



## 68<sup>th</sup> Virginia Public Relations Awards – Winners Report

### CAPITAL CATEGORY

#### Blogger Campaigns

Award of Merit:

- The Hodges Partnership  
For the project: “#SayCheeseRVA: Kroger Brings Bloggers and Social Media Elite to Murray's Cheese”

Award of Excellence:

- PadillaCRT and the Federation of Quebec Maple Syrup Producers  
For the project: “Fueled by Nature Blogger Ambassador Program”

#### Blogs

Award of Excellence:

- The Hodges Partnership  
For the project: “The Gong Blog”

#### Creative Tactics

Award of Merit:

- Neathawk Dubuque & Packett and the VCU Health System  
For the project: “What's the Human Spirit Made of?”
- Virginia Commonwealth University’s Division of University Relations  
For the project: “Make it real. Pop-up classroom”
- PadillaCRT and the Department of Rail and Public Transportation  
For the project: “Amtrak Infographics Illustrate Benefits of Train Travel”
- Virginia Department of Motor Vehicles  
For the project: “#SafetySelfiesVA”
- Richmond Region Tourism and The Out RVA Team  
For the project: “Out stickers provide a way to engage with the OutRVA campaign and show support for the LGBT community”
- The Hodges Partnership  
For the project: “The Richmond Christmas Mother Goes Mobile”

- PadillaCRT and Cider Week Virginia  
For the project: “Cider Week Virginia Infographic Makes A Splash”

Award of Excellence:

- Virginia Museum of Fine Arts  
For the project: “VMFA Brews Unconventional Partnership To Promote Forbidden City Exhibition”
- PadillaCRT and the Department of Rail and Public Transportation  
For the project: “Advertising Supports Amtrak Messaging”

Editorial/Op-Ed Columns

Award of Merit:

- VMDAEC  
For the project: “Forever Connected”
- VMDAEC  
For the project: “Goodbye, Mr. Charlie”
- Virginia Commonwealth University’s Division of University Relations  
For the project: “Autism and (un)employment” and for “Employing people with Autism”
- Virginia Community College System  
For the project: “It’s Time Virginia Credentials Up”
- Sara Hunt PR and Dominion  
For the project: “Dominion's Project Plant It!”
- PadillaCRT and HNTB Corporation  
For the project: “Earning Thought Leadership for HNTB in Virginia”

Award of Excellence:

- The Hodges Partnership and ChildFund International  
For the project: “I Survived Ebola”

External Video Programs

Award of Merit:

- Free Agents Marketing and Bon Secours Richmond Health System  
For the project: “Bon Secours SEED Program Video”
- EAF Custom Communication and Union Presbyterian Seminary  
For the project: “Bridging the Brook-100 Year History of Presbyterian School of Christian Education”
- Virginia Commonwealth University’s Department of University Relations  
For the project: “2014 C. Peter Magrath University Community Engagement Award nomination video”
- Virginia Department of Motor Vehicles  
For the project: “No Load Too Large”

Feature Stories

- Neathawk Dubuque & Packett  
For the project: "Our Health Magazine "Breaking the Silence"
- VMDAEC:
- For the projects  
"Miss Tillie: 97 Years Young"  
"Chincoteague's Finest"  
"Co-op Helping Hands Support Northern Neck's 'Next Generation' Food Bank"  
"Rosemary Dietrick Looks Back"

Award of Excellence:

- Campbell Communications and VHQC  
For the project: "Sepsis Survivor Advocates for Improved Patient Education"

#### Internal/Intranet Video Programs

Award of Merit:

- Jonathan Orr with the VCU Office of the Provost/ Eric Futterman of EAF Communications  
For the project: "Profiles in Learning" Video Series"
- Rhudy & Co. Communications and Marketing, Inc. and Fuel Creative  
For the project: "Altria Companies Employee Community Fund Video: Moving, Grooving & Giving"

Award of Excellence:

- Virginia Lottery  
For the project: "Strategy 2017 Video"

#### Magazines

Award of Merit:

- **Virginia State Bar**  
For the project: "**Virginia Lawyer and Virginia Lawyer Register**"
- **University of Richmond**  
For the project: "**University of Richmond Magazine**"
- **Virginia Commonwealth University's Division of University Relations**  
For the project: "**VCU Alumni Magazine, Fall 2014**"

