



2016 Virginia Public Relations Award Winners

CAPITAL AWARDS

Annual Reports

Capital Award of Excellence
VCU University Annual Report 2015
Virginia Commonwealth University

Capital Award of Merit
Virginia's Community Colleges: Annual Report
Virginia's Community Colleges

Capital Award of Merit
Culpeper District Transportation Update
Virginia Department of Transportation

Capital Award of Merit
Giving Matters - 2015 Annual Report
VCU School of Nursing

Capital Award of Merit
Connecting With Customers: 2015 Annual Report
Virginia ABC

Blogger Campaign

Capital Award of Excellence
Elements Beauty Bloggers Campaign
Tiramisu For Breakfast
ElementsBeautyShop.com

Blogs

Capital Award of Excellence
The Gong
The Hodges Partnership

Capital Award of Merit
Virginia's Community Colleges: VCCS Blog
Virginia's Community Colleges

Capital Award of Merit
Maintaining the Effectiveness of the Buzz Bin Blog During an Agency Acquisition
PadillaCRT

Brochures

Capital Award of Excellence
"Finding Your Way" to a new approach to the simple brochure
Virginia Commonwealth University
VCU Libraries

Creative Tactics

Capital Award of Excellence
VMFA Japanese Tattoo
Neathawk Dubuque & Packett
Virginia Museum of Fine Arts

Capital Award of Merit
Preview Day - Social Media Scavenger Hunt
Virginia Commonwealth University

Capital Award of Merit
Change Your Perspective Campaign
Neathawk Dubuque & Packett
RIDE Solutions

Capital Award of Merit
Say I Do with OutRVA
Richmond Region Tourism
OutRVA

Capital Award of Merit
ChildFund Dream Bike Spin-a-thon
The Hodges Partnership
ChildFund International

Capital Award of Merit
CarMax Infographic Illustrates Used Car Shopping Report
PadillaCRT
CarMax

Capital Award of Merit
ND&P Holiday Pie-Jinx
Neathawk Dubuque & Packett

Capital Award of Merit
The Virginia Lottery Tacky Sweater Flash Party
PadillaCRT
The Virginia Lottery

Capital Award of Merit
Spirit Week
University of Richmond

Editorial / Op-Ed Columns

Capital Award of Excellence
Protecting Refugee Children From the Failures of Adults
The Hodges Partnership
ChildFund International

Capital Award of Merit
Breast Cancer Screening Guidelines Should Remain Unchanged
Virginia Commonwealth University
Massey Cancer Center

Capital Award of Merit
Why Americans Love Their Libraries
Virginia Commonwealth University
VCU Libraries

Capital Award of Merit
Responding to pit bull bias in the Roanoke Times
Richmond SPCA

Capital Award of Merit
Building a Consensus for Change in South Norfolk
Commonwealth Partnerships
The Village at Gateway

Capital Award of Merit
Boys Home of Virginia Campaign
Neathawk Dubuque & Packett
Boys Home of Virginia

Capital Award of Merit
Economic Education Builds Real-World Skills: Joint Op-Ed, VCEE & Sec. of Commerce & Trade
Virginia Council on Economic Education/ VCU

Capital Award of Merit
The Virginia Lottery Raises Awareness of Problem Gambling
PadillaCRT
The Virginia Lottery

External Video Programs

Capital Award of Excellence
17th Annual Fur Ball - Cinderella Pet Video
Richmond SPCA

Capital Award of Merit
I AM Petersburg Lifestyle Commercial
City of Petersburg

Capital Award of Merit
The Virginia Financial Success Network Orientation Video
Virginia Community College System
Virginia Financial Success Network

Capital Award of Merit
Thank you for helping them dream
FUEL
Peter Paul Development Center

Feature Stories

Capital Award of Excellence

Life, Interrupted
VCU Health

Capital Award of Merit
A Tale of Two Kidneys
Cooperative Living Magazine

Capital Award of Merit
Day in, Day Out, Keeping 'Granddaddy's Dream' Alive
VMDAEC -- Cooperative Living magazine
Virginia's electric cooperatives

Capital Award of Merit
Le Family Story
Virginia Commonwealth University
Division of University Relations

