73rd Virginia Public Relations Awards

**INDIVIDUAL AWARD WINNERS**

**Thomas Jefferson Award for Excellence in Public Relations**
Carol Billingsley  
Systems Director, Public Relations & Communications  
Bon Secours Mercy Health

**PRSA Richmond Rising Star Award**
Taylor Thornberg  
Public Relations Specialist  
Virginia ABC

**CAPITAL AWARD WINNERS**

**Capital Award > CAP01 - Social Media: Paid**

**Award of Excellence**
VCU Strategic Marketing and Engagement, Alumni ELEVATE tour promotion

**Award of Merit**
Virginia ABC, Virginia ABC's September Spirits Celebrations  
VCU Strategic Marketing and Engagement, Black & Gold & You  
The Hodges Partnership, United Way Garners Support for Kindergarten Countdown Camp Through Paid Social Advertising

**Capital Award > CAP03 - Media Relations: National**

**Award of Excellence**
The Hodges Partnership, Full Court National Press for The Basketball Tournament (TBT)

**Award of Merit**
JLV Communications, Introducing Leafana Wellness to Propel Business in a New Category  
The Nature Conservancy in Virginia, Southwest Virginia: Shifting the Narrative  
Virginia Commonwealth University, Higher death rate for working-age Americans lands front-page coverage nationwide, days before Thanksgiving

**Capital Award > CAP04 - Media Relations: Regional**

**Award of Excellence**
CarMax, CarMax Revs Up Automotive Technician Hiring with Informed Media Campaign

**Award of Merit**
Sara Hunt PR, Voices from the Garden: The Virginia Women's Monument
Virginia Department of Motor Vehicles, Get On Board with REAL ID - Virginia Airport Campaign
Commonwealth PR, Publicize It and They Will Come (To the Mall)

**Capital Award > CAP05 - Feature Stories**
**Award of Excellence**
The Nature Conservancy, Virginia Getaways

**Award of Merit**
VCU, Business Services, Au Bon Pain helps revitalize historic district and win over students: A VCU Business Services Feature Story
Virginia ABC, Spirited Virginia: A Drink to Call Your Own

**Capital Award > CAP07 - Social Media: Organic – Efforts used no paid advertising**
**Award of Excellence**
AA Communications, The Virginia Women’s Monument & Women’s History Month

**Award of Merit**
Virginia ABC, "Come Work With Us" Recruitment Video
Virginia Department of Transportation, Route 29 Vint Hill Blasting
Virginia Department of Transportation, Game of Thrones Campaign

**Capital Award > CAP08 - Public Service Announcements**
**Award of Excellence**
Charles Ryan Associates, Epilepsy Foundation of America – KnowSUDEPNOW.org

**Capital Award > CAP09 - External Video Programs**
**Award of Excellence**
MCV Foundation, A Love Note to the MCV Campus

**Award of Merit**
Roanoke County Public Schools, Graduation Live 2019
Virginia Department of Transportation, If You Knew Them
City of Virginia Beach, "In the Right Hands" PSA

**Capital Award > CAP10 - New Media and Digital Communications**
**Award of Merit**
Virginia Tourism, Following Harriet
Capital Award > CAP11 - Influencer Marketing
Award of Merit
Tiramisu For Breakfast, Bring On The Tooth Brigade: Influencer Campaign For a Brand-New Kids Toy

Capital Award > CAP12 - Websites
Award of Excellence
Charles Ryan Associates, Anthem RISE Website

Award of Merit
St. Joseph's Villa, RiseUP Campaign Website for St. Joseph's Villa
OFD Consulting LLC, WeddingIndustrySpeakers.com Launches as first Industry Resource of its Kind
Children's Hospital of Richmond at VCU, Improving the digital experience to help nurture the champion in every child

Capital Award > CAP13 - Creative Tactics
Award of Excellence
Virginia Commonwealth University, A Day in the Life of a ACE-IT Student