#### Media Relations

Award of Merit:

- Edelman and Hilton Worldwide  
For the project: "Launching Hilton's Industry First Digital Tool: Digital Check-In with Room Selection"
- Neathawk Dubuque & Packett and PEOPLEExpress  
For the project: "PEOPLEExpress Launch"
- VANCE and Venture Richmond  
For the project: "Ten Years of Folk: Celebrating Richmond's Favorite Festival"

- Greater Richmond ARC  
For the project: “A Park for All Ages and Abilities”
- Virginia Society of Certified Public Accountants  
For the project: “2015 Economic Expectations Survey”
- Neathawk Dubuque & Packett  
For the project: “Google Glass”
- Commonwealth Public Relations and Make-A-Wish Greater Virginia  
For the project: “Teen Reels in New Boat as Part of Granted Wish – Increasing Awareness and Supporting Donor Relationships Through Media Relations”
- Karen A. Batalo Marketing & PR and River City Recycling  
For the project: “River City Recycling/Enrichmond Foundation Earth Day Community Impact Project”
- O’Keeffe & Company and Transurban  
For the project: “95 Express Lanes Media Relations Campaign”
- The Hodges Partnership and Cooper’s Hawk Winery and Restaurants  
For the project: “Wining and Dining RVA: Cooper's Hawk Comes to Town”
- Virginia Department of Alcoholic Beverage Control  
For the project: “Operation: Prevent Impaired Driving”

Award of Excellence:

- Virginia Department of Transportation  
For the project: “Why’d the Bear Cross the Road? (Wildlife Mitigation News Release)”

Newsletters

Award of Merit:

- City of Petersburg  
For the project: “City of Petersburg Experience Petersburg Newsletter”
- Rhudy & Co. Communications and Marketing Inc. and the University of Colorado Health  
For the project: “Newsletter Delivers Creative and Compelling HR News to All of UCHealth”
- CarMax  
For the project: “The Glovebox E-newsletter – Staying in Touch with Customers by Providing Valued Content”
- Rhudy & Co. Communications and Marketing Inc. and Bon Secours Virginia Health System  
For the project: “Bringing Good News to Bon Secours Virginia Health System Employees”

Online Videos

Award of Merit:

- Virginia Commonwealth University’s Division of University Relations  
For the project: “Follow Me for a Tour”

Award of Excellence:

- Virginia Lottery  
For the project: “How to Play Million Dollar Money Ball”

Press Conferences

Award of Merit:

- Virginia Commonwealth University's Division of University Relations  
For the project: "VCU Police Noise Suppression Vehicle"
- Neathawk Dubuque & Packett and PEOPLExpress  
For the project: "PEOPLExpress Launch News Conference"

Press Kits/Media Kits

Award of Merit:

- Virginia Museum of Fine Arts  
For the project: "Forbidden City Media Kit Is Enhanced with 21st Century Tools for Distribution Success"
- Free Agents Marketing and Bon Secours Virginia Health System  
For the project: "Bon Secours Class-A-Roll Unveiling Media Kit"

Award of Excellence:

- Commonwealth Public Relations and Rock Bottom Brewery  
For the project of: "A Message In A Bottle – Rock Bottom Brewery's Press Kit"

Publications

Award of Merit:

- Virginia Department of Transportation  
For the project: "Putting Virginia on the Map: The 2014-2016 Commonwealth of Virginia State Map"
- Virginia Commonwealth University's Division of University Relations  
For the project: "VCU School of Business Viewbook"

Award of Excellence:

- Virginia Commonwealth University's Division of University Relations  
For the project: "VCU Libraries Momentum Report"

Public Service Announcements

Award of Excellence:

- Virginia Lottery  
For the project: "Play Smart PSA"

Research/Evaluation

Award of Merit:

- **Commonwealth Partnerships and the Petersburg Area Transit**  
For the project: "Bringing Change Through Research at PAT"

- **PadillaCRT and the Department of Rail and Public Transportation**  
For the project: **“Benchmark Survey Proves Amtrak Messaging Effective”**

Award of Excellence:

