



68th 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 Virginia 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 Virginia 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 Virginia 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 Virginia Department of Rail and Public Transportation
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 RECIPIENT

- Jay Ell Alexander, Public Information Officer with the City of Petersburg

THOMAS JEFFERSON RECIPIENT

- Suzanne Hall, former Chief Communications Officer with the Virginia Museum of Fine Arts