



2018 PRSA Nashville Awards of Merit Recipients

Annual Reports by For-Profit

- Annual Report Upgrade: NPEF Progress Report – *MP&F Public Relations*
- Everyday Convenience and Value – *Dollar General*
- The 2016 Jack Daniel’s Distillery Report – *DVL Seigenthaler*
- 2016 Tractor Supply Company Stewardship Report – *DVL Seigenthaler*

Audiovisual/Video Program

- Bridgestone Americas Nashville HQ Videos – *DVL Seigenthaler*
- The Newest Icon in Sewing – *DVL Seigenthaler*
- Jack Daniel’s Master Distiller #6 video – *DVL Seigenthaler*
- Carlex Communities – Coach – *DVL Seigenthaler*
- Unveiling a Vision through Video – *Metropolitan Nashville Airport Authority*

Brochures & Booklets

- Grayton Beer Company Dubbel Barrel Brochure – *GS&F*
- The Newest Icon in Sewing – *DVL Seigenthaler*
- Jack Daniel’s Tennessee Rye Booklet – *DVL Seigenthaler*

Community Relations

- Haynes Trinity Community Drives Policy Amendment – *Hall Strategies*
- Tractor Supply Store Openings & Community Support – *GS&F*
- 17th Annual Jefferson Street Jazz & Blues Festival – *duGard Communications*
- RPR Promotes Affordable Housing in Creative Contest – *Reed Public Relations*

Crises Communications

- Gatlinburg Wildfires: Remembrance, Recovery, Renewal – *DVL Seigenthaler*

Development/Fundraising

- PR Platform Generates \$1.8M for National Fundraiser – *GS&F*

Direct Mail

- Jack Daniel's 2018 Squires Calendar – Every Drop – *DVL Seigenthaler*

Integrated Communications

- Loveless Cafe 2017 Communications Campaign – *DVL Seigenthaler*
- Nashville Zoo's 2017 Exhibit Openings – *DVL Seigenthaler*
- RPR Launches New Coffee Concept – *Reed Public Relations*
- Antiques & Garden Show Draws National Media, Crowd – *Reed Public Relations*
- Brookdale Celebrate Aging Film Festival – *Brookdale Senior Living*
- 103-Year-Old Refuses to Let Dementia Slow Her Down – *Brookdale Senior Living*
- Goodwill's Style with A Purpose Campaign – *Goodwill Industries of Middle Tennessee*
- GBHEM Addresses Hot Topics Through Colloquy Series – *GBHEM*

Internal Communications

- The Big Give: Repairing a Tradition of Service - *MP&F Public Relations*
- Be For The Child Volunteer Recruitment Campaign – *Hall Strategies*
- Driving Employee Engagement – *Dollar General*
- And X2 Communications – *Dollar General*

Magazines

- Everyday Compassion – *Lovell Communications, Inc.*

Marketing Consumer Products and Services

- Igniting Topgolf Nashville's Record-Breaking Opening – *GS&F*
- How Sweet It Is!: Dollar General's Exclusive OREO – *Dollar General*

Media Relations (Program)

- Media Relations Helps Beat LED Sales Goal by 200% - *GS&F*
- Thought Leadership Strategy Overcomes Negativity - *GS&F*
- RPR Secures National Media for New Knoxville Hotel – *Reed Public Relations*
- RPR Promotes First Madame Tussauds in Nashville – *Reed Public Relations*
- Establishing a Value-Based Care Leader - *ReviveHealth*
- Positioning Nashville Yards for Success in a Crowd - *Stones River Group*
- Furthering Our Mission of Serving Others - *Dollar General*
- 75th Running of The Santa Train - *MP&F Public Relations*

Media Relations/Media Placement

- Nashville Sets Example in Food Waste Reduction - *MP&F Public Relations*
- Andrew Jackson's 250th Birthday Op-Ed - *MP&F Public Relations*
- Aging Dog Finds New Family at Brookdale Community - *Brookdale Senior Living*
- Promoting SWAP - *Burgundy Group*
- Cover Story in Key Trade Pub Overcomes Negativity - *GS&F*
- Madame Tussauds Makes Front Page of The Tennessean - *Reed Public Relations*
- Compassus Life Inspiring Event - *Lovell Communications, Inc.*

- Faith Groups Provide the Bulk of Disaster Recovery – *United Methodist Communications*
- "A New Era at Cheekwood" Tennessean Cover Story - *GS&F*

Media Relations/News Conferences

- Shaping Tomorrow: Bridgestone Americas Nashville HQ – *Bridgestone and DVL Seigenthaler*
- Hankook Tire: Driving Emotion - *MP&F Public Relations*
- RPR Unveils Wax Trisha Yearwood at Madame Tussauds - *Reed Public Relations*
- "A New Era at Cheekwood" News Conference - *GS&F*

Media/Press Kits

- Jack Daniel's Tennessee Rye Media Kit – *DVL Seigenthaler*

Multicultural Communications

- J.U.M.P's 21st Annual Christmas Extravaganza – *duGard Communications*

Newsletters

- The Ripple Effect – *The Healing Trust*
- LP Engineered Wood e-Newsletter – *GS&F*

New Media (Program)

