



PRSA PAPER ANVIL AWARDS

DISPLAYING THE BEST PR WORK OF THE PAST YEAR

PROFESSIONAL AWARDS

Community Relations

AWARD OF EXCELLENCE

Time to Fight Back Against Colon Cancer
ASI Consulting and LeAnne Morman, Nebraska Cancer Coalition and Great Plains Colon Cancer Task Force

AWARD OF EXCELLENCE

Star Savers Campaign
KidGlov, Farmers & Merchants Bank

AWARD OF EXCELLENCE

Transforming Nebraska's Future Through COVID-19 Relief and Community Collaboration
Lukas Partners, Nonprofit Association of the Midlands

AWARD OF EXCELLENCE

We're in This Together, Nebraska COVID-19 Awareness Campaign
Nebraska Healthcare Marketers

AWARD OF MERIT

The Civility Effect
The Lincoln Ladies

AWARD OF MERIT

ORBT Launch
Emspace + Lovgren, Metro Transit

AWARD OF MERIT

UNMC College of Dentistry Community Relations
UNMC

COVID-19 Projects

AWARD OF EXCELLENCE

Do Right, Right Now: COVID-19 Prevention & Education Campaign
Vic Gutman & Associates

AWARD OF MERIT

We're in This Together, Nebraska COVID-19 Awareness Campaign
Nebraska Healthcare Marketers

AWARD OF MERIT

Raising Relative Humidity in Buildings to Reduce Pathogens
LEO A DALY

AWARD OF MERIT

Transforming Nebraska's Future Through COVID-19 Relief and Community Collaboration
Lukas Partners, Nonprofit Association of the Midlands

AWARD OF MERIT

OneWorld COVID-19 Vaccination Campaign
Envoy, Inc., OneWorld Community Health Centers

✦ Indicates Award of Excellence that received highest score in its category.

Crisis & Issues Management

AWARD OF EXCELLENCE

Mental Health Awareness Campaign
KidGlov, Prevention Coalition

AWARD OF MERIT

UNMC College of Dentistry Crisis Management
UNMC

Editorial/Op-Ed Columns

AWARD OF EXCELLENCE

Progressive Cattle Column
Swanson Russell, Cattlemen's Beef Board

Events & Observances

AWARD OF EXCELLENCE

World's Largest Rodeo Rides into Town
KidGlov & Lancaster Event Center Fairgrounds

AWARD OF EXCELLENCE

2021 ICAN Women's Leadership Conference
Emspace + Lovgren, ICAN

AWARD OF EXCELLENCE

PERC Clean Energy Hero Award
Swanson Russell, Propane Education & Research Council

AWARD OF EXCELLENCE

The Farnam, Grand Opening
Bailey Lauerman, The Farnam Hotel

AWARD OF MERIT

2021 Heartland Marathon
Root Cos Marketing Group, Omaha Running Club/Heartland Marathon

AWARD OF MERIT

30 Days of Action
Women's Fund of Omaha

AWARD OF MERIT

Pinnacle Bank Championship
OBI Creative, Pinnacle Bank

AWARD OF MERIT

Carbon Monoxide Safety & Indoor Air Quality Campaign
Swanson Russell, Propane Education & Research Council

AWARD OF MERIT

2020 Flu Shot Clinic
BCBSNE

AWARD OF MERIT

2021 Blue Jean Ball
Bozell, Make-A-Wish Nebraska

AWARD OF MERIT

UScellular Brings Iowa Technology Roadshow to 10 Communities
Lukas Partners, UScellular

Global Communications/ Multicultural Public Relations

AWARD OF EXCELLENCE

Mental Health Awareness Campaign
KidGlov, Prevention Coalition

AWARD OF EXCELLENCE

The Call for Diversity in Clinical Research
SCORR Marketing, Elligo Health Research

AWARD OF MERIT

Flagstar Bank, Embracing diversity. Promoting equity. Cultivating inclusivity.
Bailey Lauerman, Flagstar Bank

AWARD OF MERIT

Influencer Campaign
Bozell, Live On Nebraska

Influencer Marketing

AWARD OF EXCELLENCE

#SeeWhatMattersMost Campaign
Bailey Lauerman, Bosch Automotive

AWARD OF EXCELLENCE

Together With Propane Influencer Campaign
Swanson Russell, Propane Education & Research Council

AWARD OF MERIT

AirVenture
Bailey Lauerman, Phillips 66 Lubricants

AWARD OF MERIT

Drain-It-Now Influencer Campaign
Swanson Russell, NDS

AWARD OF MERIT

Everybody Wants a Seltzer
OBI Creative, Quality Brands of Omaha/Michelob Ultra Organic Seltzer

AWARD OF MERIT

Bring Hiland Home for the Holidays
Envoy, Inc., Hiland Dairy

Integrated Communications

AWARD OF EXCELLENCE

The Civility Effect
The Lincoln Ladies

AWARD OF EXCELLENCE

Time to Fight Back Against Colon Cancer
ASI Consulting and LeAnne Morman, Nebraska Cancer Coalition and Great Plains Colon Cancer Task Force

