

## BLOGS

### *Award of Excellence:*

Percepture for "The WilliamsBLOG"

### *Award of Merit:*

University of Richmond for "Giving Spotlights"

## 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:*

MCV Foundation for "Inaugural MCV Foundation Impact Report"

## CREATIVE TACTICS

### *Award of Excellence:*

Richmond Region Tourism for "Pet Friendly Richmond"

### *Award of Merit:*

Virginia DMV for "Virginia DMV's Use of Regional Hashtags"

Virginia Alcoholic Beverage Control Authority for "Virginia ABC Reusable Bags"

## EDITORIALS/OP ED COLUMNS

### *Award of Excellence:*

Commonwealth PR for "Workforce Crisis Significantly Affects Virginia's Seniors"

VCU Massey Cancer Center for "Rob Winn on Buffalo massacre: 'I grew up there. This is personal to me.'"

VANCE/SIDDALL for "Putting the Crisis in Context: Virginia Doctors Lend their Voices to Public Health."

VCU Massey Cancer Center for "Rob Winn on Buffalo massacre: 'I grew up there. This is personal to me.'"

## EXTERNAL VIDEO PROGRAMS

### *Award of Excellence:*

Roanoke County Public Schools for "Graduation Live 2022"

## FEATURE STORIES

### *Award of Excellence:*

Commonwealth PR for "Paving the Way for the Next Women in Construction"

Virginia Commonwealth University for "How I turned it around" series"

Virginia Alcoholic Beverage Control Authority for "Ray Hayden"

### *Award of Merit:*

Virginia Commonwealth University for "How Charlie Anne Xavier beat the odds with the help of the Evan-Haynes Burn Center"

MCV Foundation for "Full Circle" in the Chronicle of Giving"

Virginia Commonwealth University for "Sensitive Santa"

## INFLUENCER MARKETING

### *Award of Excellence:*

Visit Williamsburg for "Life. At Your Pace."

Siddall Communications for "Highlighting The Benefits of Rail Travel: The Virginia's Blogger Ambassador Program."

## INTERNAL/INTRANET VIDEO PROGRAMS

### *Award of Excellence:*

The Hodges Partnership for "After G3 I Will Be..." Video Strategy for Virginia's Community Colleges"

Capital One for "Capital One for US Card "Card Connected" Hybrid Work Campaign | Video Series"

### *Award of Merit:*

VCU Massey Cancer Center for "Massey Club: 30 years of giving, innovation and impact"

## MEDIA RELATIONS: NATIONAL

### *Award of Excellence:*

Commonwealth PR for "Going Pink for Breast Cancer Awareness"

Virginia Commonwealth University for "Stravitz-Sanyal Institute for Liver Disease & Metabolic Health makes national headlines"

The Hodges Partnership for "Serving Up Comfort: Mercy Chefs' Response to Hurricane Ian"

### *Award of Merit:*

The Nature Conservancy in Virginia for "Coal to Solar in Central Appalachia"

Commonwealth PR for "Smashing Barriers for Women in Construction"

## MEDIA RELATIONS: REGIONAL/LOCAL

### *Award of Excellence:*

VANCE/SIDDALL for "Enlisting the Media in COVID Communications to Provide Virginians with Critical Context."

Virginia Commonwealth University for "Showing Central Virginia the value of new liver institute at VCU"

The Hodges Partnership for "Virginia Dental Association: Raising dental reimbursement rates improves access to dental care for Virginians"

The Hodges Partnership for "Launching the Virginia Cider Trail"

Alliance Group for "Fore the Love of Water -- Virginia Artesian features in Virginia Golfer Magazine"

### *Award of Merit:*

Virginia DMV for "Virginia DMV's "Reserve Your Spot" Campaign Publicity"

Virginia Department of Rail and Public Transportation for "Virginia Breeze Ridership Success Story Captures Media Attention"

Virginia ABC for "Removing Russian spirits from Virginia ABC"

## NEWSLETTERS

### *Award of Excellence:*

Padilla for "U.S. Highbush Blueberry Council Secures Prized Spot in Blueberry Lovers' Inboxes"

VCU Massey Cancer Center for "At the Center: Bridging the divide between labs, hospitals, universities and the community"