- Virginia Commonwealth University Libraries  
For the project “Getting Our Bearings: Introducing best practices and evaluation to an academic setting”

#### Smartphone/Table Application

Award of Merit:

- Virginia Department of Emergency Management  
For the project: “Web Coordinator”

Award of Excellence:

- Virginia Community College System  
For the project: “Hire Education Conference Mobile App”

#### Social Media

Award of Merit:

- PadillaCRT and The Federation of Quebec Maple Syrup Producers  
For the project: “Amtrak #TakeTheTrain for Social Success”
- Commonwealth Partnerships and Commonwealth Assisted Living  
For the project: “Welcome Home: Building a Social Presence for Commonwealth Assisted Living”
- Virginia Commonwealth University’s Division of University Relations  
For the project: “VCU President Social Media”
- Big River and sweetFrog  
For the project: “Summer of sweetFrog Social Campaign”
- Virginia Community College System  
For the project: “VCCS Facebook Page”

Award of Excellence:

- Free Agents Marketing and Bon Secours Virginia Health System  
For the project: “Fandemonium”
- PadillaCRT and The Federation of Quebec Maple Syrup Producers  
For the project: “Pure Canada Maple Versatility Contest”

#### Speeches

Award of Merit:

- Virginia Commonwealth University’s Division of University Relations  
For the project: “A Legacy That Inspires Us To Move Forward Together”

Award of Excellence:

- Virginia Commonwealth University's Division of University Relations  
For the project: "Let's Build a Culture of Innovation"

Webcasts

- Roanoke County Public Schools  
For the project: "Graduation Live 2014"

Websites:

- DRIVE SMART Virginia  
For the project: "DRIVE SMART Virginia Website"
- Virginia Museum of Fine Arts  
For the project: "Beyond the Walls Reaches Global Audiences"
- PadillaCRT and the U.S. Highbush Blueberry Council  
For the project: "Reviving Little Blue Dynamos: Website Design & Content Strategy Help Blueberries Make a Digital Comeback"
- Virginia Commonwealth University's Division of University Relations  
For the project: "VCU School of Social Work"
- Virginia Commonwealth University's Division of University Relations  
For the project: "VCU Life Sciences"
- Four Corners Communications and UNITE, Inc.  
For the project: "Transforming the UNITE Website"
- University of Richmond  
For the project: "University of Richmond Web Redesign"

Award of Excellence:

- O'Keeffe & Company and Transurban  
For the project: "495 and 95 Express Lanes Website"

Word of Mouth

Award of Merit:

- Big Spoon Agency and YWCA of Richmond  
For the project: "1000 Notes of Hope"

Award of Excellence:

- PadillaCRT and The Federation of Quebec Maple Syrup Producers  
For the project: "National Maple Syrup Day"

**COMMONWEALTH CATEGORY**

Brief Events and Observances

Award of Merit:

- Neathawk Dubuque & Packett and O. Winston Link Museum  
For the project: “Link @10”
- Keiter CPAs  
For the project: “Making EmergingRVA”
- Virginia Commonwealth University’s Division of University Relations  
For the projects:
  - “Tapia Twins Exhibition at The Depot”
  - “VCU Broad Street Mile 2014”
  - “April Fools’ Day”
- VCUarts and the VCU Institute for Contemporary Art  
For the project: “Breaking Ground on the VCU Institute for Contemporary Art”
- Virginia Museum of Fine Arts  
For the project: “Announcement of Forbidden City Exhibition at Chinese Embassy Resonated Internationally”
- Free Agents Marketing and Bon Secours Virginia Health System  
For the project: “Bon Secours Class-A-Roll Unveiling”
- O’Keeffe and Company and Transurban  
For the project: “95 Express Lanes Opening Event”
- DRIVE SMART Virginia  
For the project: “Richmond High Schools Traffic Safety Events”
- PadillaCRT and the Federation of Quebec Maple Syrup Producers  
For the project: “National Maple Syrup Day”
- Capital One  
For the project: “Steve Wozniak Disrupts Capital One at Associate Speaking Engagement”

Award of Excellence:

- Roanoke County Public Schools  
For the project: “Load the Bus for Kids”

Community Relations

Award of Merit:

