



2008 Virginia Public Relations Award Winners

LIST OF WINNERS:

Bronze Medallion: Best-in-Show

Name of Project: Guide to Preventable Cancers
Company Name: Prevent Cancer Foundation
Design Partner: Communicate By Design, Inc.
Category: Brochures

Bronze Medallion Winners

360 Degree Brochure
BrickStreet Insurance
Charles Ryan Associates
Category: Brochures

Compact Fluorescent Lights
Dominion
Honeywell
Category: Creative Tactics

"Giving Thanks" Text Messaging Campaign
U.S. Department of Defense
Susan Davis International
Category: Creative Tactics

Bedside is a Stage: Maximizing Media Coverage of a Surprising Medical Study
Virginia Commonwealth University - Communications and Public Relations
Category: Media Relations Tactics

Statewide Impact of Tourism Announcement
Virginia Tourism Corporation
Category: Media Relations Tactics

CheckIt: What Gets Checked, Gets Done
U.S. Department of Defense
Category: Television PSAs

Everyone Knew The Queen Is Coming
Virginia Museum of Fine Arts Foundation
Park Group
Category: Television PSAs

Bronze Certificate of Merit Winners

2007 Annual Report
American Red Cross, Greater Richmond Chapter
Category: Annual Reports

FY 2007 Annual Report
St. Joseph's Villa
RunningFire Design
Category: Annual Reports

A Look At The Past 15 Years...2007 Annual Report
Virginia Air and Space Center
Category: Annual Reports

Annual Report 2007
Virginia Museum of Fine Arts Foundation
Category: Annual Reports

2006 Annual Report
Virginia State Police Insurance Fraud Program
Neathawk, Dubuque & Packett
Category: Annual Reports

Where Opportunity Begins...Virginia's Community Colleges 2006-2007 Annual Report
Virginia's Community Colleges
Category: Annual Reports

A Grand Performance
Westminster Canterbury Richmond
Category: Annual Reports

The Checkered Blog
Checkered Flag Motor Car Company
Goldman and Associates
Category: Blogs

Bloggers' Roundtable Campaign
U.S. Department of Defense
Category: Blogs

VaHigherEd.com
Virginia's Community Colleges
Category: Blogs

"Everyday Heroes"
Dominion
Category: Brochures

"The Tide" Brochure
Hampton Roads Transit
Category: Brochures

Look Here Mystery Brochure
Virginia Museum of Fine Arts Foundation
Category: Brochures

A Paeon to Paul Mellon
Virginia Museum of Fine Arts Foundation
Category: Creative Tactics

Water Heater
Dominion
Category: Direct Mail/Direct Response

Annual Fund Direct Marketing Campaign
VSCPA Educational Foundation
Category: Direct Mail/Direct Response

Regulation Redux?
Cooperative Living Magazine
Virginia, Maryland and Delaware Association of Electric Cooperatives
Category: Editorials/Op-Ed Columns

The Seven C's
Cooperative Living Magazine
Virginia, Maryland and Delaware Association of Electric Cooperatives
Category: Editorials/Op-Ed Columns

Virginia Early Childhood Foundation OpEd Project
Virginia Early Childhood Foundation
Touch Points Public Relations
Category: Editorials/Op-Ed Columns

Connect Employee Newsmagazine
Dominion
Category: Magazines

Homedics Red Hot Holiday
Homedics
CRT/tanaka
Category: Media Relations Tactics

The Business of NASCAR: Using New Media to Pitch Professors' Unique Expertise
Virginia Commonwealth University - Communications and Public Relations
Category: Media Relations Tactics

Training CD
Virginia State Police Insurance Fraud Program
Neathawk, Dubuque & Packett
Category: Multimedia Communications

Customer Connection
Dominion
Category: Newsletters

Success is in Our Hands - Roanoke County Public Schools Calendar
Roanoke County Public Schools
Inprint, Inc.
Category: Publications

Associated General Contractors of Virginia Website
Associated General Contractors of Virginia, Inc.
Charles Ryan Associates
Category: Websites

insightsc3m.com
Phillip Morris USA
Category: Websites

"New Partner Welcome" Intranet Site
Pilgrim's Pride Corporation
Category: Websites

"Life...Supplemented"
The Council For Responsible Nutrition
CRT/tanaka
Category: Websites

DoDvClips.mil
U.S. Department of Defense
Category: Websites

Silver Medallion Winners: Best-in-Show
Department of Defense New Media Initiative
U.S. Department of Defense
Category: Issues Management

Silver Medallion Winners
"When You Wish Upon A Starr"
Richmond SPCA
Category: Brief Events and Observances

Virginia's Royal Welcome - An Event Fit for a Queen
Virginia Tourism Corporation
Category: Brief Events and Observances

"America Supports You" New Media Initiative
U.S. Department of Defense
Category: Community Relations

America's 400th Anniversary: 10 Signature Events That Introduced Jamestown To The World
Jamestown 2007
Roder Finn, Inc.
Category: Extended Events and Observances

Virgin America's Fight To Fly
Virgin America
Xenophon Strategies
Category: Issues Management

Campaign for Aggressive Animal Fighting Legislation in Virginia
Richmond SPCA
Category: Public Affairs

"Experience Thomas Jefferson"
Thomas Jefferson's Poplar Forest
Alina Wheeler, Mark Wills, Richard Cress, Amy Grove Bigham
Category: Reputation Management

Silver Certificate of Merit Winners

America's Anniversary Weekend
Jamestown 2007
Roder Finn, Inc.
Category: Brief Events and Observances

Together, We Can Fight Hunger
Performance Food Group
CRT/tanaka
Category: Brief Events and Observances

Project Plant It!
Dominion
Category: Community Relations

Putting Our Energy To Work For The Environment 2007
Dominion
Category: Community Relations

America's 400th Anniversary Community Campaign
Chesterfield County
Category: Extended Events and Observances

RCN Integrated Communications Program
RCN Corporation/Richard Ramlall
Category: Integrated Communications

CheckIt: What Gets Checked, Gets Done
U.S. Department of Defense
Category: Internal Communications

Crooked Road - Build-A-Lyric PR Campaign
Virginia Tourism Corporation
Category: Marketing Consumer Products

CarMax Awards - Protecting and Enhancing Our Reputation
CarMax, Inc.
Category: Reputation Management