

74th Virginia Public Relations Awards

INDIVIDUAL AWARD WINNERS

Thomas Jefferson Award for Excellence in Public Relations

Natalie Smith, APR
Senior Vice President
Padilla

PRSA Richmond Rising Star Award

Hannah Robinson
Account Executive
The Hodges Partnership

CAPITAL AWARD WINNERS

Capital Award- Blogs

Award of Merit

Visit Williamsburg for “The WilliamsBLOG”
The Hodges Partnership for “Keeping the Relocation Industry Moving During the COVID-19 Pandemic”

Capital Award-Brochures

Award of Merit

OFD Consulting LLC for “Virtual Event Industry Speaking Kit”
Virginia ABC for “Spirited Virginia magazine”

Capital Award-Creative Tactics

Award of Excellence

Children’s Hospital of Richmond at VCU for “Coping with crayons: A kid-friendly tool for explaining COVID-19”

Award of Merit

Virginia Department of Transportation for “Transportation ABCs + Student Activities”
Science Museum of Virginia for “Supporting Science by Masking Up”
Virginia Commonwealth University for “Putting a face to the masks at VCU”
Virginia ABC for “Virginia ABC’s Signature Cocktail Video Series”
Tiramisu for Breakfast for “McDonald’s Drive-Thru Drag Show To Benefit Ronald McDonald House Charities of Richmond”

Capital Award-Editorials/Op Ed Columns

Award of Merit

JLV Communications for “In Virginia, with Gambling Expansion Comes Responsibility”

Capital Award-External Video Programs

Award of Excellence

JLV Communications for “Welcome to Virginia’s Gateway Region”

Virginia Wine Board Marketing Office for “Virginia Wine: 2021 Virginia Governor’s Cup Reveal Video”

Virginia Lottery for “Friday Fundays with the Virginia Lottery”

Award of Merit

Commonwealth PR for “Celebrating 40 Years in Two Minutes”

Capital Award-Feature Stories

Award of Merit

JLV Communications for “Small Business Relaunch Plan Provides Toolkits, Reopening Resources”

JLV Communications for “Electric Cooperatives Make It Step Up During Pandemic”

Virginia ABC for “And the Winner Is...”

The Nature Conservancy for “Paddling the Dragon”

Capital Award-Influencer Marketing

Award of Excellence

Padilla for “Bringing Fun Back into the Kitchen with #DIYDoleWhip”

Award of Merit

Visit Williamsburg for “Life. At Your Pace.”

Tiramisu for Breakfast for “McNugget Bouquets for Galentine’s Day”

Capital Award-Internal/Intranet Video Programs

Award of Excellence

Virginia Retirement System for “myVRS Financial Wellness Backpack Video Series”

Award of Merit

Virginia Retirement System for “If you ‘Abide by the Guide,’ you can’t go wrong”

Virginia ABC for “Virginia ABC Honors Program”

Capital Award-Media Relations: National

Award of Excellence

The Hodges Partnership for “Colonial Williamsburg Unearths One of America’s Oldest Black Churches”

The Hodges Partnership for “A Serving of Hope: Mercy Chefs’ Response to Hurricane Delta”

The Hodges Partnership for “Launching Virginia Distillery Company’s Flagship American Single Malt Whisky, Courage & Conviction”

Award of Merit

Bon Secours Richmond Health System for “Bon Secours Mercy Health Combines Creativity and Compassion to Connect Families and Patients Battling COVID-19”

Virginia Commonwealth University for “Standing out as a research hub with one of the East Coast’s first COVID-19 treatment clinical trials”

Capital Award-Media Relations: Regional/Local**Award of Excellence and Capital Best in Show**

Bon Secours Richmond Health System for “Bon Secours Mercy Health Combines Creativity and Compassion to Connect Families and Patients Battling COVID-19”

Award of Excellence

Commonwealth PR for “Successful Media Relations Breaks Legislative Email Servers”

Award of Merit

The Hodges Partnership for “Helping to promote prescription delivery program to clinic partners”

Virginia Department of Motor Vehicles for “Virginia’s New DMV”

VCU, Business Services for “VCUDine prioritizes health and safety with new restaurants and contactless ordering: A VCU Business Services Feature Story”

The Hodges Partnership for “Increasing the foster care pipeline in Virginia”

CarMax for “CarMax Shifts Into Gear with Earned Media to Drive Candidates for Critical Contact Center Positions”

Capital Award- Newsletters**Award of Merit**

Virginia Department of Motor Vehicles for “Rick’s Rallying Points Newsletter”

MCV Foundation for “NEXT magazine”

Capital Award-Publications**Award of Excellence**

VCU Brandcenter for “We’re out to save the world- and drive graduate program applications”

VCU Strategic Marketing and Engagement for “VCU Pauley impact book”

Award of Merit

VCU School of Engineering, Department of Marketing and Communications for “VCU Engineering 2019-2020 Annual Report”

JLV Communications for “VGR 2020 Annual Report”

MCV Foundation for “Stewarding Donors Through Their Endowment Report”

Virginia ABC for “Virginia ABC Annual Report Fiscal Year 2020”

The Nature Conservancy for “Our Virginia”

Capital Award-Public Service Announcements**Award of Excellence**

Virginia Department of Transportation for “Virginia’s New Pedestrian Crossing Law”

Award of Merit

Virginia Lottery for “Virginia Lottery: Play Responsibly ‘Faces’ PSA”

Capital Award-Research/Evaluation**Award of Excellence**

Virginia Commonwealth University for “Virtual Operations Support Team (VOST) at VCU”

