

The Thirteenth Annual

RADIO
MERCURY
2004
AWARDS

Luncheon And Awards Presentation

Celebrate Radio!

RADIO
MERCURY
2004
AWARDS

THE RADIO-MERCURY AWARDS

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The Starlight Roof
Waldorf-Astoria Hotel, New York

Wednesday, June 9th, 2004

Welcome to the 2004 Radio-Mercury Awards

We're pleased you've joined us today to celebrate excellence in Radio creative.

The Radio-Mercury Awards competition has become the premiere showcase for Radio Advertising. And year-round, The Radio-Mercury Awards offers resources, training and inspiration to agency writers and producers and their clients:

- The Radio-Mercury Awards CD is distributed to thousands of agencies and advertisers annually.
- The Radio Creative Workshop program brings intensive, hands-on, practical Radio training to ad agency writers, producers and creative directors in their own cities.
- The official Radio-Mercury Awards website, www.radiomercuryawards.com serves as a one-stop Mercury Awards - and Radio - portal.

Enjoy the 2004 Radio-Mercury Awards!

The Radio Creative Fund Board of Directors

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We gratefully acknowledge our existing broadcast sponsors, whose generous support makes the Radio-Mercury Awards program a reality.



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Radio 720
Greater Media, Inc.

Thank you, Les Goldberg and Stu Olds, for your fundraising efforts.

2004 Lifetime Achievement Recipient

Bert Berdis

*"Radio is the premiere story-telling medium.
You can create an image in the listener's mind
that is much more personal than any visual."*

Bert Berdis

An early supporter of the Radio-Mercury Awards, Bert has been a Radio-Mercury Award winner and finalist. He is President of Bert Berdis and Company, the renowned Radio production firm that has produced over 20,000 Radio spots for national clients ranging from Aamco to Xerox. When asked how he keeps getting fresh ideas, he replied, "I just start laughing, then work my way backwards to the client."

2004 Chief Judge

Jamie Barrett

Creative Director/Partner/Copywriter
Goodby, Silverstein & Partners

*"A great Radio commercial
is one of the most challenging things
for a creative person to pull off.
But when you do,
it can make an incredibly powerful
connection with consumers."*

Jamie Barrett

Jamie has created award-winning commercials for clients such as Saturn, Nike, FedEx, eBay, Porsche, The Wall Street Journal, and Lee Jeans. He began his career at Fallon Minneapolis, followed by eight years at Wieden & Kennedy, Portland, and Fallon NY, prior to joining Goodby in 2000. Jamie was named National Creative Director of the Year by ADWEEK magazine in 2000.

Goodby, Silverstein & Partners has won two \$100,000 Radio-Mercury Grand Prize awards.

2004 Competition Final Round Judges

Mike Byrne

Creative Director
Wieden + Kennedy

Jonathan Cude

Group Creative Director/
Senior VP
McKinney & Silver

Kara Goodrich

Creative Director
Euro RSCG NY

Eric Hirshberg

Managing Director/
Executive Creative Director
Deutsch LA

Shane Hutton

Creative Director, Modernista!

Ari Merkin

Executive Creative Director
Fallon NY

Aldo Quevedo

Executive Creative Director
Dieste Harmel & Partners

2004 Competition Judges

Richard Ardito

Cliff Freeman and Partners

Dan Aron

No Soap Productions

Vince Beggin

Martin/Williams

Bert Berdis

Bert Berdis & Co.

