



2020 PRSA Nashville Individual Award Recipients

Apollo Award

Dr. James E.K. Hildreth, Meharry Medical College

Mercury Award

Heather Hunter, Brookdale Senior Living

Olympus Award

Mary Ruth Raphael, MP&F Strategic Communications

2020 PRSA Nashville Parthenon Award Recipients

(Program Entries)

Best of Show

- Seeking a Little R&R, CapWealth

Community Relations: Business Services

- Transforming Kids' Lives through Transportation, DVL Seigenthaler

Content Marketing: Business to Consumer

- Jack Daniel's Storytelling Through Podcasts, DVL Seigenthaler

Crisis Communications

- NES Crisis Communication, DVL Seigenthaler

Events and Observances: More than Seven Days

- NissanLIVE Grassroots Activation Program, MP&F Strategic Communications

Events and Observances: Seven or Fewer Days

- BOLD: Nashville Fashion Week 2019, Keycom
- Jelly Roll's #BeTheGift Concert at The Bluebird Café, DVL Seigenthaler
- B1281 Launch Event, GS&F
- Salata Salad Kitchen New Restaurant Openings, GS&F
- Celebrating the Grand Hyatt Nashville "Topping Off," Stones River Group
- BNA 5K on the Runway, Metropolitan Nashville Airport Authority

Integrated Communications: Business to Consumer

- Historic Church Resurrected as Boutique Hotel, Reed Public Relations

Marketing: Consumer Services

- Positive Experience, Positive Results, MP&F Strategic Communications

Most Effective Campaign on a \$5,000 to \$10,000 Budget:

Associations/Government/Nonprofit Organizations

- BOLD: Nashville Fashion Week 2019, Keycom

Most Effective Campaign on a Shoestring Budget \$5,000 or Less:

Associations/Government/Nonprofit Organizations

- 1 for All @ MTSU Freedom Comes First, Middle Tennessee State University
- Catholic Schools Office Launches ACE Welcome Grants, The Burgundy Group

Most Effective Campaign on a Shoestring Budget \$5,000 or Less: Business

- Seeking a little R&R, CapWealth
- Bridgestone Arena Influencer Activation, GS&F

Multicultural Communications

- McDonald's Black History Makers of Tomorrow, Reed Public Relations

Public Service

- #BeTheGift and Break Through, DVL Seigenthaler

Reputation/Brand Management

- BNA: Branding Nashville's Airport, Metropolitan Nashville Airport Authority

(Project Entries)

Best of Show

- **BOLD: Nashville Fashion Week 2019, Keycom**

Annual Reports

- 2018 Jack Daniel Distillery Report, DVL Seigenthaler
- The Memorial Foundation 2018 Annual Report, DVL Seigenthaler
- Tractor Supply Company 2018 Stewardship Report, DVL Seigenthaler
- New Hope Academy 2019 Annual Report, The Burgundy Group

Best Sponsorship Activation

- LP Building Solutions: LP SmartSide & This Old House, GS&F

Best Use of Data/Analytics

- Positive Experience, Positive Results, MP&F Strategic Communications

Best Use of Social Stories

- Job Corps Students and Their Stories, MP&F Strategic Communications

Creative Tactics

- MS Society Bob Mueller Golf Invitation, DVL Seigenthaler

Innovation in Customer Service

- NES Innovation in Customer Service, DVL Seigenthaler

Media Relations: Associations/Government/Nonprofit Organizations

- BOLD: Nashville Fashion Week 2019, Keycom
- Habitat for Humanity Carter Work Project 2019, GS&F

Media Relations: Consumer Products

- Launching Jack Daniel's Tennessee Apple, DVL Seigenthaler
- Tractor Supply Company/Fox and Friends Fall Festival, DVL Seigenthaler

Media Relations: Consumer Services

- Salata Salad Kitchen Brand Launch, GS&F

Newsletters

- Raising Awareness of School Safety & Student Privacy, Stones River Group

Photography/Illustrations

- Jack Daniel's 2020 Squires Calendar, DVL Seigenthaler

Podcasts

- Jack Daniel's Storytelling Through Podcasts, DVL Seigenthaler

Social Media Engagement

- Job Corps Social Media Engagement, MP&F Strategic Communications
- LP for Pros Instagram Launch, GS&F

Special Purpose Publications

- Jack Daniel's 2020 Squires Calendar, DVL Seigenthaler

Videos

- Announcing BNA 5K on the Runway, Metropolitan Nashville Airport Authority

Websites

- Land Trust for Tennessee Website Redesign, DVL Seigenthaler
- Salata Salad Kitchen - Salata.com, GS&F
- LP Building Solutions - LPCorp.com, GS&F

Writing: Bylined Article

- Hunter Fan Company Bylined Articles, Reed Public relations

Writing: Feature Writing

- Jack Daniel's 2020 Squires Calendar, DVL Seigenthaler

Writing: News Releases

- Launching Jack Daniel's Tennessee Apple, DVL Seigenthaler

Student Entries

- 1 for All @ MTSU Freedom Comes First, Middle Tennessee State University
- Lost River Cave: Find Your Roots, Western Kentucky University
- Driving Diversity in PR, Western Kentucky University
- The Bowling Green Backpack Program, Western Kentucky University
- Unlocked: Jewelry with a Purpose, Belmont University

2020 PRSA Nashville Parthenon Award of Merit Recipients

(Program Entries)

