



2009 Virginia Public Relations Awards Recipients

PRSA Richmond is pleased to present its 62nd Annual Virginia Public Relations Awards to honor the best PR work from around the Commonwealth. As always, these prestigious awards recognize the most (in)novative and (in)fluential public relations campaigns of the year, and illustrate the breadth of talent in Virginia’s public relations community. Congratulations to all award recipients!

Silver Best in Show

The George Washington Foundation / CRT/tanaka
“Uncovering George Washington's Boyhood Home”
Category: Brief Events and Observances

In just six short weeks and with only \$35,000, CRT/tanaka conducted an international media relations campaign for The George Washington Foundation to announce it had located the remains of George Washington’s boyhood home. The campaign garnered coverage across the U.S. and in India, France, Australia, the United Kingdom and Japan.

Bronze Best in Show

Department of Public Utilities
“Utility Talk”
Category: Newsletters

Utility Talk is a quarterly bill insert newsletter produced by the City of Richmond Department of Public Utilities to keep customers current on utility issues, conservation, and natural gas products. In 2008, production of the newsletter was moved in house at a considerable savings, with no reduction in quality.

Many thanks to our 2009 Signature Sponsors

Gold			
Silver			
Bronze			

Silver Medallions

The George Washington Foundation / CRT/tanaka
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Richmond SPCA
“Tenth Annual Fur Ball”
Category: Brief Events and Observances

The Richmond SPCA's premier fundraising event – the Fur Ball – celebrated its 10th anniversary in October 2008. To mark the occasion, the organization planned a special gala that highlighted 10 years of Fur Ball achievements and lifesaving successes and raised more than \$420,000 to benefit sick and injured orphaned pets.

Bow Tie Cinemas / CRT/tanaka
“Grand Opening of Movieland at Boulevard Square”
Category: Brief Events and Observances

Bow Tie Cinemas partnered with CRT/tanaka to connect with the Richmond community and build excitement for Movieland's entrance into the market. The CRT/tanaka team developed a multi-faceted public relations plan that complemented the theater's advertising campaign and focused on media relations, influencer outreach, street marketing and several grand opening week events.

Virginia Society of CPAs
“Virginia Financial Literacy Month 2008”
Category: Brief Events and Observances

The VSCPA's 2008 Virginia Financial Literacy Month campaign was dedicated to improving the financial health of all Virginians through a commemorative month of free financial resources and guidance throughout the Commonwealth. Virginia CPAs statewide were instrumental in ensuring the success of this special campaign.”

Catholic Diocese of Richmond / Neathawk, Dubuque & Pquette
“Behind the Collar Priestly Vocations Campaign”
Category: Integrated Communications

Recruiting priests might seem a daunting task. But by focusing on the issues tackled, the challenges overcome and the decisions faced by prospective and current men of the cloth, the Catholic Diocese of Richmond and ND&P made exploring a life Behind the Collar comfortable, approachable and accessible.

Virginia State Board of Elections
“Ensure the Vote”
Category: Public Service

The Ensure the Vote Campaign was a strategic communications plan by the Virginia State Board of Elections to ensure the integrity of the election process and educate voters in order to ensure the election community and voters were ready for Election Day, November 4, 2008.

Charles Schwab & Company, Inc. and Charles Schwab Foundation / CRT/tanaka
“Charles Schwab Financial Literacy and Consumer Education”
Category: Public Service

For the past several years, CRT/tanaka has supported the Charles Schwab Consumer Education and Charles Schwab Foundation teams to bolster their financial literacy education efforts. In 2008, CRT/tanaka developed and executed a strategic media outreach plan designed to raise awareness of basic financial knowledge and responsible fiscal behaviors among consumers.

Bronze Medallions

Dominion
“Dimensions 2008”
Category: Annual Reports

As one of the nation’s largest providers of energy, Dominion prides itself on ethics and responsibility in matters affecting the communities it serves. The publication of Dimensions 2008 represents Dominion’s initial corporate responsibility report to address the company’s environmental, social and economic performance.