Andre Bergeron

Babble-On Recording

Brian Brooker

Barkley Evergreen & Partners

Pablo Buffagni

Conill

Pat Burke

DDB Chicago

Todd Carruth

Radio Advertising Bureau

Cheryl Carter

TBWA\Chiat\Day

Sheri Cartwright

Spotmakers

Zenobia Conkerite

J Walter Thompson NY

Monica Cory

Portland Area Radio Council

Jason Elm

Deutsch LA

Brad Emmett

BBDO NY

Ken Erke

Y&R Chicago

Erik Fahrenkopf

Deutsch LA

Paul Fey

World Wide Radio

Mauricio Galvan

The Vidal Partnership

Mary Beth Garber

Southern California Broadcasters
Association

Dean Gemmell

Copper

Sara Gennett-Lopez

Crispin Porter + Bogusky

Mario Granatur

Saatchi & Saatchi

Brent Hahn

Radioactive Commercials

Austin Howe

Radioland

Peter Kain

Bartle Bogle Hegarty

Ian Kalman

Goodby, Silverstein & Partners

Dan Kelleher

BBDO NY

Michelle Klein

BBDO MN

Andy Lerner

Radio in the Nude

Glen Levy

Saatchi NY

Troy Longie

Clarity Coverdale Fury

Sharon Massey

San Diego Radio Broadcasters

Steve McElligott

Ground Zero

Parry Metz

DDB Chicago

Barbara Michelson

DeVito/Verdi

David Miller

R&R Partners

Mark Nardi

Hill Holliday Connors Cosmopolis

Chuck Pagano

McCann Erickson

Sam Pond

Pond Radio Entertainment

Dan Price

Oink Ink Radio

Mark Ray

Arnold Worldwide

Alex Russell

Arnold Worldwide

Jenee Schmidt

Clarity Coverdale Fury

Alisa Sengel

Goodby, Silverstein & Partners

Gloria Shaffer

Martin/Williams

Kelly Simmons

Tierney Communications

Dick Sittig

Secret Weapon Marketing

Grant Smith

Cliff Freeman and Partners

David Smith

Rubin Postaer & Associates

Chris Smith

The Richards Group

Jon Stewart

Campbell-Ewald

Kevin Sutton

Square One

Favio Ucedo

Grupo Gallegos

Emmie Vasquez

Zubi Advertising

Monica Wilkins

Y&R Chicago

Jennifer Wrentmore

Arnold Worldwide

Doug Zanger

Entercom Portland

2004 Radio-Mercury Awards Finalists

(listed by Category, then by Agency/Station)

General Category

Young

Florida Department of Health/Quitline
Anson-Stoner
Writer, Producer, Creative Director: Tom Woodward
Production Co.: RedHouse Interactive

What the?

American Legacy Foundation
Arnold Worldwide and Crispin Porter Bogusky
Writer: John Kearase
Producer: Carron Pedonti
Creative Directors: Ron Lawner, Pete Favat,
Alex Bogusky, Roger Baldacci and Tom Adams
Production Co.: RJ Casey

Bored

MN Corn Growers Association
Kruskopf Olson/Ethanol Campaign
Writer: Mike Cronin
Producer: Ann Vorlicky
Creative Director: Robb Burnham
Production Co.: Babble-On Recording Studios

Changes

McKnight Foundation/Open Spaces Campaign
Kruskopf Olson
Writer: Mike Cronin
Producer: Ann Vorlicky
Creative Director: Robb Vorlicky
Production Co.: Babble-On Recording Studios

French Toast Sticks

Sonic Drive Ins
Barkley Evergreen & Partners
Writer: Pat Piper
Producer: Charlie DeCoursey
Creative Directors:
Brad Scott, Greg Nations, Brian Brooker

Gravity Wedgie

Paramount Parks
Barkley Evergreen & Partners
Writer: Pat Piper
Producer: Charlie DeCoursey
Creative Directors: Bob Cox, Brian Brooker

Zany Pig

ING Direct
Bartle Bogle Hegarty
Writers: Peter Rosch, John Hobbs
Producer: Zarina Mak
Creative Director: Kevin McKeon
Production Co.: Bart Radio

Fake Actors

Hormel Foods Corporation/Snack Size Deli/Meats
and Cheeses
BBDO Minneapolis
Writer: Dan Armstrong
Producer: Tara Mulholland
Creative Director: Denny Haley
Production Co.: Cookhouse Recording Studios

Faking the Pass

FedEx
BBDO NY
Writer: Brandon Davis
Producer: Karen Jean
Creative Director: Gerry Graf
Production Co.: Howard Schwartz Recording

