

## BLOGS

*Award of Excellence:*

Virginia Lottery for “Virginia Lottery Blog”

*Award of Merit:*

Dotted Line for “Worksite Labs Blog”

The Hodges Partnership for “Phil-ing the Void: Telling Nonprofit Stories with The Phil”

Visit Williamsburg for “The WilliamsBLOG”

## BROCHURES

*Award of Excellence:*

VCU, Business Services for “Let’s Eat! VCU Dine Innovates and Captivates With a New Digital Dining Brochure”

*Award of Merit:*

Virginia Retirement System for “VRS Member Guide”  
Virginia Lottery for “Virginia Lottery: Play Responsibly Brochure”

## CREATIVE TACTICS

*Award of Excellence:*

Science Museum of Virginia for “Say My (Correct) Name!”

VANCE/SIDDALL for “Creating Critical Communications Infrastructure: The COVID Comms Hub”

JLV Communications for “NPI’s 12 Days of Holiday Gifting”

Virginia Lottery for “Virginia Lottery Locker Experience”

*Award of Merit:*

Virginia is for Helpers: COVID Community Ambassadors”

The Nature Conservancy for “OktoberForest and the Longleaf IPA”

## EDITORIALS/OP ED COLUMNS

*Award of Excellence:*

Dotted Line for “Assessing and managing UDAAP risk in the new regulatory environment”

Commonwealth Public Relations for “Home Care and Hospice Month: Honoring Virginia’s dedicated caregivers”

Richmond Times Dispatch Editorial: “As access to alcohol evolves, there’s an even greater need to balance business and public safety” (July 20, 2021)”

Virginia Lottery for “Virginia Lottery: Play Responsibly Op Ed”

*Award of Merit:*

Virginia Department of Motor Vehicles for “Virginia DMV/ABC Op Ed”

The Hodges Partnership for “Opinions across Virginia spotlight program to increase youth mental health access”

## EXTERNAL VIDEO PROGRAMS

*Award of Excellence:*

Dotted Line for “Worksite Labs Brand Video”

Communications Manager for “Black Travel Digital Sessions”

VCU for “Holiday Cards Video”

*Award of Merit:*

Virginia ABC for “Virginia ABC Time Capsule Live Event”

VCU Wilder School for “Excellence in Virginia Government Awards Honoree Videos”

## FEATURE STORIES

*Award of Excellence:*

The Hodges Partnership for “Overcoming the odds: Two mothers find strength in the power of community at Children’s Hospital of Richmond”

SOAR365 for “SOAR365: Reaching RVA Families”

VCU for “Final Four”

*Award of Merit:*

Virginia ABC for “Be Your Own Favorite Bartender”

## INFLUENCER MARKETING

*Award of Excellence:*

VANCE/SIDDALL for “Virginia is for Helpers: COVID Community Ambassadors”

VANCE/SIDDALL for “Creating Critical Communications Infrastructure: The COVID Comms Hub”

Visit Williamsburg for “Life. At Your Pace.”

## INTERNAL/INTRANET VIDEO PROGRAMS

*Award of Excellence:*

Virginia ABC for “Virginia ABC Virtual Tour”

Rhudy & Co. Strategic Communications for “Tell Me Something Good — Keeping Employees Communications Real and Relatable”

## MEDIA RELATIONS: NATIONAL

*Award of Excellence:*

The Hodges Partnership for “The Quest to Unearth the Stories of One of America’s Oldest Black Churches”

The Hodges Partnership for “Serving Up Comfort: Mercy Chefs’ Response to Winter Storm Uri”

*Award of Merit:*

Guidry Pitching for “VCU for “Guidry Pitching”

VCU for “Establishing VCU’s Steven Woolf, M.D., as the Nation’s leading expert in mortality research”

## MEDIA RELATIONS: REGIONAL/LOCAL

*Award of Excellence:*

Virginia Department of Motor Vehicles for “Customers Can Choose Their DMV Experience”