- Opry Mills Blogger Summit – *MP&F Public Relations*
- DGme - *Dollar General*
- BCBST News Center - *BlueCross BlueShield of Tennessee*

New Media/Blogs

- LP Building Products Engineered Wood Blog – *GS&F*
- WellTuned - *BlueCross BlueShield of Tennessee*
- Kirkland's Blogger Holiday Home Tour – *MP&F Public Relations*

New Media/External Websites

- The Newest Icon in Sewing – *DVL Seigenthaler*

- Marine Week Detroit – *MP&F Public Relations*

New Media/Internal Websites

- Driving Employee Engagement - *Dollar General*
- Compassus Gives Back - *Lovell Communications, Inc.*

New Media/Social Networks

- Driving Job Corps Recruitment Via Social Media – *MP&F Public Relations*
- CSX Santa Train Social Media Campaign – *MP&F Public Relations*
- Marine Week Detroit – *MP&F Public Relations*
- The SoBro Star - – *MP&F Public Relations*
- Hunt Brothers Pizza Social Networks – *GS&F*
- Comprehensive Cardiac Center Campaign – *GS&F*
- RPR Hosts Influencer Event to Promote Coffee Shop – *Reed Public Relations*
- RPR Engages Fitfluencers for New Fitness Studio – *Reed Public Relations*
- Jack Daniel’s Facebook Live Tennessee Rye Launch – *DVL Seigenthaler*
- Compassus Corporate Facebook - *Lovell Communications, Inc.*
- 2017 Digital Advent Calendar for Father Ryan - *Burgundy Group*

Nonprofit Communications

- “A New Era at Cheekwood” Communications Execution – *GS&F*
- RPR Boosts Ticket Sales for Franklin Wine Festival – *Reed Public Relations*
- RPR Places Hope International in Media Spotlight – *Reed Public Relations*

Pitch Material

- RPR Creates Personalized Mailers for Media Targets – *Reed Public Relations*

Posters, Displays or Exhibits

- Compassus Together As One Campaign – *Lovell Communications, Inc.*
- MTSU Fermentation Science Display – *Middle Tennessee State University*

Potpourri: Tactics

- Dine with Your Dog – *GS&F*
- Dress for Your DG Day – *Dollar General*
- Jack Daniel’s Operation Ride Home Surprise Reunion – *DVL Seigenthaler*
- And Let’s Move Nashville Metro’s Transportation Solution – *DVL Seigenthaler*

Public Affairs

- Bringing Major League Soccer to Nashville – *Stones River Group*
- Encouraging Diversity & Inclusion in Tennessee – *Stones River Group*

Public Relations Campaigns

- ULT PR Platform Helps Beat LED Sales Goal by 200% – *GS&F*
- How Sweet It Is!: Dollar General's Exclusive OREO – *Dollar General*
- The Dollar General Family is Growing! – *Dollar General*
- And Furthering Our Mission of Serving Others – *Dollar General*

Public Service

- 9-1-1 Awareness Program – *DVL Seigenthaler*
- Johnson City Transit: Educating/Surveying Ridership – *duGard Communications*
- Encouraging Diversity & Inclusion in Tennessee – *Stones River Group*
- Don’t Trip Grandma – *Brookdale Senior Living*

Special Event

- 14,000 Stores and Counting – *Dollar General*
- CEO Employee Engagement – *Dollar General*
- Everyday Heroes – *Dollar General*
- St. Bernard Rocks the Ryman with Anniversary Concert – *Burgundy Group*
- J.U.M.P's 21st Annual Christmas Extravaganza – *duGard Communications*
- Y2Y Week in D.C. and Nationwide – *MP&F Public Relations*
- Metro Transit Open Houses – *DVL Seigenthaler*

Special Purpose Publications

- MS Society Bob Mueller Golf Invitation – *DVL Seigenthaler*
- A 150th Year Celebration Inspired by Mercy (Book) – *Burgundy Group*
- FirstBank: One Team. One Bank. – *MP&F Public Relations*

Student Entries

- Instruments of Joy: Strike a Chord Campaign – *Belmont University*
- And Dickens Dynamics: Promoting to a New Demographic – *Belmont University*

Writing/Bylined Article

- Attacking Addiction with Miss Tennessee – *MP&F Public Relations*
- Growing Community Support via Three-Part Op-Ed Series – *MP&F Public Relations*
- Andrew Jackson's 250th Birthday Op-Ed – *MP&F Public Relations*
- ULT Gains Mindshare as Industry's LED Leader - *GS&F*
- A Specifier's Guide to Engineered Wood - *GS&F*
- Death Ed for Docs – *DVL Seigenthaler*

Writing/Feature Writing

- Leading by Example - *Middle Tennessee State University*
- Top 10 Ways We're Building MTSU - *Middle Tennessee State University*
- The Success Coach - *Middle Tennessee State University*
- Everyday Miracles - *BlueCross BlueShield of Tennessee*
- Lisa Wright: serving others from sunrise to sunset - *BlueCross BlueShield of Tennessee*
- On Air—Banker's radio show helps Hispanic community - *Tennessee Bankers Association*

Writing/News Release Writing

- Grant Announcement News Release – *The Healing Trust*

Writing/Speeches

- “A New Era at Cheekwood” CEO Speech - *GS&F*