Capital One
“Blogging To Engage Associates: Capital One Card President Ryan Schneider Blog”
Category: Blogs

With a goal of enhancing associate engagement, Capital One's US Card President Ryan Schneider launched a highly successful initiative with the US Card Communications team to leverage social media technology. His blog, entitled "Ryan's Reflections, Rants and Raves" covers corporate strategy topics mixed with personal stories and music, movie and book reviews. The results far exceeded expectations, with associate engagement and morale rising during 2008 despite unprecedented external economic uncertainty.

The Jepson School of Leadership Studies, University of Richmond
“Abraham Lincoln’s Legacy of Leadership”
Category: Brochures

The Jepson Leadership Forum brochure promoted a year-long lecture series of the Jepson School of Leadership Studies at the University of Richmond on the "Leadership Legacy of Abraham Lincoln." The writer and designer collaborated on choosing historic photographs and on marrying the design with a narrative that included words written or spoken by Lincoln. The brochure was highly effective and resulted in standing-room-only audiences for the programs.

Catholic Diocese of Richmond / Neathawk, Dubuque & Packett
“‘Try this on for size’ Priestly Vocations Recruitment Poster”
Category: Creative Tactics

Developing a poster calling men to serve God was more complicated than simply pointing a finger and demanding "We Want You!" It's about finding the right fit. Taking that idea in a very literal direction, the Catholic Diocese of Richmond and ND&P invited prospects to "Try this on for size."

Virginians for Better Transportation / Charles Ryan Associates
“Letters to the Editor”
Category: Editorial / Op-ed Columns

Charles Ryan Associates worked with Virginians for Better Transportation to conduct a letters to the editor initiative. As a result, VBT garnered published letters and helped achieve the overall campaign’s goal of keeping the need for transportation funding in the public eye.

Virginia Department of Environmental Quality/ Video Atlantic Digital
“Environmental History Video 2008”
Category: External Video Programs

A companion to the Virginia Department of Environmental Quality’s environmental history booklet, this video presents an overview of efforts to protect the environment in Virginia, interwoven with interviews of some of the key decision-makers. The focus is on the evolution of public perceptions about Virginia’s environment.

AAA Mid Atlantic
“Gas Saving Tips Demonstration Media Event”
Category: Media Relations Tactics

Gas Saving Tips Demonstration Media Event : Amidst record breaking gas prices (Summer 2008), reporters participated in individual "ride-a-long" demonstrations of the effectiveness of AAA's gas saving tips. AAA's automotive expert utilized a computerized device to show the impact of each driving activity or change to the vehicle on the actual gas mileage obtained.

The George Washington Foundation / CRT/tanaka
“Uncovering George Washington’s Boyhood Home”
Category: Media Relations Tactics

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Dominion
“Dominion Donates \$1 million to Food Banks”
Category: Media Relations Tactics

The nation’s recession means more Americans need help feeding their families. Shortly before Christmas 2008, the Dominion Foundation, the philanthropic arm of Dominion Resources, contributed more than \$1 million to food banks in the 14 states where Dominion has business interests – enough funding to provide 21.4 million pounds of food and grocery products.

The Council for Responsible Nutrition / CRT/tanaka
“Life...Supplemented”
Category: Media Relations Tactics

The consumer wellness campaign “Life...supplemented” aimed to reach health-conscious females; it was measured by Web site traffic and media results. Coverage included Real Simple, Prevention and Woman’s Day magazines and morning TV shows in Top 10 markets resulting in an estimated audience of 179 million and 92,860 site visitors.

Da Capo Institute / Touch Points Public Relations
“Da Capo Institute Launches Vivo for Children with Autism”
Category: Media Relations Tactics

Children with autism learned to communicate with each other through music thanks to Vivo, a new class from Da Capo Institute. In addition to media pitching, Touch Points reached out to special-needs organizations as well as to targeted advocacy groups that support autistic children and encouraged these audiences to share information about Vivo with others through their newsletters and websites.