AWARD OF EXCELLENCE

Your Story
BCBSNE

AWARD OF EXCELLENCE

100th Anniversary: "Let's Do That Again"
Bozell



AWARD OF EXCELLENCE

Amplifying Thought Leadership
OBI Creative

AWARD OF EXCELLENCE

A Rodeo Vacation You'll Never Forget
KidGlov & Lancaster Event Center Fairgrounds

AWARD OF EXCELLENCE

Holiday Help from Belfonte Dairy
Envoy, Inc., Belfonte Dairy

AWARD OF EXCELLENCE

Pave Your Own Way
KidGlov, AGC Nebraska Chapter

AWARD OF MERIT

#SeeWhatMattersMost Campaign
Bailey Lauerman, Bosch Automotive

AWARD OF MERIT

Creighton University Becomes the Nation's Largest Catholic Health Professions Educator
Lukas Partners, Creighton University

AWARD OF MERIT

FNTS Launches Tailored Cloud Solutions for Financial Services and Healthcare Industries
Lukas Partners, FNTS

AWARD OF MERIT

Wounded Warriors Family Support Honors Veterans with Mobility-Equipped Vehicles
Lukas Partners, Wounded Warriors Family Support

Internal Communications

AWARD OF EXCELLENCE

Nebraska Thursdays Adventure Box
Emspace + Lovgren, Nebraska Department of Education, Office of Nutrition Services

AWARD OF MERIT

We Listen Week 2021
Hudl

AWARD OF MERIT

The Ag Post E-Newsletter
Swanson Russell, Propane Education & Research Council

AWARD OF MERIT

FNTS Takes a Cloud-First Approach to Business Technology
Lukas Partners, FNTS

Marketing Business to Business

AWARD OF MERIT

Blue Mountain Case Study
Bailey Lauerman, Flagstar Bank

AWARD OF MERIT

Commercial Channel Launch
Bailey Lauerman, Flagstar Bank

AWARD OF MERIT

FNTS Launches Tailored Cloud Solutions for Financial Services and Healthcare Industries
Lukas Partners, FNTS

AWARD OF MERIT

Building design marketing business to business
LEO A DALY

Marketing Consumer Products

AWARD OF MERIT

2021 Membership Campaign
Bozell, Omaha's Henry Doorly Zoo and Aquarium

AWARD OF MERIT

Bring Hiland Home for the Holidays
Envoy, Inc., Hiland Dairy

Marketing Consumer Services

AWARD OF EXCELLENCE

UNMC College of Dentistry
UNMC

AWARD OF MERIT

Educators Health Alliance Summer Health Campaign
BCBSNE

Media/Press Kits

AWARD OF EXCELLENCE

NHSFR Lincoln Earned Media
KidGlov & Lancaster Event Center Fairgrounds

AWARD OF MERIT

AIM Institute offers free Introduction to Technology courses to increase access to tech education
Lukas Partners, AIM Institute

AWARD OF MERIT

UScellular Turns Back Clock with Movie Under the Stars
Lukas Partners, UScellular

AWARD OF MERIT

Conveying Resilience in a Crisis
OBI Creative

AWARD OF MERIT

Clinical Ink — Editorial Nurturing Press Kit
SCORR Marketing, Clinical Ink

Podcasts

AWARD OF EXCELLENCE

Agency for Change
KidGlov

Print Promotion

AWARD OF EXCELLENCE

"Raising Our Response to Hunger" Capital Campaign
KidGlov, Food Bank of Lincoln

AWARD OF EXCELLENCE

What if Walls Could Talk? Annual Appeal
KidGlov, Child Advocacy Center

Public Affairs

AWARD OF MERIT

Transforming Nebraska's Future Through COVID-19 Relief and Community Collaboration
Lukas Partners, Nonprofit Association of the Midlands

Public Service

AWARD OF EXCELLENCE

Heart of CEDARS Capital Campaign
KidGlov, CEDARS

AWARD OF EXCELLENCE

Connect with Me 123 Campaign
KidGlov, Children's Hospital & Medical Center

AWARD OF EXCELLENCE

City of Omaha - MACCH Emergency Rental Assistance Program Campaign
E Creative, Metro Area Continuum of Care for the Homeless

AWARD OF MERIT

Dr. Maureen Tierney Provides Proactive Public Health Guidance
Lukas Partners, Creighton University

AWARD OF MERIT

OneWorld COVID-19 Vaccination Campaign
Envoy, Inc., OneWorld Community Health Centers

AWARD OF MERIT

AIM Institute offers free Introduction to Technology courses to increase access to tech education
Lukas Partners, AIM Institute

AWARD OF MERIT

Omaha Lead Registry and Omaha Healthy Kids Alliance Lead Awareness Campaign
E Creative, Omaha Healthy Kids Alliance