Hurry Up

FedEx
BBDO NY
Writer: Brandon Davis
Producer: Karen Jean
Creative Director: Gerry Graf
Production Co.: Howard Schwartz Recording

Marry Me

Harp/Guinness
BBDO NY
Writer, Creative Director: Gerry Graf
Producer: Karen Jean
Production Co.: Howard Schwartz Recording

California Heart Attack

OnStar
Campbell-Ewald
(submitted by DRAG)
Writers: Maya Mackowiak, Michael O'Connell
Producer: Michelle McAuliffe
Creative Directors: Bill Ludwig, Jim Millis,
Nancy Wellinger
Production Co.: Ron Rose

Courchene

OnStar
Campbell-Ewald Advertising
(submitted by DRAG)
Writer: Michael O'Connell
Producer: Craig Mungons
Creative Directors: Bill Ludwig, Jim Millis,
Nancy Wellinger
Production Co.: Ron Rose

Dryer

Mohegan Sun
Cliff Freeman and Partners
Writers: Ari Weiss, Aaron Adler
Producer: Anna Beth Weber
Creative Director: Arthur Bijur

Long Way From Home

Nike Retail Service
Cole & Weber/Red Cell
Writer: Jim Elliott
Producer: Nicole Hartshorn
Assistant Producer: Stephanie Gaulty
Creative Director: Guy Seese
Production Co.: Clatter & Din

Cheap Trick

Bell's Eccentric Café
Copper
Writer: Tom Blandford
Producer: Kyle Maurer
Creative Director: Dean Gemmell
Production Co.: Copper

Huckfest

Telluride
Crispin Porter + Bogusky
Writer: Ronny Northrop
Producer: Bill Meadows
Creative Directors: Alex Bogusky,
Bob Cianfrone, Bill Wright
Production Co.: Plus

Snotsicle

Telluride
Crispin Porter + Bogusky
Writer: Ronny Northrop
Producer: Bill Meadows
Creative Directors: Alex Bogusky,
Bob Cianfrone, Bill Wright
Production Co.: Plus

Mogulsexual

Telluride
Crispin Porter + Bogusky
Writer: Ronny Northrop
Producer: Bill Meadows
Creative Directors: Alex Bogusky,
Bob Cianfrone, Bill Wright
Production Co.: Plus

Genius/Mr. Next Day Carpet Installer

Anheuser-Busch/Bud Light
DDB Chicago
Writer: John Immesoete
Producer: Marianne Newton
Creative Directors: John Immesoete, Mark Gross
Production Co.: Chicago Recording Company

Genius/Mr. Way Too Much Cologne Wearer

Anheuser-Busch/Bud Light
DDB Chicago
Writer: John Immesoete
Producer: Marianne Newton
Creative Directors: John Immesoete, Mark Gross
Production Co.: Chicago Recording Company

Genius/Mr. Furniture Assembly Manual Writer

Anheuser-Busch/Bud Light
DDB Chicago
Writers: Bob Winter, Chris Roe
Producer: Marianne Newton
Creative Directors: John Immesoete, Mark Gross
Production Co.: Chicago Recording Company

Genius/Mr. Really Bad Dancer

Anheuser-Busch/Bud Light
DDB Chicago
Writers, Creative Directors:
John Immesoete, Mark Gross
Producer: Marianne Newton
Production Co.: Chicago Recording Company

Golf

National Thoroughbred Racing Association
DeVito/Verdi
Writers: Brad Emmett, Lee Seidenberg
Producers: Barbara Michelson, Joe Barone
Creative Director: Sal DeVito
Production Co.: McHale Barone

Roadtrip

National Thoroughbred Racing Association
DeVito/Verdi
Writers: Brad Emmett, Lee Seidenberg
Producers: Barbara Michelson, Joe Barone
Creative Director: Sal DeVito
Production Co.: McHale Barone

Skiing

Mount Sinai
DeVito/Verdi
Writers: Wayne Winfield, Brad Emmett
Producer: Barbara Michelson
Creative Director: Sal DeVito
Production Co.: McHale Barone

