



2019 PRSA Nashville Individual Award Recipients

Apollo Award

Decosta Jenkins, Nashville Electric Service

Mercury Award

Tyler Nelson, Tennessee Bankers Association

Hercules Award

Keith Miles, MP&F Strategic Communications

Olympus Award

Andrea Lindsley, DVL Seigenthaler, a Finn Partners Company

2019 PRSA Nashville Parthenon Award Recipients

BEST IN SHOW:

Girl Scouts of Middle Tennessee – DVL Seigenthaler, a Finn Partners Company

(Programs)

Digital Media

- #BeTheGift and Break Through – DVL Seigenthaler, a Finn Partners Company

Integrated Communications

- #BeTheGift and Break Through – DVL Seigenthaler, a Finn Partners Company

Internal Communications

- Compassus Together as One Internal Communications – Lovell Communications, Inc.

Marketing Consumer Products and Services

- Dollar General Brings the Heat – Dollar General
- British Airways Connects Music Row to Abbey Road – DVL Seigenthaler, a Finn Partners Company
- Hunter Fans Launches Industrial Division – Reed Public Relations

Media Relations

- Jack Daniel's Bottled-in-Bond Launch – DVL Seigenthaler, a Finn Partners Company

Multicultural Communications

- An Evening with Holocaust Survivor Eva Schloss – Reed Public Relations

Nonprofit Communications

- Furthering Our Mission of Serving Others – Dollar General
- Girl Scouts of Middle Tennessee – DVL Seigenthaler, a Finn Partners Company
- An Evening with Holocaust Survivor Eva Schloss – Reed Public Relations
- #BeTheGift and Break Through – DVL Seigenthaler, a Finn Partners Company
- Opening of Nashville Zoo's Andean Bear Exhibit – DVL Seigenthaler, a Finn Partners Company

Public Relations Campaigns

- Dollar General Brings the Heat – Dollar General
- Gatlinburg CVB Public Relations Campaign – DVL Seigenthaler, a Finn Partners Company
- 15,000 Stores and Counting – Dollar General

Special Events

- An Evening with Holocaust Survivor Eva Schloss – Reed Public Relations
- An Explosive Press Conference for Nashville Yards – Stones River Group
- Celebrating the Grand Opening of the TN State Museum – Stones River Group
- 15,000 Stores and Counting – Dollar General

(Projects)

Annual Reports

- Capturing a Transformational Journey at BNA – Metropolitan Nashville Airport Authority

Audiovisual: Video Program

- Giving Life to Sustainability at BNA – Metropolitan Nashville Airport Authority
- NASHVILLE'S BIGGEST NAMES SHOW THE LOVE FOR TEACHERS – MP&F Strategic Communications
- Join Me in Jamaica Videos | Jamaica Tourist Board – DVL Seigenthaler, a Finn Partners Company
- Jack Daniel's Operation Ride Home Video – DVL Seigenthaler, a Finn Partners Company

Brochures and Booklets

- Marketing Nashville's Transportation Options – MP&F Strategic Communications

Digital Media: Social Networks

- LP Building Solutions Influencer Activation – GS&F

Direct Mail

- Morgan Medical Center Nurse Recruitment Event – Lovell Communications, Inc.
- Jack Daniel's Squires Calendar – DVL Seigenthaler, a Finn Partners Company

Magazines

- Everyday Compassion Magazine – Lovell Communications, Inc.

Media Relations: Media Kits/Press Kits

- #BeTheGift and Break Through – DVL Seigenthaler, a Finn Partners Company

Media Relations: New Conferences

- An Explosive Press Conference for Nashville Yards – Stones River Group
- British Airways Inaugural Flight at BNA – Metropolitan Nashville Airport Authority

Media Relations: Media Tours

- Gatlinburg CVB Media Tour Program – DVL Seigenthaler, a Finn Partners Company

Media Relations: Media Placement

- Green Ice: NHL Takes Climate Stand, Scores USA Today – DVL Seigenthaler, a Finn Partners Company

Photography/Illustrations

- Jack Daniel's Squires Calendar – DVL Seigenthaler, a Finn Partners Company

Pitch Material

- Media Mailer for Margaritaville Gatlinburg Resort – Reed Public Relations
- #BeTheGift and Break Through – DVL Seigenthaler, a Finn Partners Company
- Jack Daniel’s Bottled-in-Bond Media Kit – DVL Seigenthaler, a Finn Partners Company