Community Relations: Associations/Government/Nonprofit Organizations

- Always Thinking, Always Growing - Christ the King, The Burgundy Group

Community Relations: Business Products

- LP® Outdoor Building Solutions® Food Bank Donation, GS&F
- McDonald's Coffee with a Cop, Reed Public Relations
- NissanLIVE Grassroots Activation Program, MP&F Strategic Communications

Content Marketing: Business to Consumer

- NissanLIVE Grassroots Activation Program, MP&F Strategic Communications

Events and Observances: More Than Seven Days

GLOW Holiday, Reed Public Relations

Events and Observances: Seven or Fewer Days

- Jack Daniel's World Championship Invitational BBQ, DVL Seigenthaler
- Father Ryan High School - Athletics Hall of Fame, The Burgundy Group

Influencer Marketing Program To Expand Awareness: Macro-Influencers

- Pet Influencer Program 2019, DVL Seigenthaler
- GLOW Holiday, Reed Public Relations

Integrated Communication: Business to Consumer

- GLOW Holiday, Reed Public Relations

Issues Management

- Citizens for Effective Opioid Treatment Launch, Lovell Communications Inc.

Marketing: Consumer Products

- Launching Jack Daniel's Tennessee Apple, DVL Seigenthaler
- PetSafe® Healthy Pet Campaign, GS&F
- NissanLIVE Grassroots Activation Program, MP&F Strategic Communications

Marketing: Consumer Services

- Salata Salad Kitchen Brand Launch, GS&F

Most Effective Campaign on a \$5,000 to \$10,000 Budget:

Associations/Government/Nonprofit Organizations

- Gatlinburg CVB Reputation / Brand Management Program, DVL Seigenthaler

Most Effective Campaign on a \$5,000 to \$10,000 Budget: Business

- Salata Salad Kitchen Summer of Salata Influencers, GS&F
- Jurassic World Live Tour Debut in Nashville, GS&F

Most Effective Campaign on a Shoestring Budget \$5,000 or Less:

Associations/Government/Nonprofit Organizations

- Urban Green Lab Nashville Food Waste Initiative, GS&F

Most Effective Corporate Social Responsibility Campaign

- Jack Daniel's Operation Ride Home, DVL Seigenthaler

Public Affairs: Associations/Government/Nonprofit Organizations

- Establishing a New Higher Education Thought Leader, Stones River Group

Public Service

- Jack Daniel's Operation Ride Home, DVL Seigenthaler

Reputation/Brand Management

- Gatlinburg CVB Reputation / Brand Management Program, DVL Seigenthaler
- Transforming Kids' Lives through Transportation, DVL Seigenthaler

(Project Entries)

Annual Reports

- FirstBank: Capitalizing on the Momentum, MP&F Public Relations
- MTSU President's Report, Middle Tennessee State University

Best Use of Data/Analytics

- Colliers Nashville CRE Index Launch, Colliers International | Nashville
- LP Building Solutions: LP BuildSmart Loyalty Program, GS&F

Best Use of Social Stories

- Digital Advent Calendar for Father Ryan High School, The Burgundy Group

Creative Tactics

- Launching Jack Daniel's Tennessee Apple, DVL Seigenthaler
- NFL Draft Bridgestone X Manuel, GS&F
- DVL Seigenthaler Santa Claus Influencer Holiday Card, DVL Seigenthaler
- Tractor Supply Company Ridgecut Mailer, DVL Seigenthaler

Executive Communications

- BNA's Soci@l CEO, Metropolitan Nashville Airport Authority
- Activate Healthcare Executive Bylines, Lovell Communications Inc.

Magazines

- SCOOP-- Ingram's Internal Magazine, Ingram
- Irish Ayes – Father Ryan High School Alumni Magazine, The Burgundy Group
- MTSU Magazine Winter 2020, Middle Tennessee State University

Media Relations: Associations/Government/Nonprofit Organizations

- BNA 5K— Generating Media for a Great Cause, Metropolitan Nashville Airport Authority

- Spreading Holiday Cheer Through Appalachia, MP&F Strategic Communications
- Joining Forces with the Komen Foundation, Stones River Group

Media Relations: Business to Business

- A. O. Smith Training Facility Grand Opening, GS&F

Posters, Displays or Exhibits

- NissanLIVE Grassroots Activation Program, MP&F Strategic Communications
- Jack Daniel's Barbecue Posters, DVL Seigenthaler/FINN Partners

Research/Evaluation

- Setting the Stage for CMT's Equal Play Campaign, Stones River Group
- Who's Planning for the Future?, Brookdale Senior Living

Social Media Engagement

- Social Media Takes Flight @ BNA, Metropolitan Nashville Airport Authority
- ALL ABOARD! SLEIGH BELLS RING IN APPALACHIA, MP&F Strategic Communications
- NES Social Media Engagement, DVL Seigenthaler
- PetSafe® Healthy Pet Social Campaign, GS&F

Special Purpose Publications

- LAND TRUST FOR TN'S STATE CONSERVATION PLAN BOOK, DVL Seigenthaler
- True Choice book, Middle Tennessee State University

Videos

- PetSafe® Spray Campaign Video, GS&F

Websites

- General Board of Higher Education & Ministry Website, DVL Seigenthaler
- DVL Seigenthaler Holiday Card - DailyKringle.com, DVL Seigenthaler

Writing: Bylined Article

- LG Component Solutions Refrigeration Trends, GS&F
- Nashville Catholic Schools Open To All Op-Ed, The Burgundy Group

Student Entries

- Marketing/Communications and Emerging Technologies, Belmont University