- Virginia Department of Transportation  
For the project: “I-95 Bridge Restorations Project”
- Virginia Department of Motor Vehicles  
For the project: “DMV Employees Give Back to Veterans”
- Sara Hunt PR and the Virginia Early Childhood Foundation  
For the project: “Smart Beginnings Start with Families”
- City of Richmond  
For the project: “State of the City - Accomplishments Video”

Award of Excellence:

- Commonwealth Public Relations  
For the project: “Building A Community of Safety On The Water – PWIA’s Second Annual Safe Rider Program”



## Crisis Communications

### Award of Merit:

- Free Agents Marketing and Bon Secours Virginia Health System  
For the project: "Enterovirus Outbreak"
- Reynolds Community College  
For the project: "Hostile Intruder"

### Award of Excellence:

- PadillaCRT and CarMax  
For the project: "CarMax Responds to 20/20 Allegations"

## Extended Events and Observances

### Award of Merit:

- University of Richmond  
For the project: "Westhampton College Centennial"

### Award of Excellence:

- Virginia Commonwealth University's Division of University Relations  
For the project: "Autism Awareness Month"

## Global Communications

### Award of Merit:

- The Hodges Partnership and ChildFund International  
For the project: "A deadly virus: ChildFund helps children orphaned by Ebola"

## Integrated Communications

### Award of Merit:

- Virginia Commonwealth University's Division of University Relations  
For the project: "The Other Side of Havoc"
- Virginia Department of Motor Vehicles  
For the project: "Vital records at DMV"
- PadillaCRT and the Virginia Department of Rail and Public Transportation  
For the project: "Amtrak "Take the Train" Campaign Rocks Ridership"

### Award of Excellence:

- Free Agents Marketing  
For the project: "Heart Month"

## Internal Communications

### Award of Merit:

- Rhudy & Co. Communications and Marketing, Inc. and Phillip Morris USA  
For the project: "Promoting "Small Ideas, Big Impact" to Philip Morris USA Manufacturing Center Employees"
- Virginia Commonwealth University's Division of University Relations  
For the project: "Do the Math-2014"
- Virginia Department of Transportation  
For the project: "To Be Or EBB: Electronic Bulletin Boards"
- Virginia Retirement System  
For the project: "Voluntary Contributions Campaign"

### Award of Excellence:

- Virginia Lottery  
For the project: "Virginia Lottery 2014 Spirit Week"

## Marketing Business to Business

### Award of Merit:

- PadillaCRT and Cologix  
For the project: "Heating Up Colocation Data Centers via an Integrated Communications Campaign"
- Keiter CPAs  
For the project: "Living Up to the 'Opportunity Advisor' Mantra"

### Award of Excellence:

- PadillaCRT and Wilsonart  
For the project: "Continuing Education Builds Connections that Sell Laminate and Elevate Thought Leadership"

## Marketing Consumer Products

### Award of Merit:

- PadillaCRT and the U.S. Highbush Blueberry Council  
For the project: "Little Changes, Big Rewards: Blueberries Attract Attention and Lead American Families to Healthier Lives"
- PadillaCRT and the Florida Sweet Corn Exchange  
For the project: "Sweet Success for the Florida Sweet Corn Exchange"

### Award of Excellence:

- PadillaCRT and Bridgestone Americas  
For the project: "DriveGuard: Disrupting the Consumer Tire Category"

## Marketing Consumer Services

Award of Merit:

- Special Olympics Virginia  
For the project: "Providing Health Services for the Most Underserved"
- Virginia Commonwealth University's Division of University Relations  
For the project: "VCU School of Nursing Branding Campaign"
- PadillaCRT and the Virginia Department of Rail and Public Transportation  
For the project: "Amtrak Connects 2014 Richmond Folk Festival to Broader Audience"
- Edelman and Hilton Worldwide  
For the project: "Hilton Repositions Itself as Industry-Leading Innovator, Driving Loyalty through Room Selection"

Award of Excellence:

- Virginia Museum of Fine Arts  
For the project: "Build the Forbidden City in 3D with Crowdfunding"

Multicultural Public Relations

Award of Merit:

- Virginia Commonwealth University Libraries  
For the project: "Diversity and Identity Poster Series"