Potpourri: Tactics and Approaches

- Havana Nights: Conference Materials – MP&F Strategic Communications
- All Aboard for Safety – MP&F Strategic Communications
- #BeTheGift and Break Through with the Kutcher Twins – DVL Seigenthaler, a Finn Partners Company

Special Purpose Publications

- MTSU “True Choice” Coffee Table Book – Middle Tennessee State University
- MS Society Bob Mueller Golf Invitation – DVL Seigenthaler, a Finn Partners Company

Writing: News Releases

- #BeTheGift and Break Through – DVL Seigenthaler, a Finn Partners Company

Writing: Feature Writing

- Jack Daniel’s Squires Calendar – DVL Seigenthaler, a Finn Partners Company

2019 PRSA Nashville Parthenon Award of Merit Recipients

(Programs)

Community Relations

- BRINGING A CITY TOGETHER TO THANK TEACHERS – MP&F Strategic Communications
- Nashville Connector’s Downtown Commuter Challenge – MP&F Strategic Communications
- O’Charley’s Supports Military Families – Reed Public Relations
- Furthering Our Mission of Serving Others – Dollar General
- McDonald’s Hosts Coffee With a Cop – Reed Public Relations

Integrated Communications

- British Airways Connects Music Row to Abbey Road – DVL Seigenthaler, a Finn Partners Company
- New Client Acquisition Campaign: Raining Cats & Dogs – MP&F Strategic Communications
- Nashville Electric Service Music City Solar – DVL Seigenthaler, a Finn Partners Company
- BNA Vision: Taking Off on a Transformational Journey – Metropolitan Nashville Airport Authority

Internal Communications

- Jack Daniel’s Global Camp Jack – DVL Seigenthaler, a Finn Partners Company
- TireHub – Internal Communications Strategy – GS&F

Marketing Consumer Products and Services

- Morgan Medical Center Rebranding Campaign – Lovell Communications, Inc.
- PetSafe Holiday Gift Campaign – GS&F

Media Relations

- Gatlinburg CVB Media Relations Campaign – DVL Seigenthaler, a Finn Partners Company
- Santa Train 2018 – MP&F Strategic Communications
- Dollar General Brings the Heat – Dollar General

Multicultural Communications

- 18th Annual Jefferson Street Jazz & Blues Festival – duGard Communications

Nonprofit Communications

- “Why Goodwill?” – Goodwill Industries of Middle Tennessee
- Goodwill Impact Luncheon – Goodwill Industries of Middle Tennessee

Public Affairs

- The Campaign for Nashville’s MLS Stadium – Stones River Group

Public Relations Campaigns

- CEO Transition and Ongoing Visibility Campaign – Brookdale Senior Living
- British Airways Connects Music Row to Abbey Road – DVL Seigenthaler, a Finn Partners Company
- #BeTheGift and Break Through – DVL Seigenthaler, a Finn Partners Company

- Tractor Supply Farmer Veteran Coalition Partnership – GS&F
- BNA Vision: Taking Off on a Transformational Journey – Metropolitan Nashville Airport Authority

Public Service

- An Evening with Holocaust Survivor Eva Schloss – Reed Public Relations
- Rallying a Community Behind Childhood Literacy – MP&F Strategic Communications

Reputation/Brand Management

- Gatlinburg CVB Reputation/Brand Management Program – DVL Seigenthaler, a Finn Partners Company

Special Events

- Goodwill’s Style with a Purpose Meet-ups – Goodwill Industries of Middle Tennessee
- Jack Daniel’s Barbecue – DVL Seigenthaler, a Finn Partners Company
- Cumberland University Hosts U.S. Senate Debate – Stones River Group
- dGC Takes Music Legends Back To High School – duGard Communications
- British Airways Inaugural Flight at BNA – Metropolitan Nashville Airport Authority
- 18th Annual Jefferson Street Jazz & Blues Festival – duGard Communications

(Projects)

Annual Reports

- 2017 Jack Daniel’s Distillery Report – DVL Seigenthaler, a Finn Partners Company
- 2017 Tractor Supply Company Stewardship Report – DVL Seigenthaler, a Finn Partners Company
- FirstBank Annual Report: The Tradition Continues – MP&F Strategic Communications
- 2018 Annual Report – Greater Nashville Regional Council