American Red Cross, Greater Richmond Chapter
“Connections – American Red Cross Newsletter”
Category: Newsletters

The quarterly newsletter of the American Red Cross, Greater Richmond Chapter, is a major means of communication with volunteers, donors and the community at-large. The publication highlights the good work of the Red Cross, how people are being helped and the efficient use of donated dollars. It also acknowledges the donation of time and money that make the work possible.

Department of Public Utilities
“Utility Talk”
Category: Newsletters

Utility Talk is a quarterly bill insert newsletter produced by the City of Richmond Department of Public Utilities to keep customers current on utility issues, conservation, and natural gas products. In 2008, production of the newsletter was moved in house at a considerable savings, with no reduction in quality.

**University of Richmond – School of Arts and Sciences
“Artes Liberales: The Newsletter of the Liberal Arts”**

Category: Newsletters

Artes Liberales is a 16-page print newsletter for the University of Richmond's School of Arts & Sciences, distributed three times a year with a circulation of 5,000. Each issue tells the stories of the School's faculty, students and alumni, highlighting teaching and research, the School's commitment to its local community, the integration of international experience across the School's curriculum and the career options achievable with a liberal arts degree.

**St. Joseph’s Villa
“Email Newsletter”**

Category: Newsletters

Distributed to more than 1,000 people each month, the Villa’s Email Newsletter chronicles the achievements (large and small) which improve children’s lives and make our community stronger. The newsletter relies extensively on photographs of children and staff to engage the community in the Villa’s mission of serving children in need.

**VCU School of Medicine on the MCV Campus
“Dean’s Discovery Report”**

Category: Newsletters

The Dean’s Discovery Report is a twice-yearly, eight-page newsletter that raises awareness of the VCU School of Medicine's research endeavor. Its success is seen in its adoption as a recruitment tool for faculty and graduate students as well as through alumni feedback and philanthropic gifts made in support of research.

Longwood Center for the Visual Arts, Longwood University

“Longwood Center for the Visual Arts ‘Arts’”

Category: Newsletters

Longwood Center for the Visual Arts, the art museum of Longwood University, publishes “Arts” magazine three times yearly in order to communicate with its constituents about its programs. Each issue is approximately 16-24 pages with color cover, spot color, and black and white interior.

**Virginia Department of Environmental Quality/
Flourish Creative LLC**

“Environmental History Booklet 2008”

Category: Publications

This history chronicles Virginia’s efforts to protect the natural resources of our environment, leading to the formation of the Virginia Department of Environmental Quality. Written from the perspective of government planners, the booklet includes views on environmental priorities from people involved in some of the Commonwealth’s most important environmental actions.

**Westminster Canterbury Richmond
“War Stories”**

Category: Publications

WAR STORIES contains Westminster Canterbury resident veterans’ recollections of wartime—their first-hand accounts and photographs of defining events in world history. The book chronicles a wide range of military experiences and stories, “from the heroic to the mundane,” as a legacy to future generations.

**Virginia Tech/ Neathawk, Dubuque & Packett
“Virginia Tech – This Is The Future Micro-Site”**

Category: Website

Thisisthefuture.com is the culminating focal point of a campaign designed to increase awareness of Virginia Tech’s research programs. Driven to the site by a combination of viral and traditional media, visitors were exposed to a variety of research articles and encouraged to submit stories on how they use their VT education to impact their world.

Silver Certificates of Merit

Affinion Loyalty Group / Charles Ryan Associates “ALG Community Yard Sale”

Category: Brief Events and Observances

Charles Ryan Associates worked with Affinion Loyalty Group to develop and implement a communications plan surrounding a community yard sale to benefit a local charity. As a result, ALG experienced a high volume of traffic throughout the four-hour sale and generated more than \$4,200 for the Make-A-Wish Foundation of Greater Virginia.

CarMax “CarMax Celebrates 100th Store Opening” **Category: Brief Events and Observances**

CarMax wanted to celebrate our 100th store opening by making an impact on the communities that are served by our 100 store locations. The Public Affairs team partnered with Reading Is Fundamental (RIF) for 100 book donations in each of the cities where we have stores. The partnership was announced at the grand opening and was further celebrated with a “Road Rally for Charity,” featuring local television personalities, also benefiting RIF.