The Hodges Partnership for "Increasing Access to Care Via Telehealth: Equity & Telehealth Newsletter"

Virginia Lottery for "Virginia Lottery Newsletter Wins Big With Surveys and Offers"

Carilion Clinic for "Carilion Medicine"

University of Richmond for "Within the Web Donor E-newsletter"

### *Award of Merit:*

Visit Williamsburg for "Digital Newsletter"

## PUBLICATIONS

### *Award of Excellence*

University of Richmond for "Pillars: A Report on the Impact of Giving"

Garden Club of Virginia for "Historic Garden Week 2022 Guidebook"

JLV Communications for "Virginia's Gateway Region 2022 Annual Report"

SOAR365 for "Making Things Work: The 2021 SOAR365 Annual Report"

### *Award of Merit:*

University of Richmond for "Weinstein Impact Book"

## RESEARCH/EVALUATION

### *Award of Excellence:*

Virginia ABC for "Spirited Virginia Magazine Reader Survey"

### *Award of Merit:*

CarMax and FINN Partners for "CarMax uncovers trends on consumer electric vehicle interest and buying behavior"

## SOCIAL MEDIA: ORGANIC

### *Award of Excellence:*

The Hodges Partnership for "Virginia's Community Colleges Reactivate Instagram with Community College Month Campaign"

Elevation for "Farmer John Mascot L.A. Blitz"

Commonwealth PR for "A Concrete Solution to One Association's Social Media Campaigns"

Virginia Commonwealth University for "#RamsForHoos"

Virginia Commonwealth University for "She's a 10... (VCU Edition)"

Virginia ABC for "Virginia ABC's limited availability product drops"

### *Award of Merit:*

Virginia Commonwealth University for "Little Mx. VCU"

## SOCIAL MEDIA: PAID

### *Award of Excellence:*

Padilla for "Discover What Matters to You: University of Mary Washington Paid Social Media Campaign"

Siddall Communications for "30 Years of DRPT: A Brand Awareness and Engagement Campaign"

### *Award of Merit:*

Virginia Department of Rail and Public Transportation and J.R. Reingold & Associates for "A Gift to Virginians - Virginia Breeze"

Visit Williamsburg for "Life. At Your Pace."

Virginia DMV for "Virginia DMV Brings Social Media Advertising In House"

## SPEECHES

### *Award of Excellence:*

Virginia Department of Rail and Public Transportation for "Celebrating 30 Years and the Future Speech by DRPT Director Jennifer DeBruhl at NVTC-PRTC Forum"

## SPONSORED CONTENT

### *Award of Merit:*

VANCE/SIDDALL for "How Trusted Voices Helped Statewide Communications During the Triple Pandemic."

## WEBSITES

### *Award of Excellence:*

Greater Richmond Partnership, Inc. for "Greater Richmond Partnership 2023 Website Redesign"

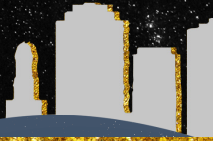
Capital One for "Capital One for US Card "Card Connected" Hybrid Work Campaign | Internal Website"

J.R. Reingold & Associates for "Department of Rail and Public Transportation Website Redesign"

### *Award of Merit:*

VCU, Business Services for "VCU Ultimate Ram House: Tapping Into Social Media Shopping Trends"

Virginia Lottery for "Virginia Lottery Play Responsibly Webpage Refresh"



## BRIEF EVENTS AND OBSERVANCES

### *Award of Excellence:*

VCU, Business Services for “VCUDine’s Food Truck Festival Serves Record-Breaking Attendance”

### *Award of Merit:*

Alliance Group for “‘Bristol Casino – Future Home of Hard Rock’ Grand Opening”

Virginia Commonwealth University for “State of the University: A Historic Gift Announcement”

SOAR365 for “SOAR365’s Ladybug Fund Winetasting & Silent Auction”

MCV Foundation for “Thanking VCU School of Medicine Scholarship Donors”

University of Richmond for “Weinstein Paragon Medal Presentation”

## COMMUNITY RELATIONS

### *Award of Excellence:*

Roanoke County Public Schools for “Load the Bus 2022”

Virginia Lottery for “The Virginia Lottery Educates Educators with Fun and Games!”