Capital Award of Merit
Pear Valley -- Through the Window of Time
Cooperative Living Magazine
A&N Electric Cooperative

Capital Award of Merit
From Sandwich Shop to Trendy Tech: A VCU Business Services Feature Story
VCU Business Services

Capital Award of Merit
Ready for the Road Ahead
Virginia Department of Motor Vehicles

Internal / Intranet Video Programs

Capital Award of Excellence
VDOT TV
Virginia Department of Transportation

Capital Award of Merit
Altria Companies Employee Community Fund Video: 15-Year-Anniversary
Rhudy & Co. Marketing and Communications, Inc.
Altria

Capital Award of Merit
"Under the Hood" – Driving Associate Engagement through a Robust Video Magazine for More than 20
Years
CarMax

Magazines

Capital Award of Excellence
Cooperative Living magazine
VMDAEC -- Cooperative Living magazine
Virginia's Electric Cooperatives

Capital Award of Excellence
IMPACT Donor Magazine
Virginia Commonwealth University

Media Relations

Capital Award of Excellence
Travelocity's Roaming Gnome Visits Charlottesville – Travelocity Media Relations
Commonwealth Public Relations
Travelocity

Capital Award of Excellence
Happy Birthday Blueberries – An American Fruit Turns 100 On National Public Radio
PadillaCRT
U.S. Highbush Blueberry Council

Capital Award of Merit
VMFA Japanese Tattoo
Neathawk Dubuque & Packett
Virginia Museum of Fine Arts

Capital Award of Merit
Renovation Alliance, dedicated to restoring homes, lives and communities
mpiTOO
Renovation Alliance

Capital Award of Merit
Best Year Ever: Record-Breaking Crowds at the 2015 Richmond Folk Festival
VANCE
Venture Richmond

Capital Award of Merit
VCU Medical Center's Trauma Unit Saves Richmond's Most Gravely Injured"
Virginia Commonwealth University
VCU Health

Capital Award of Merit
Low Intervention Birthing Options at Bon Secours
Free Agents Marketing
Bon Secours Richmond Health System

Capital Award of Merit
Mapping the KKK
Virginia Commonwealth University
Division of University Relations

Capital Award of Merit
Pollinator Habitat News Release
Virginia Department of Transportation

Capital Award of Merit
Discovery of Risk Genes for Clinical Depression
Virginia Commonwealth University

Capital Award of Merit
Father of the Bride at Bedside Ceremony
Virginia Commonwealth University

Capital Award of Merit

Allianz Global Assistance 2015 Vacation Confidence Index
Finn Partners
Allianz Global Assistance

Capital Award of Merit
Galvanizing Internal Collaboration at the Virginia Lottery to Raise its Profile, One Feature Story at a Time
PadillaCRT
The Virginia Lottery

Capital Award of Merit
Introducing the Virginia Capital Trail
The Hodges Partnership
Virginia Capital Trail Foundation
Capital Award of Merit
UR Presidential Media & PR Plan
University of Richmond

Capital Award of Merit
An Unlikely Story of Friendship at a Senior Living Community
Commonwealth Partnerships
Commonwealth Assisted Living

Newsletters

Capital Award of Merit
Enews for faculty, a university's toughest audience
Virginia Commonwealth University
VCU Libraries

Online Videos

Capital Award of Excellence
Jack Online Videos
Madison+Main
Virginia Energy Sense, a program of the Virginia State Corporation Commission

Capital Award of Merit
All in a Day's Work
University of Richmond

Capital Award of Merit
Was it Something You Ate? Put My Meal Detective on the Case.
VANCE
Virginia Department of Health

Capital Award of Merit
Real Stories from the Express Lanes
O'Keeffe & Company
Transurban

Capital Award of Merit
Why I Serve VCU
Virginia Commonwealth University

Capital Award of Merit
How to Have a #TickFreeSummer

VANCE
Virginia Department of Health

Capital Award of Merit
2015 VCU Holiday Video
Virginia Commonwealth University

Capital Award of Merit
How to Play Bank a Million
Virginia Lottery

Press Conferences

Capital Award of Excellence
GO Virginia Press Conferences Serve as Launch Pad for Announcing New Economic Development Initiative in the Commonwealth
McGuireWoods Consulting
Virginia Business Higher Education Council