Richmond SPCA “Campaign to Protect Feral Cats at WRLH Fox Richmond” **Category: Community Relations**

The Richmond SPCA’s efforts to protect feral cats at WRLH Fox Richmond won widespread community support for humane treatment and management of the colony. Drawing awareness to the plight of feral cats and to the brutal acts of WRLH Fox Richmond impassioned Richmonders who demanded a compassionate solution.

CarMax “Crisis Communications” **Category: Crisis Communications**

CarMax was one of many victims of the tough economy, and last fall a hard decision was made to help preserve its long-term financial health: A workforce reduction of almost 700 service operations associates. Workforce reductions, tough communications events, and a cross-functional team, led by CarMax Communications, ensured that the communications were as comprehensive and informative as possible to ease some of the pain.

Appalachian Power / Charles Ryan Associates “Watt, Why & How Campaign” **Category: Integrated Communications**

Appalachian Power, the division of American Electric Power that serves Virginia, West Virginia and a small portion of Tennessee, partnered with Charles Ryan Associates to develop an integrated campaign to educate about electricity rates and how customers can manage usage. The campaign was aptly named *Watt, Why & How*.

Richmond Metropolitan Authority “RMA Split Plaza / ORT Integrated Communications Plan” **Category: Integrated Communications**

The Richmond Metropolitan Authority created an integrated marketing communications campaign to inform motorists of upcoming traffic issues and encourage participation in the E-ZPass toll collection program associated with its new Open Road Toll lanes construction.

**Virginia Beach Convention & Visitors Bureau / BCF
“Virginia Beach’s 2008 “Live the Life” Campaign”**

Category: Integrated Communications

Virginia Beach was feeling the effects of the economy while focusing on evolving its brand campaign, “Live the Life,” to ensure that the messaging stays engaging for consumers. Knowing that today’s vacationers are emphasizing experiential travel, the “Live For” campaign delves into experiences and encourages travelers to immerse themselves in an unforgettable beach vacation.

**Bon Secours Richmond Health System / Rhudy & Co.
Communications and Marketing and Free Agents
Marketing**

“Fuel Relief Employee Communications Program”

Category: Internal Communications

During the summer of 2008, Rhudy & Co. developed a fuel relief program aimed at keeping more money in Bon Secours employees’ pockets and lessening the financial stress that they and their families were experiencing. The environmentally friendly, integrated program included an online resource and focused on communicating a variety of flexible work arrangements and new employee benefits.

**Mercer Trigiani / Gate House Communications
“Mercer Trigiani”**

Category: Marketing Business to Business

MercerTrigiani launched an 18-month business-to-business marketing campaign to introduce the new law firm to the legal and business communities in Northern and Central Virginia. Using firm-wide branding, print advertising, event marketing, relationship marketing and an aggressive media relations program, the firm increased name recognition, enhanced the firm’s legal reputation, cultivated client relationships and generated new business.

**Medical Society of Virginia / O’Keefe Brands/BLT
Design**

“Association Branding-Medical Society of Virginia”

Category: Reputation/Brand Management

An integrated program that included research; brand strategy; visual identity and message development and execution across marketing collateral, business systems, exhibits, merchandise and Web site. Program goal was to leverage the strength of multiple entities under a common brand that inspires physician engagement and communicates value of membership and participation.

Virginia Tech / Neathawk, Dubuque & Packett

“Virginia Tech – This is the Future Campaign”

Category: Reputation/Brand Management

This multi-media campaign for Virginia Tech utilizes a combination of viral and tradition media to drive traffic to a new micro-site focused on VT research and its impact on the world today. Site visitors were encouraged to submit stories about how their VT education had impacted their life choices.

Bronze Certificates of Merit

**American Red Cross Greater Richmond Chapter
“2008 Annual Report”**

Category: Annual Reports

The main objectives of the annual report of the American Red Cross, Greater Richmond Chapter, is to inform the community of the financial status of the Chapter and also acknowledge monetary contributions. Donor names are listed by levels of contributions accompanied by stories that cite examples of how the donated dollars are being used.