Virginia Commonwealth University for “Whistles Against Street Harassment”

### *Award of Merit:*

SOAR365 for “SOAR365’s SummerFest 2022”

VANCE/SIDDALL for “Healthy Communities Begin with Healthy Schools: A Back-to-School Immunization Campaign.”

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

### *Award of Merit:*

VANCE/SIDDALL for “The Crisis within the Crisis: Responding to Virginia’s Spike in Respiratory Illnesses.”

Virginia Commonwealth University for “VCU Health Community Memorial Hospital’s Temporary Urgent Care Clinic”

## EXTENDED EVENTS AND OBSERVANCES

### *Award of Merit:*

Virginia Department of Rail and Public Transportation, J.R. Reingold & Associates, and Siddall Communications for “Celebrating the DRPT’s 30 Years of Connecting the Commonwealth”

Virginia Department of Forestry for “The Campaign in a Nutshell”

## GOVERNMENT COMMUNICATIONS- SPONSORED BY THE VIRGINIA GOVERNMENT COMMUNICATORS

### *Award of Merit:*

Kimley-Horn and Virginia Department of Rail and Public Transportation for “Advancing Modern and Accessible Transit for All Virginians”

Virginia ABC for “Virginia ABC’s limited availability product drops”

## INTEGRATED COMMUNICATIONS

### *Award of Excellence:*

VANCE/SIDDALL for “Keeping our School Age Children Safe: A Back-to-School Immunization Campaign.”

Virginia Commonwealth University for “VCU Stravitz-Sanyal Institute: A historic \$104 million gift”

The Hodges Partnership for “Virginia’s Community Colleges’ G3 Awareness and Lead Generation Campaign”

### *Award of Merit:*

Padilla for “Grab a Boost, Give a Boost Challenge: National Blueberry Month”

MCV Foundation for “Honoring an Endowed Chair’s Namesake, and Donors who Provided Support”

Virginia Lottery for “Virginia Lottery – Responsible Gaming”

JLV Communications for “Modernizing the Virginia Council on Problem Gambling”

Virginia Commonwealth University for “VCU Health at GreenGate clinic opening”

VANCE/SIDDALL for “You’ve Got Options, Virginia: Promoting Tools to Manage COVID in the Commonwealth.”

The Hodges Partnership for “Launching Free Telemental Health Services Through Statewide Pilot - the Virginia Telemental Health Initiative”

## INTERNAL COMMUNICATIONS

### *Award of Excellence:*

Virginia Department of General Services for “OnTheSquareVA”

### *Award of Merit:*

Carilion Clinic for “Carilion Cares, I Care Employee Giving Campaign”

Virginia Commonwealth University for “Building internal connections with VCU’s Communications Career Community”

## MARKETING CONSUMER PRODUCTS/SERVICES

### *Award of Excellence:*

Padilla for “Grab a Boost, Give a Boost Challenge: National Blueberry Month”

Virginia Commonwealth University for “UNCOMMON: VCU’s recruitment campaign”

### *Award of Merit:*

CarMax and The Martin Agency for “CarMax - Ridin’ 30”

VCU, Business Services for “VCUDine’s Builds Value and Variety with a New Swipe Program”

Virginia ABC for “Virginia ABC’s Spirited Thursdays”

## PUBLIC SERVICE

### *Award of Excellence:*

RideFinders for “RideFinders: Cultivating a Culture of Storytelling”

## REPUTATION/BRAND MANAGEMENT

### *Award of Excellence:*

J.R. Reingold & Associates for “Virginia Department of Rail and Public Transportation Rebrand”

### *Award of Merit:*

Virginia DMV for “Virginia Department of Motor Vehicles Transformation”

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

### *Award of Merit:*

Keiter for “Navigating the Unknowns of the PRF Requirements”

The Hodges Partnership for “The Hodges Partnership Runs Owned Media Network for Virginia Nonprofits”

MCV Foundation for “A Matching Challenge Video on Match Day”

Virginia DMV for “Summer 2022 REAL ID Marketing Campaign”