Audiovisual: Video Program

- Positioning GNRC’s Value to Middle Tennessee – Greater Nashville Regional Council

Digital Media: Website-Marketing/external communications

- Morgan Medical Center Website – Lovell Communications, Inc.
- Brookdale Newsbeat – Brookdale Senior Living
- British Airways’ Love for Nashville Hits the Web – DVL Seigenthaler, a Finn Partners Company
- A New One-Stop Shop For Nashville’s Transit Options – MP&F Strategic Communications
- Graduate Studies Campaign Puts the Focus on Digital – Middle Tennessee State University
- MTSU Student Voice Embraces Student-Centric Media – Middle Tennessee State University
- Join Me in Jamaica | Jamaica Tourist Board – DVL Seigenthaler, a Finn Partners Company

Digital Media: Podcasts

- Launching Jack Daniel’s Around the Barrel Podcast – DVL Seigenthaler, a Finn Partners Company

Digital Media: Social Networks

- British Airways’ Love for Nashville Goes Social – DVL Seigenthaler, a Finn Partners Company
- Job Corps Instagram Student-Generated Content – MP&F Strategic Communications

- CREATING COMMUNITY ONLINE FOR JOB CORPS GRADUATES – MP&F Strategic Communications
- UT Medical Center Social Networks – GS&F
- Digital Advent Calendar – Burgundy Group

Digital Media: Blogs

- MTSU Student Voice Embraces Student-Centric Media – Middle Tennessee State University

Magazines

- Father Ryan’s Irish Ayes Magazine – Burgundy Group
- LP Building Solutions Engineered Wood Magazine – GS&F

Media Relations: Media Tours

- Becoming My Mother’s Daughter Again Radio Media Tour – Brookdale Senior Living

Media Relations: Media Kit

- Jack Daniel’s Bottled in Bond Media Kit – DVL Seigenthaler, a Finn Partners Company
- Media Relations: Media Placement
- Announcing Free Tuition for Families of the Fallen – Stones River Group
- Regional Firm Lands National Cover Story – DVL Seigenthaler, a Finn Partners Company
- #BeTheGift and Break Through with the Kutcher Twins – DVL Seigenthaler, a Finn Partners Company
- SANTA TRAIN 2018 – MP&F Strategic Communications

Media Relations: New Conferences

- Announcing Nashville’s New MLS CEO Ian Ayre – Stones River Group
- Chestnut Mountain: Bridgestone’s Gift to Tennessee – DVL Seigenthaler, a Finn Partners Company

Newsletters

- Oceans Update Email Newsletter – Lovell Communications, Inc.
- MTSU President’s Newsletter – Middle Tennessee State University

Photography/Illustrations

- Morgan Medical Center Original Photography Library – Lovell Communications, Inc.

Posters, Displays or Exhibits

- Jack Daniel’s Barbecue Posters – DVL Seigenthaler, a Finn Partners Company
- SHOWING THE LOVE FOR TEACHERS AROUND NASHVILLE – MP&F Strategic Communications

Potpourri: Tactics and Approaches

- Brookdale Strategy Game – Brookdale Senior Living
- THE TENNESSEAN Hotel Brings Home Two Awards – Reed Public Relations
- “Friends of Jack” Celebrity Program – DVL Seigenthaler, a Finn Partners Company
- Welcome to Dollar General, DM! – Dollar General

Research

- New Client Acquisition Campaign: Raining Cats & Dogs – MP&F Strategic Communications
- #BeTheGift and Break Through – DVL Seigenthaler, a Finn Partners Company

Special Purpose Publications

- Gallatin Strategic Plan – Greater Nashville Regional Council

Student Entries

- The Person Behind the Plate Campaign for The Cookery – Belmont University
- #BUwithpurpose 2018 Belmont Bateman Campaign – Belmont University
- WKU If I Could Campaign – Western Kentucky University
- WKU Hands in PR Campaign – Western Kentucky University

Writing: Editorial Writing

- Becoming My Mother's Daughter Again – Brookdale Senior Living

Writing: Bylined Article

- Girl Scouts of Middle Tennessee – DVL Seigenthaler, a Finn Partners Company

Writing: Speech & Scripts

- TireHub CEO Speech, Inaugural National Sales Meeting – GS&F