**St. Joseph’s Villa / RunningFire Design
“Annual Report”**

Category: Annual Reports

Through words and pictures, St. Joseph’s Villa’s 2008 Annual Report chronicles the services provided to the community and the people (and organizations) who made it possible. The Report’s theme (“Believing in Futures”) echoes the Villa’s commitment to make every child’s future brighter than before.

University of Richmond - School of the Arts and Sciences / Design Visions
“Undergraduate Research Report”
Category: Annual Reports

The University of Richmond's School of Arts & Sciences Undergraduate Research Report shares the School's impressive array of research opportunities with students, prospective students, alumni, donors and granting agencies. It showcases the research initiatives launched by the School's faculty, staff and students, thanks to millions of dollars in grant money received by the School over the past several years, and how these various research projects connect all academic disciplines offered within the School.

Neathawk, Dubuque & Packett
“ND&P Blog”
Category: Blogs

How do you showcase individual talent in an agency chock full of genius and ability? With ND&P's segmented blog: focusing on the insightful - responding to current events/ trends, the informative - sharing industry specifics/tutorials, and the authentic - opening a window to the day-to-day rhythm of a full-service agency.

Hampton Roads Realtors Association / Organization Management Group
“‘IAM1’ Button”
Category: Creative Tactics

The “IAM1” button is part of the Hampton Roads REALTORS® Association’s ongoing “I am one™” local awareness campaign. Members wore the buttons to Richmond for their annual meeting with legislators to identify them as REALTORS®. The buttons were also happily accepted by legislators who wore them throughout the day.

Baskervill
“2008 Baskervill Holiday Card”
Category: Creative Tactics

In light of the economic downturn, Baskervill chose to design a card for its clients and partners notifying them of a donation being made to several local child-centric charities on their behalf. The card was greatly appreciated among clients and internal employees for its creativity and class.

VMD Association of Electric Cooperatives
“Our Energy, Our Future”
Category: Editorial / Op-ed Columns

This entry comes from Cooperative Living magazine, published for the 400,000 consumers of Virginia’s 13 electric cooperatives, which are utilities owned by their customers. The magazine has the largest circulation of any publication in Virginia and includes general interest features and also stories on energy efficiency, conservation and consumer issues.

VMD Association of Electric Cooperatives
“Harvest Home”
Category: Editorial / Op-ed Columns

This entry comes from Cooperative Living magazine, published for the 400,000 consumers of Virginia’s 13 electric cooperatives, which are utilities owned by their customers. The magazine has the largest circulation of any publication in Virginia and includes general interest features and also stories on energy efficiency, conservation and consumer issues.

Longwood University / CRT/tanaka
“Discover the Power In You - Cable Television Promotion”
Category: External Video Programs

Longwood’s cable TV promotion, shot on campus, featured university students and faculty sharing key Longwood brand messages directly with prospective students. The promotion aired in Northern Virginia, Richmond and Hampton Roads on networks popular with teens, and played a significant role in increasing visitor traffic to campus.

St. Joseph's Villa
"A History of Believing"

Category: External Video Programs

St. Joseph's Villa has a rich history spanning 175 years of service to the community. This video describes the Villa's history and its evolution into a multi-service agency which now serves more than 600 children and families each day.

VMD Association of Electric Cooperatives
"Reinventing The Oyster: A Bivalve Story"

Category: Feature Stories

This entry comes from Cooperative Living magazine, published for the 400,000 consumers of Virginia's 13 electric cooperatives, which are utilities owned by their customers. The magazine has the largest circulation of any publication in Virginia and includes general interest features and also stories on energy efficiency, conservation and consumer issues.

VMD Association of Electric Cooperatives
"Boers & Boys: A Morning Down At 5 Sons Farm"

Category: Feature Stories

This entry comes from Cooperative Living magazine, published for the 400,000 consumers of Virginia's 13 electric cooperatives, which are utilities owned by their customers. The magazine has the largest circulation of any publication in Virginia and includes general interest features and also stories on energy efficiency, conservation and consumer issues.

