow readers to make up their own minds on the myriad and complex domestic energy issues facing the U.S.

#7. Best Reference Publication.

1. David Grant, Todd Leeuwenburgh and Nicholas Rummell, "Private Payer Answer Book," **DecisionHealth, a Division of UCG**.
2. Joshua Berlin, "Medicare Drug Reimbursement Guide," **F-D-C Reports**.
3. Jennifer Boggs, Brady Huggett and Jill Robbins, "BioWorld's Executive Compensation Report," **American Health Consultants**.

Honorable Mention. Ron Newlin, "Tax Aspects of Owning a Home," **ATX/Kleinrock, a Division of UCG**.

Honorable Mention. Jennifer Campi and Marc Seger, "Washington Information Directory," **CQ Press**.

#8. Best Directory or Database.

1. Michael Harris and Amanda Lyle, "Bioscan: The Worldwide Biotech Reporting Service," **American Health Consultants**.
 2. Stephen Monroe and Sanford Steever, "The Health Care M&A Information Service," **Irving Levin Associates**.
 3. Paul Stuckey, "Scott's National All Database," **Scott's Directories**.
- Honorable Mention. Matt Phillion, "The 2006 Credentialing and Privileging Desk Reference," **HCPPro, Inc**.

#9. Best Interactive Content.

1. Josie Salkey, "The Hub for Internal Communications," **Melcrum Publishing Ltd**.
2. Ben Brockwell, Jessica Nesterak, Denton Cinquegrana, Randy Lusby, Ai-Fen Lin, Jason Shelton and Billy DeMarco, "OPIS Spot Ticker," **OPIS Energy Group, a Division of UCG**.
3. Catherine Jones and Glenn Demby, "Bongarde Media Safety XChange," **Bongarde Media Co**.

#10. Marketing – Print

1. *Harvard Health Letter*, **StayWell Consumer Health Publishing**. Direct-mail package for the *Harvard Health Letter* produced a 57% lift in gross response and an 81% lift in net response.
2. Magnet Resource Center (launch), **HCPPro, Inc**. This package promotes a multi-product "kit" (book, monthly newsletter, monthly white papers, a members-only online chat group, a weekly e-zine and CD-ROM and a binder) for acute care hospitals with the prestigious Magnet Designation. The package achieved a 7.02% response rate and a return of \$5.50 per dollar spent.
3. 29th Annual National Directors' Convention, **Argosy, A Division of UCG**. This marketing campaign brought in \$1 million with just the first marketing effort.

#11. Marketing – Non-print

1. "Katrina — Where Do We Go from Here?" Audio Conference, **OPIS Energy, A Division of UCG**. This online marketing effort, consisting of a Website and two e-mail promotions, was developed to sell an "Emergency Audio Call" to inform oil marketers of what to expect in terms of supply and pricing issues arising from Hurricane Katrina. It achieved a 2.46% conversion rate and converted 700 attendees.
2. "The Senior Care Investor" Audio Conference, **Irving Levin Associates, Inc**. This e-mail promotion was sent four times to all prospects with available e-mails and was supplemented by faxes, calls and newsletter ads and inserts. The e-mails accounted for 85% of the orders and only 25% of the out-of-pocket marketing costs, for a return of \$30 for each \$1 spent.
3. "Advance Yourself," **BeTuitive Publishing**. This e-newsletter was created to promote a BeTuitive client's services, increase the client's brand awareness and build relationships between the client and its readership. The November 2005 issue was delivered to 10,230 e-mail address and achieved a 31% open rate, with 844 unique click-throughs and 2,341 total click-throughs.