Father

Mount Sinai
DeVito/Verdi
Writers: Wayne Winfield, Brad Emmett
Producers: Barbara Michelson, Joe Barone
Creative Director: Sal DeVito
Production Co.: McHale Barone

Spinach

Meijer
DeVito/Verdi
Writers: Brad Emmett, Lee Seidenberg
Producer: Barbara Goldman
Creative Director: Sal DeVito
Production Co.: McHale Barone

Love Ballad

Boarderline Snowboard Shop
Donahoe Creative
Writers: Tom Donahoe, Travis Swartz, Glen Hughes
Producer & Creative Director: Tom Donahoe

Weasel

Durex/Durex Condoms
Fitzgerald & Co.
Writer: Jerry Williams
Producers: Tricia Bowman, Christine Sigety
Creative Director: Jim Paddock
Production Co.: Acoustech

Horses

Saturn/ION
Goodby, Silverstein & Partners
Writer: Steve Dildarian
Producer: Michael Damiani
Creative Director: Jamie Barrett
Production Co.: GSP Post

Word Jumbles

Saturn/ION
Goodby, Silverstein & Partners
Writer: Steve Dildarian
Producer: Michael Damiani
Creative Director: Jamie Barrett
Production Co.: GSP Post

Dreams

Dunkin' Donuts
Hill Holliday
Writer: Mark Nardi
Producer: Meghan Mullin
Creative Director: Marty Donohue
Production Co.: Bart Radio

Whisper

Unilever HPC/Snuggle Sunkissed Breeze
Lowe, New York
Writer: Adam Fels
Producer: John McAdorey
Creative Directors: Gary Goldsmith, Dean
Hacohen, Bob Hinden, David Kamisky
Production Co.: McHale Barone

Babysitter

Rainbow Foods
Rick Johnson & Co./Oink Ink Radio
Writer: Adam Greenhood
Producer: Dan Price
Creative Director: Sam Maclay
Production Co.: Oink Ink Radio

Chronology of a Win

Washington State Lottery
Publicis in the West
Writer: Joe Gerlitz
Producer: Lindsay Reed
Creative Directors:
Kevin Kehoe, Bob Moore
Production Co.: Clatter & Din

Morse Code

Toyota Motor Sales, Inc./Tacoma
Saatchi & Saatchi Los Angeles
Writers: Travis Sorge, Dino Spadavecchia
Producer: Colleen Walsh
Creative Directors: Steve Rabosky, Harvey Marco
Production Co.: Brian Boyd Productions Recording

Crazy

National Oil Heat Research Alliance
The Martin Agency
Writer: Bob Meagher
Producers: Kerry Berkbigler, Steve Bassett
Creative Director: Steve Bassett

Brush with Terror

Chick-Fil-A
The Richards Group
Writer: David Eastman
Producer: Christine DoRogo
Creative Directors:
Dennis Walker, Ron Henderson
Production Co.: Outpost Audio

CEO

Motel 6
The Richards Group
Writer: Christopher Smith
Producer: Sheri Cartwright
Creative Director: Mike Malone
Production Co.: Bad Animals/Post Op

Unpleasant Side Effects

Miller/Miller Lite
Y&R Chicago
Writer: Tohru Oyasu
Producer: Monica Wilkins
Creative Directors: Dave Loew, Jon Wyville
Production Co.: Chicago Recording Co.

Public Service Announcement Category

Press 1 (Movie Fone)

UFOA
Hill Holliday, NY
Writers: Charlie Veprek, Jeroen Bours
Producers: Deanna Leodas, Gregg Singer
Creative Director: Jeroen Bours
Production Co.: Sound Lounge Radio

Volunteer

Habitat for Humanity Wake County
McKinney+ Silver
Writer: Lara Bridger
Producer: Toni Ingle
Creative Directors:
David Baldwin, Mark Oakley
Production Co.: SoundTrax

The Gay Son

Stonewall - Columbus
Method
Writer, Creative Director: Mark Hillman
Producers: Mark Hillman, Allen DiCenzo
Production Co.: Circa Music

