2008 AACOM Excellence in Communications Awards Program

And the Winning Entries are....
AACOM Excellence in Communications Awards 2008

Best Integrated PR or Marketing Campaign

1st Place • DMU-COM

Des Moines University
Doing a World of Good

www.dmu.edu
Best Magazine

1st Place
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Best Magazine

2nd Place

PCOM
Best Magazine

3rd Place

UNECOM
Student Profile
“The Creature that Lifts the Bed”: Steven Fosmire, MSII

The nights were rarely silent, so Steven rarely slept. At the Maine Veterans’ Home in South Paris, darkness crept the hall with bells.

From other rooms leaked the too-loud laughter and blue conversation of television families, sterile companions who had never spent a moment in a nursing home and who would never come to visit. There were the regular soft knocks at the door, the cool swish of curtains drawn suddenly back, the gurgling and whirly of Steve’s Alzheimer’s roommate as nurses checked his midnight vital. "Moron!" the man would yell, to no one in particular, "Moron!"

And every night there was the metallic grinding, creaking-cracking of the other man’s bed raised and lowered, the nurses concerned that if he fell, he wouldn’t fall far. To Steve, the sound seemed faintly familiar. The creature that lifts the bed, he thought. It was a silly thought, a midnight thought, but in the unquiet darkness it somehow fit. And so did Steve.

Too Intriguing
The idea was too intriguing to overlook. "I met Dr. [Marilyn] Gugliucci at the faculty advisor dinner last fall during Orientation," Steve recalls. "She talked about her geriatric research and how several students had lived for a couple of weeks in a nursing home. I thought, ‘Ooh, interesting!’ and filed it away. The project, as near as he could tell, was perfect fit.

A veteran himself, Steve was born in Utah but doesn’t remember the desert. His dad was Air Force, but Steve’s parents split when he was six weeks old and he didn’t meet his father until years later. Steve’s mom, overwhelmed but trying to cope, joined the Army and her parents offered to look after Steve for a little while, until she settled down. A little while turned into most of his life. "I definitely had a non-traditional upbringing," Steve smirks, his voice tiny for such a bear of a man. "My grandparents raised me in Saratoga Springs, New York, and I consider that my home. My grandfather was a World War II, Korea, and Vietnam vet, he served in the Air Force for almost thirty years."

Steve received his BS degree from Binghamton University before working at the Center for Functional Genomics as a research technician in charge of performing DNA sequencing and DNA synthesis. That egged him on to engage in pre-health studies, which then spurred him to pursue a Doctorate in Physical Therapy at Sage Graduate School in Troy, New York. To pay his way up the escalator of schools, Steve worked as an aircraft mechanic on LC-130s with the 169th Airlift Wing, Stratton Air National Guard.
Capt. Larry Robinson, D.O. ('02), was injured March 1, 2007, when an IED (improvised explosive device) hit his armored humvee. He required a craniotomy, cranioplasty and facial reconstruction surgery before returning to Ohio, where he’s recovering with the help of his wife, Emily, and his family.

This is his story.

There was no first deployment.
I arrived in Iraq in August 2006 as part of the 4-4/C, 49th Medical Battalion, 4th Medical Brigade, out of Fort Bragg, N.C.

As a family physician in the Army, it was my job to keep the nearly 400 people on our combat support operating base (CSOB) healthy with the help of one physician and two nurses in the squadron. We were based at an OBC (armored base camp) hug, a short distance from the Iraqi border. Meanwhile, we were within the Army’s first ever ad division, which means presented multiple combat wounded soldiers. On these missions I left well protected by the disciplined and professional soldiers in the squadron.

At the end of February, our unit’s CSOB, Caldwell, was set up on the Tigris River Valley, an area that had been infiltrated with insurgents and Al Qaeda affiliated groups. It was a dangerous place where many soldiers, including Capt. Robinson, were killed. We used these bases to launch attacks and raids against terrorists.

THE LONG

Road Back

A family physician recounts his experience in Iraq

Capt. Larry Robinson, D.O.
Best Feature Story or Article

3rd Place
NSU-COM

Sunshine State Passes Landmark Physician Workforce Legislation: What it Means for Physicians, Floridians

By Scott Colton
Director of Medical Communications
Best Recruitment Publication

1st Place (Tie) • WVSOM
Best Recruitment Publication

1st Place (Tie)
DMU-COM
Best Logo, Tagline or Slogan

1st Place
LECOM
Best Website or Interactive Exhibit

1st Place
PCOM
Best Website or Interactive Exhibit

2nd Place
RVUCOM
Best Special Publication

1st Place
DMU-COM
Best Annual Report or Development Publication

1st Place
DMU-COM
Best Annual Report or Development Publication

2nd Place
Midwestern University
Best Special Event

1st Place

AZCOM
Best Newspaper or Newsletter

1st Place

UNECCOM
Best Newspaper or Newsletter

2nd Place
UMDNJ-SOM
Best Program: Public Education or Community Service

1st Place
DMU-COM
Best Program: Public Education or Community Service

2nd Place
OU-COM
Best Multimedia

1st Place
OU-COM