Award of Merit
Virginia Department of Transportation, Zipper Merge
Elevation, This Is Not A Home
Big Spoon Co., SWITCH RVA's Halloween Haunt

Capital Award > CAP14 - Internal/Intranet Video Programs
Award of Excellence
Bon Secours Mercy Health, Bon Secours Mercy Health Launches Bi-Monthly Webinars to Keep Leadership Updated

Award of Merit
CarMax, Under the Hood – Driving Associate Engagement
City of Virginia Beach, Watt-Ever Works Energy Conservation Videos
Virginia ABC, Virginia ABC Holiday Retail Training Video Series

Capital Award > CAP15 - Brochures
Award of Excellence
Virginia ABC, Spirited Virginia magazine

**Award of Merit**
VCU Massey Cancer Center, The Case for Increased State Support
VCU, Business Services, Let's Eat! The VCUDine brochure brings a fresh new look for students
Siddall Communications, Amtrak Virginia Brochure

**Capital Award > CAP16 - Publications**
**Award of Excellence**
VCU College of Engineering, Department of Marketing and Communications, Virginia College of Engineering Annual Report

**Award of Merit**
The Nature Conservancy, Our Virginia: 2019 Impact Report
MCV Foundation, Chronicle of Giving
Garden Club of Virginia, Garden Club of Virginia Celebrates Centennial with Growth in Program Attendance

**Capital Award > CAP17 - Direct Mail/Direct Response**
**Award of Excellence & Capital Best in Show**
MCV Foundation, Turning a Loss into Something Beautiful

**Award of Merit**
VCU Massey Cancer Center, End-of-Year Giving Campaign
Charles Ryan Associates, Anthem Rise Direct Mail
VCU Strategic Marketing and Engagement, Annual Giving fall kickoff appeal

**Capital Award > CAP18 - Speeches**
**Award of Excellence**
OFD Consulting LLC, International Industry Keynote Brings 30 Countries Together in a Common Direction

**Award of Merit**
Virginia Retirement System, Welcome to Virginia! VRS NASRA Speech
VCUarts, VCUarts presentation at Apple headquarters
Virginia Commonwealth University, Redefining the American Dream

**Capital Award > CAP06 - Editorials/Op Ed Columns**
**Award of Excellence**
Elevation, D-Day Veterans Are Passing The Flag To Us
Award of Merit
Virginia Department of Motor Vehicles, Inmate Re-entry Op Ed Elevation, Advertising: It's Just a Bunch of Hocus Pocus Virginia Lottery, Raising Awareness of Gambling Addiction

Capital Award > CAP19 - Research/Evaluation
Award of Excellence
Siddall Communications, Amtrak Virginia Economic, Qualitative and Quantitative Research Award of Merit
Virginia Department of Transportation, Virtual Public Involvement - Route 28 Study

COMMONWEALTH AWARD WINNERS

Commonwealth Award > COM01 - Community Relations
Award of Excellence
Siddall Communications, Amtrak Virginia 10 year celebration Award of Merit
VANCE, Count on me. I am #LoudounMRC Virginia Lottery, The Virginia Lottery Loves Learners Bon Secours Mercy Health, Bon Secours Seeks and Wins Community's Support for Hospital Expansion through State Approval Process

Commonwealth Award > COM02 - Shoe String Budget (campaign $5,000 or less)
Award of Merit
VCU Strategic Marketing and Engagement, Giving Tuesday

Commonwealth Award > COM03 - Brief Events and Observances
Award of Excellence
Commonwealth PR, PR Prescription for National Nurse Practitioner Week Award of Merit
VCU, Business Services, More Than Just a Tech Store: a Record-Breaking Appreciation Event for VCU Faculty & Staff Virginia Alcoholic Beverage Control Authority, Virginia ABC's Cyber Monday Campaign December 2, 2019 Siddall Communications, Amtrak RamCar A-10 Tournament with Amtrak and Rodney the Ram
Commonwealth Award > COM04 - Extended Events and Observances
Award of Excellence
Siddall Communications, Amtrak Virginia 10 year celebration
Award of Merit
Keiter, 40th Anniversary Campaign: A Bright Future Serving the Community
MCV Foundation, A Gift on Veterans Day
Virginia Department of Social Services, Consider Adoption - National Adoption Month