Commonwealth Public Relations for “A Golden Story for Gold Star Families”

Rhudy & Co. Strategic Communications for “How a Massive 3D House Printer Captured the Media’s (and Stakeholders’) Attention in Virginia”

The Nature Conservancy in Virginia for “Virginia Adopts the Clean Car Standards”

The Hodges Partnership for “WomenRise: The Hodges Partnership drives awareness of United Way of Greater Richmond & Petersburg’s meaningful program”

*Award of Merit:*

Alliance Group for “Happy Trees, Happy Coverage”

Commonwealth Public Relations for “Protecting vulnerable Virginians during COVID-19”

The Hodges Partnership for “Honoring the Legacy of Dr. Murry N. DePillars at VCUarts”

## NEWSLETTERS

*Award of Excellence:*

JLV Communications for “The NeoPollard Innovator”

Virginia Lottery for “Virginia Lottery - LottoLand Lately”

*Award of Merit:*

SOAR365 for “SOAR365’s The Update”

Rhudy & Co. for “Targeted push e-newsletters yield 69 leads in three months”

Virginia ABC for “Spirited Virginia E-Newsletter”

## PUBLICATIONS

*Award of Excellence:*

JLV Communications for “VGR 2021 Annual Report”

*Award of Merit:*

St. Joseph’s Villa for “Still Rising: The RiseUP Campaign Finale Report”

Virginia Commonwealth University College of Engineering for “VCU Engineering 2020-2021 Annual Report”

SOAR365 for “SOAR365’s Annual Report: An in-house success”

The Nature Conservancy for “Our Virginia: 2021 Impact Report”

MCV Foundation for “MCV Foundation Endowment Annual Report”

## PUBLIC SERVICE ANNOUNCEMENTS

*Award of Merit*

VANCE/SIDDALL for “Promoting dental visits during COVID-19”

Virginia Lottery for “Virginia Lottery - “Scrooge” Radio PSA”

## RESEARCH/EVALUATION

*Award of Excellence:*

The Hodges Partnership for “Roadmapping the Future of Food Banking”

*Award of Merit:*

VANCE/SIDDALL for “Virginia Focused Research to Guide COVID Communications”

## SPEECHES

*Award of Merit:*

Virginia Department of Motor Vehicles for “Remarks for Virginia Secretary of Transportation for the 2021 Highway Safety Summit”

## SOCIAL MEDIA: ORGANIC

*Award of Excellence:*

Science Museum of Virginia for “Today’s the Day for 10k!”

VCU for “Inside VCU Instagram series”

VCU for “COVID relief funding”

Communications Manager for “Virginia is for Lovers Goes Viral on #TravelTok”

AA Communications for “Leading iLottery Company Boosts Social Media Presence”

*Award of Merit:*

Commonwealth Public Relations for “Staying “aflo” through creative social media campaign”

Dotted Line for “Worksite Labs Social Media Awareness Campaign”

## SOCIAL MEDIA: PAID

*Award of Excellence:*

Dotted Line for “FLY2HI Campaign”

The Hodges Partnership for “Venture Richmond Encourages Residents to Meet the #FacesofDowntown”

## SPONSORED CONTENT

*Award of Excellence:*

Visit Williamsburg for “Bon Appétit Partnership”

## WEBSITES

*Award of Excellence:*

Keiter for “User Experience Focused Website”

VANCE/SIDDALL for “Virginia is for Helpers: COVID Community Ambassadors”

VANCE/SIDDALL for “Creating Critical Communications Infrastructure: The COVID Comms Hub”

VCU for “VCU News Website Redesign”

Padilla for “Winnebago Industries’ New Website Supports Brand Launch”

VCU Massey Cancer Center for “A 21st Century Website for a 21st Century Cancer Center”

## BRIEF EVENTS AND OBSERVANCES

### *Award of Excellence:*

Children's Hospital of Richmond at VCU for "A Valentine's Day wedding in the NICU"