Publications

AWARD OF EXCELLENCE

CommUNO 2021
UNO School of Communication

AWARD OF MERIT

UNO PRSSA Winter Wonderland Activity Book
UNO PRSSA

Reputation/Brand Management

AWARD OF EXCELLENCE

Online Listings and Reviews
Bailey Lauerman, Flagstar Bank

AWARD OF MERIT

UNMC College of Dentistry
UNMC

AWARD OF MERIT

Pave Your Own Way Work Force Development Campaign
KidGlov, AGC Nebraska Chapter

AWARD OF MERIT

Societal Event Guidelines
Bailey Lauerman, Flagstar Bank

AWARD OF MERIT

African Culture Connection Website and Marketing Materials
E Creative, African Culture Connection

AWARD OF MERIT

Creighton University Becomes the Nation's Largest Catholic Health Professions Educator
Lukas Partners, Creighton University



Social Media

AWARD OF EXCELLENCE

Social Media Dark Post Campaigns
Swanson Russell, Badlands Gear

AWARD OF EXCELLENCE

World's Largest Rodeo Rides into Town
KidGlov & Lancaster Event Center Fairgrounds

AWARD OF MERIT

Lead Generation - Email Capture
Swanson Russell, Kimber America

AWARD OF MERIT

Social Media Strategy
Bozell, Sioux Honey Co-op

AWARD OF MERIT

UNMC College of Dentistry Social Media
UNMC

AWARD OF MERIT

Communicating Through the COVID Crisis
OBI Creative

AWARD OF MERIT

Lead Generation Quizzes
Swanson Russell, U.S. Concealed Carry Association

AWARD OF MERIT

#SeeWhatMattersMost Campaign
Bailey Lauerman, Bosch Automotive

Video

AWARD OF EXCELLENCE

Heart of CEDARS Video Campaign
KidGlov, CEDARS

AWARD OF EXCELLENCE

Mental Health Awareness Video Series
KidGlov, Prevention Coalition

Webcast/Webinar

AWARD OF MERIT

Evolving Energy Landscape Webinar
Swanson Russell, Propane Education & Research Council

Websites and Smartphone/Tablet Applications

AWARD OF EXCELLENCE

Metro Transit Website
Emspace + Lovgren, Metro Transit

AWARD OF EXCELLENCE

Broadmoor it up!
OBI Creative, Broadmoor

Word-Of-Mouth Marketing

AWARD OF EXCELLENCE

Star Savers Campaign
KidGlov, Farmers & Merchants Bank

BEST IN SHOW - PROFESSIONAL

Time to Fight Back Against Colon Cancer
ASI Consulting and LeAnne Morman, Nebraska Cancer Coalition and Great Plains Colon Cancer Task Force



STUDENT AWARDS

Outstanding Branding Campaign

AWARD OF MERIT

Malone Branding Campaign
Jacht Agency, University of Nebraska-Lincoln, College of Journalism and Mass Communications

Outstanding Campus Event

AWARD OF MERIT

Husker Dialogues Campus Event
Jacht Agency, University of Nebraska-Lincoln, College of Journalism and Mass Communications

Outstanding Classroom Campaign

AWARD OF MERIT

"Humility Not Hostility"
UNO PRSSA

AWARD OF MERIT

CommUNO 2021
UNO School of Communication

Outstanding Community or Nonprofit Event

AWARD OF MERIT

2020 Gratitude Gala Event
University of Nebraska-Lincoln, College of Journalism and Mass Communications

AWARD OF MERIT

UNL Black Student Union Fundraiser
University of Nebraska-Lincoln, College of Journalism and Mass Communications

AWARD OF MERIT

712 Initiative Shamrock Shuffle 5k Run
University of Nebraska at Omaha

Outstanding Professional Development

AWARD OF EXCELLENCE

The Civility Effect
The Lincoln Ladies

Outstanding PRSSA Chapter Project

AWARD OF MERIT

"The Winter Adventures of Snowy and Wren"
Activity Book
UNO PRSSA

Outstanding Social Media or Electronic Media Outreach Campaign

AWARD OF MERIT

#PR Hunt Social Media Campaign
University of Nebraska-Lincoln, College of Journalism and Mass Communications

AWARD OF MERIT

College of Agricultural Sciences and Natural Resources Social Media Campaign
University of Nebraska-Lincoln, College of Journalism and Mass Communications



Outstanding Strategy to Address a Problem

AWARD OF EXCELLENCE

"Humility not Hostility"
UNO PRSSA

AWARD OF MERIT

2020 Jacht Agency Recruitment Campaign
Jacht Agency, University of Nebraska-Lincoln, College of Journalism and Mass Communications

Outstanding Video

AWARD OF MERIT

MOEC FASFA VIDEO
UNO PRSSA, MavPR, Metropolitan Omaha Education Consortium

AWARD OF MERIT

McNair Scholars Video Campaign
University of Nebraska-Lincoln, College of Journalism and Mass Communications

BEST IN SHOW - STUDENT

"Humility not Hostility"
UNO PRSSA