Capital Award of Merit
Child Safety Seat Emergency Identification Sticker Press Conference
Virginia Department of Motor Vehicles

Capital Award of Merit
Roanoke Rail Yard Dawgs Hockey Team Announcement
Neathawk Dubuque & Packett
Roanoke Rail Yard Dawgs

Public Service Announcements

Capital Award of Merit
Spend Your Energy Elsewhere
Madison+Main
Virginia Energy Sense, a program of the Virginia State Corporation Commission

Publications

Capital Award of Excellence
"Black is the New...Orange?" The 2015 Work Zone Awareness Week Poster
Virginia Department of Transportation

Capital Award of Merit
Museums Engagement Report
University of Richmond

Capital Award of Merit
Visually Representing the Arts to Prospective Graduate Students
VCUarts

Research / Evaluation

Capital Award of Excellence
Social Media Best Practices in Academic Libraries: Building on a PRSA Survey
Virginia Commonwealth University
VCU Libraries

Capital Award of Merit
Statewide Public Opinion Survey
Virginia Commonwealth University
Massey Cancer Center

Social Media

Capital Award of Excellence
Little Changes for the Holidays
PadillaCRT
U.S. Highbush Blueberry Council

Capital Award of Merit
Virginia's Community Colleges: Facebook Page
Virginia's Community Colleges

Capital Award of Merit
Virginia State Police Program Facebook Pages
CRA
Virginia State Police

Capital Award of Merit
Real Stories from the Express Lanes
O'Keeffe & Company
Transurban

Capital Award of Merit
Honk! It's my last chemo
Virginia Commonwealth University
Massey Cancer Center

Capital Award of Merit
Alexandria Renew Enterprises: Transformer a Wastewater Utility into a Community Partner
The Hodges Partnership
Alexandria Renew Enterprises

Capital Award of Merit
The Virginia Lottery Tacky Sweater Selfie Promotion Spreads Holiday Cheer on Social Media
PadillaCRT
Virginia Lottery

Capital Award of Merit
GO Virginia: Effectively Using Social Media to Reach and Engage Key Audiences on New Economic
Development Initiative in the Commonwealth
McGuireWoods Consulting
Virginia Business Higher Education Council

Capital Award of Merit
VCU Health Chats
VCU Health

Capital Award of Merit
VMFA Japanese Tattoo
Neathawk Dubuque & Packett
Virginia Museum of Fine Arts

Speeches

Capital Award of Excellence
Give Your Best. Get the Best.
Rhudy & Co. Marketing and Communications, Inc.
Capital One

Capital Award of Merit
A Distinctive University
Virginia Commonwealth University

Capital Award of Merit
Chancellor's Retreat Keynote Address
Virginia's Community Colleges

Webcasts

Capital Award of Merit
Graduation Live 2015
Roanoke County Public Schools
Roanoke County Public Schools

Websites

Capital Award of Excellence
VDHLiveWell.com Relaunch
Virginia Department of Health OFHS
Office of Family Health Services

Capital Award of Merit
Virginia State Police HEAT Website
CRA
Virginia State Police

Capital Award of Merit
Keeping State Government Rolling during the 2015 UCI Road World Championships - Website
Virginia Department of General Services

Capital Award of Merit
Make it real - Landing Page
Virginia Commonwealth University

Capital Award of Merit
VCU School of Nursing Website
VCU School of Nursing

Capital Award of Merit
Umgås Magazine: A Swedish-American Gathering Place
The Hodges Partnership
Swedish Match

Capital Award of Merit
Designing for Designers: VCUarts Overhaul
VCUarts

Capital Award of Merit

VCU Dental Care
Virginia Commonwealth University

Capital Award of Merit
For You. For Your Family.
Rhudy & Co. Marketing and Communications, Inc.
Bon Secours Health System

Word-of-Mouth

Capital Award of Excellence
A Sweet "Takeover" at the Aspen Food & Wine Classic
PadillaCRT
Maple Products from Quebec (Pure Canada Maple)

