



2018 PRSA Nashville Parthenon Award Recipients

BEST IN SHOW:

The Campaign to Bring MLS to Nashville – *Stones River Group*
(Integrated Communications Category)

Audiovisual: Video Program

- Grayton Beer Company Dubbel Barrel Video – *GS&F*
- Compassus Gives Back - *Lovell Communications, Inc.*
- *Animating a 200-page Report in 60 Seconds or Less – MP&F Public Relations*

Community Relations

- Furthering Our Mission of Serving Others - *Dollar General*
- Creating Largest Teacher Discount Program in the South – *MP&F Public*
- Activating Nashville’s Soccer Community – *Stones River Group*
- 75th Running of The Santa Train – *MP&F Public Relations*
- Friday Night Experience at Father Ryan High School – *Burgundy Group*
- O’Charley’s Partners with Folded Flag Foundation – *Reed Public Relations*

Integrated Communications

- Don’t be an Accidental Drug Dealer – *MP&F Public Relations*
- Teach Today. Change Tomorrow. – *MP&F Public Relations*

- Marine Week Detroit – *MP&F Public Relations*
- The Campaign to Bring MLS to Nashville – *Stones River Group*
- How Sweet It Is!: Dollar General's Exclusive OREO – *Dollar General*
- The Newest Icon in Sewing – *DVL Seigenthaler*
- Pet Appreciation Week at Tractor Supply – *GS&F*

Internal Communications

- Camp Jack – *DVL Seigenthaler*

Magazines

- Pulse: The Beat of HR Summit – *Dollar General*
- LP Building Products Engineered Wood Magazine – *GS&F*
- Father Ryan's Irish Ayes Magazine – *Burgundy Group*

Marketing Consumer Products and Services

- The Newest Icon in Sewing – *DVL Seigenthaler*

Media Relations (Program)

- Shaping Tomorrow: Bridgestone Americas Nashville HQ – *Bridgestone and DVL Seigenthaler*
- How Sweet It Is!: Dollar General's Exclusive OREO – *Dollar General*
- The Loveless Café 2017 Media Relations – *DVL Seigenthaler*
- The Dollar General Family is Growing! – *Dollar General*

Media Relations/Media Placement

- Uncovering the Story of Nathan "Nearest" Green – *MP&F Public Relations*
- Rare Clouded Leopard Birth at Nashville Zoo – *DVL Seigenthaler*
- Death Ed for Docs – *DVL Seigenthaler*
- Madame Tussauds Nashville Takes the ACMs – *Reed Public Relations*

Media Relations/Media Tours

- Bridgestone Tower Grand Opening Media Tours – *DVL Seigenthaler*

Media Relations/News Conferences

- Topgolf Nashville Kicks off Record-Breaking Opening – *GS&F*

Nonprofit Communications

- Don't be an Accidental Drug Dealer – *MP&F Public Relations*
- Launching the Blueprint for Early Childhood Success – *MP&F Public Relations*
- Be For The Child Volunteer Recruitment Campaign – *Hall Strategies*

Photography/Illustrations

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

Pitch Material

- Marine Week Detroit – *MP&F Public Relations*
- Jack Daniel's Tennessee Rye Media Kit – *DVL Seigenthaler*
- Save the Date: New Braunfels Wedding – *Brookdale Senior Living*

Posters, Displays or Exhibits

- Jack Daniel's Barbecue Posters – *DVL Seigenthaler*

Public Relations Campaigns

- Don't be an Accidental Drug Dealer – *MP&F Public Relations*

Reputation/Brand Management

- The Dollar General Family is Growing! – *Dollar General*

Special Event

- Marine Week Detroit – *MP&F Public Relations*
- British Airways Launch – *DVL Seigenthaler*

Student Entries

- WKU Pass A Smile Campaign – *Western Kentucky University*
- WKU Change Directions of Frowns – *Western Kentucky University*
- Five Signs On The Hill – *Western Kentucky University*

Writing/Feature Writing

- Jack Daniel's Squires Calendar – Every Drop – *DVL Seigenthaler*
- Myths Nonprofit Leaders Believe That Lead To Burnout – *The Healing Trust*

Writing/News Release Writing

- ULT Announces Anniversary, LED Sales Skyrocket – *GS&F*