Award of Excellence:

- Virginia Commonwealth University 's Division of University of Affairs  
For the project: "The Freedom Now Project"

Public Affairs

Award of Merit:

- McGuireWoods Consulting  
For the project: "Using Online Advocacy and Stakeholder Relations to Stop the Fairfax Food Tax"

Award of Excellence:

- Virginia21  
For the project: "Save Our Slice Campaign"

Public Service

Award of Excellence:

- McGuireWoods Consulting and Share Our Strength  
For the project: "No Kid Hungry: Raising Awareness of Virginia Summer Meals Program"

Reputation Brand Management

Award of Merit:

- Commonwealth Partnerships HHHunt Corporation  
For the project: "How You Live: Building the New HHHunt Brand"
- Virginia Commonwealth University's Division of University Relations  
For the project: "VCU 'Make it real' 3.0 – Moments, 2014-15"

**CAPITAL BEST-IN-SHOW**

- Free Agents Marketing  
For the project: "Fandemonium" in the Social Media category
- PadillaCRT  
For the project: "Pure Canada Maple Versatility Contest" in the Social Media category

**COMMONWEALTH BEST-IN-SHOW**

- Virginia21  
For the project: "Save Our Slice Campaign" in the Public Affairs category

## **Rising Star Award**

*Cameron McPherson*

Now for our Rising Star Award! This is the sixth year we've honored a young professional with the Rising Star Award and each year, the candidate pool-size grows and the qualifications become more impressive. If our nominees are an indication of what the next generation of PR professionals will look like, we all should be a little worried for our jobs. We had some extremely bright and accomplished nominations this year.

Nominees for the Rising Star Award are required to have five or fewer years of experience, with these factors taken into account:

- professional strengths and work samples
- demonstration of leadership potential
- participation in PRSA and pursuit of continuing education in the field
- commitment to public service
- and recommendation letters

Here's just a few ways the 2015 Rising Star has made an impact:

- She has served on the Press Secretary team for Mayor Dwight C. Jones, where she kick started the social media efforts for the City.
- She has served as the public relations director for Black Girls RUN!, a natural running organization
- And has been a frequent freelance writer for Urban Views Weekly.

Drum roll please ... PRSA's 2015 Rising Star is Jay'Ell Alexander, Public Information Officer with the City of Petersburg!

[lead applause]

Jay Ell Alexander is an outstanding public relations professional and public servant that is making a real difference in the Greater Richmond community through her work professionally in local government. She possesses the ability to offer valuable insight for overall strategy while also paying close attention to details—a balance that is important in the PR business. She has the character strengths of honesty, commitment and good humor that all can benefit from. Jay Ell has made a fast track path for herself in public relations. She has served on the Press Secretary team for Mayor Dwight C. Jones, where she kick started the social media efforts for the City. She has also continued her journalism passion by freelance writing for Urban Views Weekly and also serves as the national public relations director for Black Girls RUN!, a national running organization where she manages the media relations.

Jay Ell, congratulations!

## **Jay Ell's remarks**

*Jay Ell Alexander*

Jay Ell speaks for 3 minutes.

## **Closing Remarks**

*Rachel Beanland*

Congratulations again Jay'E!! Now for the final part of the evening – let's find out who has won our raffles! Get your tickets ready! First, we'll be giving away a set of gift cards from The Wine Loft, Foo Dog and Capital Ale House.

[Draw name from bowl]

And the winner is...

Next, we'll be giving away four tickets for Lewis Ginter Botanical Gardens, the Richmond Flying Squirrels and The Byrd Theater.

[Draw name from bowl]

And the winner is...

Finally, the winner for the Triple Crossing Brewery gift back worth \$300 is.

[Draw name from bowl]

That brings us to the end of the evening. Congratulations to our winners and again, I'd like to thank our sponsors:

- PadillaCRT
- AAA Mid-Atlantic
- Dominion
- The Hodges Partnership
- CarMax
- The University of Richmond
- VMFA, Parkwood Creative and Uptown Color

[lead applause]

Thank you again to all of the members of PRSA Richmond who put this great night together, with special thanks to the Awards Committee.

We hope to see you next year. Drive safely, and good night!