COMMONWEALTH AWARDS

Brief Events and Observances

Commonwealth Award of Excellence
VMFA Japanese Tattoo
Neathawk Dubuque & Packatt
Virginia Museum of Fine Arts

Commonwealth Award of Merit
The Emperor of All Maladies
Virginia Commonwealth University
Massey Cancer Center

Commonwealth Award of Merit
The World Rides at the University of Richmond
University of Richmond

Commonwealth Award of Merit
Expect The Unexpected: The National Work Zone Awareness Campaign
Virginia Department of Transportation

Commonwealth Award of Merit
ARCpark Grand Opening
The Greater Richmond ARC

Commonwealth Award of Merit
2015 Governor's Housing Conference
U.S. Department of Agriculture - Rural Development

Commonwealth Award of Merit
The Amazing Raise
The Hodges Partnership
The Community Foundation

Commonwealth Award of Merit
Expand Your Thinking with Altria's Techspo
Rhudy & Co. Communications and Marketing
Altria

Commonwealth Award of Merit
Bringing the NEMSMS Tree of Life Back to Virginia
Sara Hunt PR
Chancellor Volunteer Fire & Rescue

Commonwealth Award of Merit
Load The Bus for Kids - 2015
Roanoke County Public Schools

Commonwealth Award of Merit
Battle for the Capital Alumni Giving Challenge
Virginia Commonwealth University

Commonwealth Award of Merit
State of the University 2015
Virginia Commonwealth University

Community Relations

Commonwealth Award of Excellence
Virginia Association of REALTORS Partners with Homes for Our Troops
Sara Hunt PR
Virginia Association of REALTORS

Commonwealth Award of Merit
Change Your Perspective Campaign
Neathawk Dubuque & Packatt
RIDE Solutions

Commonwealth Award of Merit
"The World is Coming" DRIVE SMART Virginia & Richmond 2015
DRIVE SMART Virginia

Commonwealth Award of Merit
Cabell Construction Project: Informing the community and managing expectations
VCU Libraries

Commonwealth Award of Merit
Bon Secours' East End Initiative
Free Agents Marketing
Bon Secours Richmond Health System

Crisis Communications

Commonwealth Award of Excellence
Carilion's response to Smith Mountain Lake shootings
Carilion Clinic

Commonwealth Award of Excellence
Controlling Patient Response Following \$870,000 Embezzlement Arrest - Crisis Communications
Commonwealth Public Relations

Commonwealth Award of Merit
Diversity and Inclusion at VCU
Virginia Commonwealth University

Extended Events and Observances

Commonwealth Award of Excellence
Richmond 2015: The World Rides in Richmond
The Hodges Partnership

Commonwealth Award of Merit
Extended Events and Observances
Honoring the Heroes Among Us
Commonwealth Partnerships
Commonwealth Assisted Living

Commonwealth Award of Merit
Extended Events and Observances
10th President Communications Plan
University of Richmond

Commonwealth Award of Merit
Extended Events and Observances
Building Virginia's First Home for Hope
Commonwealth Partnerships
HHHunt

Commonwealth Award of Merit
Extended Events and Observances
Happy B-Day Blueberries: Driving Purchases with History and Origin
PadillaCRT
U.S. Highbush Blueberry Council

Commonwealth Award of Merit
Extended Events and Observances
Commemorating the High School Class of 2015: the first to graduate with Economics & Personal Finance
Virginia Council on Economic Education (VCEE)

Global Communications

Commonwealth Award of Excellence
Strengthening Brink's Culture of Ethics
Rhudy & Co. Communications and Marketing
The Brink's Co.

Integrated Communications

Commonwealth Award of Excellence
Little Changes for a Healthy New Year
PadillaCRT
U.S. Highbush Blueberry Council

Commonwealth Award of Merit
Your Odometer: The Key to Your Car's Value
Virginia Department of Motor Vehicles

Commonwealth Award of Merit
Baby Steps
Virginia Commonwealth University

Commonwealth Award of Merit
VMFA Japanese Tattoo
Neathawk Dubuque & Packatt
Virginia Museum of Fine Arts

Commonwealth Award of Merit
Renovation Alliance, dedicated to restoring homes, lives and communities
mpiTOO, a division of Media Partners, Inc.
Renovation Alliance

