

## **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