Capital Award-Speeches**Award of Excellence**

OFD Consulting LLC for “Pandemic Publicity Keynote Reaches Thousands in the Hospitality Industry”

Capital Award-Social Media: Organic- Efforts Used No Paid Advertising**Award of Merit**

Virginia Department of Environmental Quality for “DEQ Earth Day 50th Anniversary Campaign”

Virginia ABC for “Virginia ABC’s COVID-19 Response via Social Media”

Virginia Department of Transportation for “The Birth of MeeMaw”

The Nature Conservancy for “Live from the Volgenau Virginia Coast Reserve”

Capital Award- Social Media: Paid**Award of Excellence**

Padilla for “Bringing Fun Back into the Kitchen with #DIYDoleWhip”

Award of Merit

VCU Strategic Marketing and Engagement for “Black alumni-owned businesses”

The Hodges Partnership for “Growing Instagram Audiences and Engagements for Federal Realty”

Capital Award-Sponsored Content**Award of Merit**

Visit Williamsburg for “National Geographic Partnership”

Capital Award- Websites**Award of Merit**

Virginia Retirement System for “VRS Member Website Redesign”

Virginia Department of Environmental Quality for “DEQ’s New Website”

The Hodges Partnership for “Launching the Phil”

Padilla for “A Recipe for Success: The Produce for Better Foundation Health Digital Ecosystem”

COMMONWEALTH AWARD WINNERS

Commonwealth Award-Community Relations

Award of Merit

Virginia Wine Marketing for “Virginia Wine: Community Relations #vawinetogether”
McGuireWoods Consulting for “The Right ONE for Richmond: Raising Community Awareness & Support for a Richmond-Centric Casino Project”

Commonwealth Award-Brief Events and Observances

Award of Excellence

VCU College of Engineering, Department of Marketing and Communications for “VCU Engineering Research Building Grand Opening”

Award of Merit

VCU Strategic Marketing and Engagement for “Make it Real Campaign for VCU close experience”
Gray Ryan Communications for “Launching Richmond’s Affordable Housing Framework”
Commonwealth PR for “Celebrating Virginia’s Nurse Practitioners during a Pandemic”
Bon Secours Richmond Health System for “Bon Secours Mercy Health Leverages National Nurses Week During COVID-19 Pandemic”

Commonwealth Award-Crisis Communications/Issue Management: COVID-19 Challenges

Award of Excellence

Gray Ryan Communications for “Saving Lives: Homeless Services Response to COVID-19 Pandemic”

Award of Merit

VCU, Business Services for “Technology enhances COVID safety and sales for VCU’s Dining Program”
Bon Secours Richmond Health System for “Bon Secours Mercy Health Pivots to Respond to COVID-19 Pandemic”
Virginia Wine Marketing for “Virginia Wine: COVID-19 Crisis Management”
CarMax for “Navigating Rough Roads- CarMax Charts The Course During COVID-19”
Big Spoon Co. for “Supporting Richmond’s Food & Beverage Community Dining COVID-19”

Commonwealth Award-Extended Events and Observances

Award of Merit

Virginia Lottery for “Now more than ever, the Virginia Lottery takes time to thank Virginia’s public school teachers”
Virginia Wine Board Marketing Office for “Virginia Wine: 2021 Governor’s Cup”

Commonwealth Award-Government Communications

Award of Merit

Virginia Alcoholic Beverage Control Authority for “Virginia ABC Responds to COVID-19”

Pandemic”

Commonwealth Award-Integrated Communications

Award of Excellence

VCU College of Engineering, Department of Marketing and Communications for “A Partnership to Secure Pharmaceutical Manufacturing”

JLV Communications for “Uniting the Gateway Region for Economic Prosperity”

Padilla for “A Recipe for Success: Fruits and Veggies Are Key Ingredients for Healthier, Happier Lives”

Award of Merit

VCU Strategic Marketing and Engagement for “Invest in Me campaign”

MCV Foundation for “Building Awareness of MCV Foundation in Support of VCU Health”

CarMax for “CarMax Scores a Slam Dunk Announcing New Designation as The Official Auto Retailer of the NBA and WNBA”

Revive Health for “Living their mission through the pandemic”

Commonwealth Award-Internal Communications

Award of Merit

Capital One for “Tell Me Something Good”

Commonwealth Award-Marketing Business to Business

Award of Merit

Gray Ryan Communications for “Launching a Historic Preservation Studio”

Commonwealth Award-Marketing Consumer Products/Services

Award of Excellence

Padilla for “A Sweeter Social Platform Makes the Dole Brand Stick”

Award of Merit

VCU, Business Services for “AVO Kitchen brings healthier, allergen-friendly options to VCU’s Campus”

Commonwealth Award-Multicultural Public Relations

Award of Excellence

VCU Strategic Marketing and Engagement for “Black alumni-owned businesses”

Commonwealth Award-Public Service

Award of Merit

Revive Health for “Positioning cancer and health disparities at the forefront of the COVID-19 conversation”

Commonwealth Award-Reputation/Brand Management

Award of Excellence and Commonwealth Best in Show

Padilla for “A Recipe for Success: Fruits and Veggies Are Key Ingredients for Healthier, Happier Lives”

Award of Merit

Visit Williamsburg for “Life. At Your Pace.”

Commonwealth Award-Shoe String Budget (Campaign \$5,000 or Less)

Award of Merit

RideFinders for “Celebrate Earth Day, Every Day’ Clean Air Campaign”