Padilla for "Winnebago Industries Shocks the World with All-Electric RV Announcement"

### *Award of Merit:*

VCU for "First lady Jill Biden visits VCU Massey Cancer Center"

## COMMUNITY RELATIONS

### *Award of Excellence:*

VCU for "VCU Health vaccine campaign "This Sh\*t Matters" bet on representation to change minds"

### *Award of Merit:*

VCU for "Murry DePillars dedication"

MCV Foundation for "Inviting Neighbors to Join the Conversation at the MCV Foundation Discovery Series"

## CRISIS COMMUNICATIONS/ISSUE MANAGEMENT: NON-COVID-19 CHALLENGES

### *Award of Merit:*

Virginia Department of Motor Vehicles for "DMV Braddock Road Virtual Information Session"

VCU for "Johnson Hall mold"

## EXTENDED EVENTS AND OBSERVANCES

### *Award of Merit:*

SOAR365 for "SOAR365: National Disability Employment Awareness Month"

Virginia Lottery for "Virginia Lottery – Problem Gambling Awareness Month 2021"

MCV Foundation for "Raising Awareness for Sickle Cell Disease Research"

## GLOBAL COMMUNICATIONS

### *Award of Excellence:*

Rhudy & Co. Strategic Communications for "Brink's Values Update"

## INTEGRATED COMMUNICATIONS

### *Award of Excellence:*

The Hodges Partnership for "G3: Launching Virginia's "Free Community College" Program"

VANCE/SIDDALL for "Helping Virginia Vote With Confidence"

MCV Foundation for "Honoring Former Dentistry Dean"

MCV Foundation for "Thanking VCU Health Donors for Support During COVID-19"

Communications Manager for "Saks Fifth Avenue x Virginia is for Lovers"

Virginia Department of Conservation and Recreation for "Flood Awareness Week - 2022"

Children's Hospital of Richmond at VCU for "Our shot at ending COVID-19 – Vaccine communications for families"

VCU for "Responsible Together / Better Together Integrated Comms"

VCU for "December Commencement"

Greater Richmond Partnership Inc. for "Greater Richmond Partnership Integrated Communications plan"

Virginia Lottery for "Virginia Lottery – Problem Gambling Awareness Month 2021"

## INTERNAL COMMUNICATIONS

### *Award of Merit:*

VCU for "VCU Staff Senate Election"

VCU for "Better Together Vaccine Compliance"

## MARKETING BUSINESS TO BUSINESS

### *Award of Merit:*

Dotted Line for "Turning a Solid Risk Management Framework into a Competitive Advantage"

## MARKETING CONSUMER PRODUCTS/SERVICES

### *Award of Excellence:*

The Martin Agency for "CarMax Usainly Fast Offers"

### *Award of Merit:*

VCU, Business Services for "VCUDine Simplifies and Revitalizes Dining Plans"

## MULTICULTURAL PUBLIC RELATIONS

### *Award of Excellence:*

VCU for "Hispanic Outreach"

### *Award of Merit:*

Dotted Line for "Worksite Labs Community Sites"

## PUBLIC SERVICE

*Award of Merit:* RideFinders for "Ways We Go: Youth Sustainability Outreach"

## REPUTATION/BRAND MANAGEMENT

### *Award of Excellence:*

Virginia Lottery for "Virginia Lottery: Giving Back to Public Schools"

Visit Williamsburg for "Life. At Your Pace."

### *Award of Merit:*

MCV Foundation for "MCV Foundation Brand Refresh"

Rhudy & Co. Strategic Communications for "The Next Stage of Sustainability: Altria's Vision of Responsibility"

## SHOE STRING BUDGET (CAMPAIGN \$5,000 OR LESS)

### *Award of Excellence:*

MCV Foundation for "Raising Funds for Lecture on Addiction Research and Training"

### *Award of Merit:*

RideFinders for "It's A Green Thing' Campaign"