

AWARDS OF MERIT - PROGRAMS

Community Relations > Business Products

“LP Shed Donation to Nashville Humane Association”

GS&F

Community Relations > Business Services

“Supporting Higher Education Access During COVID-19”

Stones River Group

Issues Management

“Supporting Higher Education Access During COVID-19”

Stones River Group

“Meharry & FINN Surge on Behalf of Black America”

DVL Seigenthaler

Public Affairs > Associations/Government/Nonprofit Organizations

“Meharry & FINN Surge on Behalf of Black America”

DVL Seigenthaler

“Shining a Spotlight on Raising K-12 Outcomes in TN”

Stones River Group

Public Service

“Highlighting the Role of Local School Boards”

Stones River Group

Reputation/Brand Management > Associations/Government/Nonprofit Organizations

“Meharry & FINN Surge on Behalf of Black America”

DVL Seigenthaler

Reputation/Brand Management > Business

“LP Building Solutions Integrated COVID-19 Response”

GS&F

Content Marketing > Business to Business

“Rising to Occasion: GEODIS Seizes E-Commerce Moment”

DVL Seigenthaler

Crisis Communications > Crisis Communications (2020 Pivot)

“Meharry & FINN Surge on Behalf of Black America”

DVL Seigenthaler

“Tractor Supply Company COVID-19 Pivot”

DVL Seigenthaler

“Smiles Matter: A Dental Insurance Company & COVID-19”

Stones River Group

“Father Ryan Pivots from In-Person to Virtual”

The Burgundy Group

Crisis Communications > Crisis Communications (COVID-19 Challenges)

“Building Trust in the Time of COVID”

DVL Seigenthaler

“Campbell Street Services Crisis Communications”

REED Public Relations

“Keeping an industry giant moving during COVID-19”

DVL Seigenthaler

Crisis Communications > Crisis Communications (Non-COVID-19 Challenges)

“Midnight Disaster: An Airport in Crisis”

Nashville International Airport

Events and Observances > Seven or Fewer Days

“I Ring the Bell”

MP&F

“Reimagined Santa Train Keeps Holiday Tradition Going”

MP&F Public Relations

“Chabad of Nashville Presents Evening with Ben Stern”

REED Public Relations

“Giarratana Friends of Fuzz Event”

DVL Seigenthaler

Integrated Communications > Associations/Government/Nonprofit Organizations

“Meharry & FINN Surge on Behalf of Black America”

DVL Seigenthaler

Integrated Communications > Business to Business

“LP Structural Solutions Proven to Defend Your Build”

GS&F

Internal Communications > Business > More Than 10,000 Employees

“Building Trust in the Time of COVID”

DVL Seigenthaler

Websites

“Guiding the Community Through the COVID-19 Pandemic”

MP&F Strategic Communications

“Reviving a family legacy, one barrel at a time”

MP&F Strategic Communications

“Realtracs Website Redesign”

MP&F Strategic Communications

“Brookdale COVID-19 Response Homepage & Toolkit”

Brookdale Senior Living

“Meharry Research Website”

DVL Seigenthaler

Creative Tactics

“REED PR Dials Up Giving Initiatives with Hotline”

REED Public Relations

“Retelling of a Classic: Jack & Coke”

DVL Seigenthaler

Annual Reports

“Colony Bankcorp 2020 Annual Report”

DVL Seigenthaler

“Jones College of Business 2020 Annual Report”

Middle Tennessee State University

“President’s Annual Report”

Middle Tennessee State University

Newsletters

“Father Ryan’s “Ryan Connections” Newsletter”

The Burgundy Group

Special Purpose Publications

“NES Behind the Lines: Storm Edition”

DVL Seigenthaler

“Vanderbilt Eye Institute - Celebrating 50 Years”

DVL Seigenthaler

Most Effective Influencer Promotion

“LP Structural Solutions Proven By Influencer Promo”

GS&F

Videos

“Chasing Whiskey Trailer”

DVL Seigenthaler

"Nearest & Jack: An Unlikely Friendship"

DVL Seigenthaler

“One BNA, Two Terminals: Navigating Change at BNA”

Nashville International Airport

“Jack Daniel’s Burning Down 2020”

DVL Seigenthaler

“MTSU in 30 Seconds’ Video Spot”

Middle Tennessee State University

“Meharry & FINN Surge on Behalf of Black America”

DVL Seigenthaler

Online Newsroom

“Brookdale COVID-19 Response Homepage & Toolkit”

Brookdale Senior Living

Webcasts > Associations/Government/Nonprofit Organization

“Blakeford Impresses at Virtual Groundbreaking”

REED Public Relations

Magazines

“Vanderbilt Law School / Vanderbilt Law”

DVL Seigenthaler

“Vanderbilt Peabody College / Reflector Magazine”

DVL Seigenthaler

“MTSU College of Liberal Arts, CLA Magazine Fall 2020”

Middle Tennessee State University

Posters, Displays or Exhibits

“Flip out: Illustrating culture, values for new brand”

DVL Seigenthaler

Writing > Bylined Article

“We have learned. We are prepared.”

DVL Seigenthaler

“Nashville Catholic Schools Open and Achieving Op-Ed”

The Burgundy Group

Writing > Feature Writing

“Jack Daniel’s 2021 Squire Calendar – Together Again”

DVL Seigenthaler

“Uplifting and Lifting Up”

Middle Tennessee State University

Writing > News Releases

“MTSU, Music City Grand Prix Partnership”

Middle Tennessee State University

Best SEM

“ADS Security - Build Your System”

MP&F Strategic Communications

Student Entries

“Open Table Nashville's Picture Perfect”

Belmont University

“Blue Zoo student section cheers for each other”

Middle Tennessee State University

Media Relations > Associations/Government/Nonprofit Organizations

“Giving Voice to Real Police Reform in Memphis”

DVL Seigenthaler

“Meharry & FINN Surge on Behalf of Black America”

DVL Seigenthaler

Media Relations > Business to Business

“Hunter Fan Company Cools Competition with Media Hits”

REED Public Relations

“LP Building Solutions B2B 2020 Earned Media Program”

GS&F

Media Relations > Consumer Products

“Building Excitement for New Grand Hyatt Nashville”

Stones River Group

Media Relations > Consumer Services

“Recruiting COVID Vaccine Trial Volunteers with Media”

Clinical Research Associates

“BETTER CITIES FOR PETS™ Program ‘Pets in a Pandemic’”

Weber Shandwick

“Brookdale Car Parades Make a Difference”

Brookdale Senior Living

Executive Communications

“Communicating Compassionately During the Pandemic”

MP&F Public Relations

Best Use of Social Stories

“Job Corps Best Use of Social Stories 2021”

MP&F Public Relations

“Digital Advent Calendar for Father Ryan High School”

The Burgundy Group

Social Media Engagement

“LP Building Solutions Social Channels”

GS&F

Influencer Marketing as Part of a Larger Campaign

“Azure Farm Homesteading as Part of COVID-19 Trend”

DVL Seigenthaler