Commonwealth Award > COM05 - Public Service
Award of Merit
Virginia Department of Motor Vehicles, Local Heroes Seat Belt Awareness Initiative
Madison+Main, "Who's Your Driver?“ 2019 Campaign
Virginia Lottery, The Virginia Lottery Encourages Responsible Play
Housing Opportunities Made Equal (HOME), Eviction Crisis in Richmond

Commonwealth Award > COM06 - Marketing Consumer Products/Services
Award of Merit
VCU Massey Cancer Center, Breast Cancer Awareness Month Integrated Campaign
Visual Arts Center Of Richmond, Summer Camp Fun at the Visual Arts Center of Richmond
Virginia ABC, Virginia ABC Cyber Mom and Dad Day Promotions
VCU Strategic Marketing and Engagement, Linking alumni and students virtually

Commonwealth Award > COM07 - Marketing Business to Business
Award of Excellence
Gray Ryan Communications, Building Legacies and Results: Branch Builds Campaign
Award of Merit
Charles Ryan Associates, Anthem RISE Campaign

Commonwealth Award > COM08 - Global Communications
Award of Merit
Padilla, The Inside Matters: Bringing the FrieslandCampina Ingredients Brand to Life

Commonwealth Award > COM09 - Government Communications – sponsored by the Virginia Government Communicators
Award of Merit
Virginia ABC, A Billion Reasons to Celebrate Campaign
Richmond Department of Emergency Communications, #IamRichmond911
Commonwealth Award > COM10 - Crisis Communications/Issues Management
Award of Merit
Virginia Department of Transportation, Route 220 Tanker Fire Pipe Replacement
Virginia Department of Transportation, How to Paralyze the DC Region in One Easy Step
Virginia Commonwealth University, VCU Health Embraces Questions About Patient Lawsuits And Turns An Issue Into Opportunity
Virginia Commonwealth University, Westboro Baptist Church Demonstration

Commonwealth Award > COM11 - Reputation/Brand Management
Award of Merit
Padilla, Polaris Invites Customers to "Think Outside" with Brand Relaunch
Padilla, The Inside Matters: Bringing the FrieslandCampina Ingredients Brand to Life
Virginia Commonwealth University, Pharmacy student brings STEM education message to Miss America

Commonwealth Award > COM12 - Internal Communications
Award of Excellence & Commonwealth Best in Show
Padilla, Dominion Energy Shines a Light on Its Move to 600 Canal Place

Award of Merit
Children's Hospital of Richmond at VCU, CHoR's bigger and bolder brand: Engaging and educating our teams
Bon Secours Mercy Health, Bon Secours Mercy Health Streamlines Internal Communications Following Merger
Virginia Department of Transportation, VDOT of Tomorrow

Commonwealth Award > COM13 - Integrated Communications
Award of Excellence
Siddall Communications, Amtrak RamCar A-10 Tournament with Amtrak and Rodney the Ram

Award of Merit
MCV Foundation, Augmented Reality Saves Lives on the MCV Campus
Padilla, Putting Blueberries on School Menus
The Martin Agency, CarMax NBA Players' Association Campaign

STUDENT AWARD WINNERS
Virginia PR Awards, Student Awards, Innovation Category:
• Title: "JMU 1 For All"
• James Madison University (Bluestone Communications)
• Students: Kaitlyn Harper, Amanda Christian, Connor Davis, Sophia Ferguson, Caroline Rice

Virginia PR Awards, Student Awards, Community Impact:

• Title: "Forward Foundation: Empowering Moms to Move Forward"
• Virginia Commonwealth University
• Students: Christopher Rasnick, Erin Ward, Elizabeth Armstead, Calen McCarthy, George Crew, Sara Mohamed, and Nyesha Cooper