Commonwealth Award of Merit
2015 UCI Road World Championships
Virginia Commonwealth University

Commonwealth Award of Merit
Change Your Perspective Campaign
Neathawk Dubuque & Packatt
RIDE Solutions

Commonwealth Award of Merit
Real Stories from the Express Lanes
O'Keeffe & Company
Transurban

Internal Communications

Commonwealth Award of Excellence
2015 Card Digital Learning and Communications Campaign
Capital One

Commonwealth Award of Merit
Fake Monday
Virginia Commonwealth University

Commonwealth Award of Merit
Know the Truth: Depression Awareness
Rhudy & Co. Communications and Marketing
Bon Secours Richmond Employee Assistance Program

Commonwealth Award of Merit
The Bridge – Introducing a new intranet to employees
PadillaCRT
Bridgestone Americas

Commonwealth Award of Merit
Promoting “Small Ideas, Big Impact” to Philip Morris USA Manufacturing Center Employees
Rhudy & Co. Communications and Marketing
Philip Morris USA

Commonwealth Award of Merit
Keeping State Government Rolling during the UCI Road World Championships
Virginia Department of General Services

Commonwealth Award of Merit
Bridgestone Americas Awards – Reinvigorating employee recognition
PadillaCRT

Bridgestone Americas

Commonwealth Award of Merit
HILTON TEAM MEMBERS SHINE WITH HEART OF HILTON CAMPAIGN
Edelman
Hilton Worldwide

Issues Management

Commonwealth Award of Excellence
Interstate 81 Exit 150 Improvement Project in Botetourt County
Virginia Department of Transportation

Commonwealth Award of Merit
Bringing a fuel center to the Short Pump Kroger
The Hodges Partnership
Kroger Mid-Atlantic

Marketing Business to Business

Commonwealth Award of Excellence
DRIVE Tourism
Charles Ryan Associates
Virginia Tourism Corporation

Marketing Consumer Products

Commonwealth Award of Excellence
CarMax Reveals the "Midlife Crisis Car"
PadillaCRT
CarMax

Marketing Consumer Services

Commonwealth Award of Excellence
The Motorcycle Law Group Prepared Rider Packet
The Hodges Partnership
The Motorcycle Law Group

Commonwealth Award of Merit
Marketing Consumer Services
Your Odometer: The Key to Your Car's Value
Virginia Department of Motor Vehicles

Commonwealth Award of Merit
Marketing Consumer Services
Leveraging Sponsored Content for VCUarts Recruitment
VCUarts

Commonwealth Award of Merit
Marketing Consumer Services
WarmWise Customer Education & Outreach Campaign
Charles Ryan Associates
Columbia Gas of Virginia/WarmWise

Multicultural Public Relations

Commonwealth Award of Excellence
East Marshall Street Well
Virginia Commonwealth University

Public Service

Commonwealth Award of Excellence
Real Men DO Buckle Up
DRIVE SMART Virginia

Commonwealth Award of Merit
Human Trafficking Campaign
Madison+Main
The Virginia Office of the Attorney General

Commonwealth Award of Merit
Drainage Campaign
Virginia Department of Transportation

Commonwealth Award of Merit
You Can Afford College: A Financial Fitness Initiative
Virginia Society of Certified Public Accountants

Reputation / Brand Management

Commonwealth Award of Excellence
We are VCU Health: A journey of brand transformation
Monigle Associates
VCU Health

Commonwealth Award of Merit
Real Stories from the Express Lanes
O'Keeffe & Company
Transurban

Commonwealth Award of Merit
CarMax Unveils the Second Annual Used Car Shopping Report
PadillaCRT
CarMax

Commonwealth Award of Merit
Bringing Awareness To Distracted Driving – McGeorge Toyota's Saving Lives, Supporting Futures,
Scholarship Program
Commonwealth Public Relations
McGeorge Toyota

BEST IN SHOW

Capital

VMFA Japanese Tattoo
Neathawk Dubuque & Packett
Virginia Museum of Fine Arts

Commonwealth

VMFA Japanese Tattoo

Neathawk Dubuque & Packett
Virginia Museum of Fine Arts