Apartment

National Underground Railroad Freedom Center
& the Ad Council
Leo Burnett U.S.A.
Writer: Stephen Romanenghi
Producer: Juan Woodbury
Creative Directors:
Lewis Williams, Cheryl Berman
Production Co.: No Soap Productions

Cat

Humane Society of Missouri
Rodgers Townsend
Writer, Producer: Tom Townsend
Creative Director: Michael McCormick
Production Co.: Audio Banks

Spanish-Language Category

Sonando

California State Lottery
Casanova Pendrill
Writers: Elias Weinstock, Ken Muench
Producer: Pilar Mataliana
Creative Directors: Elias Weinstock, Ken Muench
Production Co.: AZ Productions

Gritos

Heineken USA/Heineken
The Vidal Partnership
Writers: Javier Fuentes, Francisco Cabrera
Producer: Mercedes Leonard
Creative Director: Mauricio Galvan
Production Co.: Sound and Vision

Tickets

Orange County Register/Excelsior
DGWB/Adelante
Writers: Eduardo Cortes, Andres Gomez
Producers: Michael Lozano, Angela Zapella
Creative Directors: Eduardo Cortes, Jon Gothold,
David Swarts
Production Co.: AltaVista Films

Office

Toyota Motor Sales - Toyota Camry
Conill Advertising
Writer: Abel Gonzalez
Producers: Lourdes Caballero, Emma Castillo
Creative Directors: Antonio Lopez, Pablo
Buffagni, Mario Granatur
Production Co.: Latte Mix

Numbers

Washington Mutual
Dieste Harmel & Partners
Writers: Francisco Cardenas, Alex Toedtli
Producer: DeeAnne Bostic
Creative Directors:
Alex Duplan, Jamie Andrade
Executive Creative Director: Aldo Quevedo
Production Co.:
Video Post & Transfer/Manhattan Beat

Radio Station Produced Category

Trees, Trees, Trees, Trees

Ludeman's Christmas Store
KIRO AM/Entercom Seattle
Writer, Producer, Creative Director:
Russ Cimber

Dreaming

Keeney Bros. Music Center
KHTR/KQQQ
Writer, Producer, Creative Director: Rod Schwartz

Daddy-O

Tire Factory
Rose City Radio
Writers: Douglas Zanger, Shellie Grammer
Producer, Creative Director: Douglas Zanger

Friday Afternoon

McCraith Beverages
Regent Broadcasting of Utica-Rome, NY
Writer, Producer, Creative Director: Geoff Storm

The Basement Tapes

Owens Corning/Rembrandt Remodeling
WCNN, Atlanta/Sportsradio 680 The Fan
Writer, Producer, Creative Director:
Steve Cook

Spanish Jingle

Comcast
Univision Radio/Salsa 98.3
Writer, Producer, Creative Director:
Manny Lara

Telemarketing Neighbor

Rummageworld.com
WSTW/WDEL
Writer, Producer, Creative Director:
Damien Buck

Student Category

Can Karma

Brainco

Gone with the Wind

Miami Ad School

Hypothetical Problem

Specs Howard School of Broadcast Arts

It's a Wrap

University of Cincinnati

Wolverines

Utah Valley State College

Radio-Mercury Awards Past \$100,000 Grand Prize Winners

Devito/Verdi / National Thoroughbred Racing Association (2003)
Cliff Freeman and Partners / Hollywood Video (2002)
DDB Chicago / Anheuser-Busch (2001)
DDB Chicago / Anheuser-Busch (2000)
Goodby, Silverstein & Partners / Anheuser-Busch (1999)
FJCN/W&R / Utah Transportation Authority (1998)
Radio Savant Productions / ORTHO (1997)
Goodby, Silverstein & Partners / Sega of America (1996)
Cliff Freeman and Partners / Staples (1995)
LA/NY Music & FCB/San Francisco / Levi's (1994)
Wieden & Kennedy / Nike (1993)
The Richards Group / Motel 6 (1992)

Acknowledgements

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