Ukrop's Supermarkets Inc. / Rhudy & Co.
Communications and Marketing

"Ukrop's Flu Shot Program"

Category: Media Relations Tactics

Long before the aches and pains of the winter flu season, Rhudy & Co. began planning with Ukrop's to develop and implement a simple media relations strategy: position Ukrop's pharmacists as the go-to source for information on flu vaccines – from shots to nasal vaccines. With 10 major interviews in a two-week period, they did just that.

Appalachian Power / Charles Ryan Associates
"Watt, Why & How Multimedia Video"

Category: Multimedia Communications

Charles Ryan Associates worked with Appalachian Power to create a Watt, Why & How multimedia presentation that could be used by all company spokespersons to consistently educate about electricity rates and how customers have the ability to manage their usage.

St. Margaret's School
"River Views"

Category: Newsletters

River Views is the monthly newsletter for St. Margaret's School parents, alumnae and friends. This publication captures boarding school life through dynamic photos, feature articles and news briefs produced internally by the director of marketing and communications.

Henrico County Public Schools
"School Days Newspaper"

Category: Newsletters

"School Days" newspaper is Henrico County Public Schools' seasonal newsletter, featuring positive and informative initiatives taking place within the Henrico schools' community. Published four times per year, the objectives are to highlight positive happenings in the school division, which covers nearly 70 schools and 50,000 students. The newspaper provides parents, the community, employees and students with information, photos, updates, advertisements and a letter from the superintendent.

Affinion Loyalty Group / Charles Ryan Associates
"Affinion Loyalty Group Media Kit"

Category: Press Kit / Media Kit

Charles Ryan Associates worked with Affinion Loyalty Group (ALG) to develop a media kit that would introduce ALG to targeted reporters and help to build ongoing relationships. Within two weeks of disseminating the media kits, ALG received five earned media opportunities/published articles in targeted media outlets.

Longwood Center for the Visual Arts, Longwood University

“A Critical Eye: A Selection of Paintings From The Robert B. and Margaret T. Mayo Collection”

Category: Publications

The Longwood Center for the Visual Arts, the art museum of Longwood University, published the catalog “A Critical Eye: A Selection of Paintings from the Robert B. and Margaret T. Mayo Collection” for the exhibition of the same name held May 16 – August 2, 2008. The 144-page catalog documents highlights from the Mayo Collection of 19th and early 20th century painting.

CarMax

“CarMax Multi-Media News Release”

Category: Video News Releases

CarMax produced and distributed three Multimedia News Releases in 2008 covering the topics of "How to Spot Frame Damage," "How to Determine Your Vehicle's Value," and "Information on Hybrids." The MNR's were produced by PR using our in-house production team and they garnered significant pick up from both online mediums as well as local TV news programs.

Bon Secours Richmond Health System / Rhudy & Co. Communications and Marketing and Free Agents

“Good Cents / Save On Fuel Web Site”

Category: Website

Rhudy & Co. partnering with Free Agents Marketing developed an integrated communications program for their shared client, Bon Secours Richmond Health System, specifically addressing the fuel crisis of 2008. Together, the firms launched a fuel relief Web site for employees with real-time fuel pricing information, traffic information and gas-saving tips.

Henrico County Public Schools

“Newsroom Website”

Category: Website

Henrico County Public Schools’ Newsroom Web page includes press releases, an online newspaper titled “School Days Online,” feature stories, and photo galleries. This is the place to find student and teacher accomplishments and up-to-date stories, photos and information about HCPS.

Appalachian Power / Charles Ryan Associates

“Watt, Why & How Website”

Category: Website

Charles Ryan Associates created a Watt, Why & How Web site landing page, www.wattwhyandhow.com, to educate about electricity rates and how customers can manage their usage. The site features energy saving tips, a multimedia presentation on energy conservation and a link to contact the campaign’s speakers bureau.

Henrico County Public Schools

“School Days Online”

Category: Website

School Days Online is Henrico County Public Schools’ monthly online newspaper. Featuring three articles per month, this outlet allows more room to showcase positive and informative feature and profile stories about Henrico’s outstanding students, teachers and community.