PRSA NEBRASKA PAPER ANVIL AWARDS
DISPLAYING THE BEST PR WORK OF 2019

PROFESSIONAL AWARDS

Annual Reports

AWARD OF EXCELLENCE
Project Harmony Annual Report 2018
EmSpace + Lovgren, Project Harmony

AWARD OF EXCELLENCE
CB9 - Annual Report
Swanson Russell, Cattleman's Beef Board

AWARD OF MERIT
Girls Inc. of Omaha
E Creative

AWARD OF MERIT
MENTOR Nebraska Annual Report
E Creative, MENTOR Nebraska

AWARD OF MERIT
VNA Annual Report 2018
EmSpace + Lovgren, Visiting Nurse Association

Blogs

AWARD OF EXCELLENCE
FBNO Blog Series
Bozell, First National Bank of Omaha

AWARD OF EXCELLENCE
The Hiland Home
Envy, Inc., Hiland Dairy

AWARD OF EXCELLENCE
Old Rules New Rules eBook and Blog Series
OBI Creative

AWARD OF EXCELLENCE
Travel Manager Skills eBook and Blog Series
OBI Creative, Travel and Transport

AWARD OF EXCELLENCE
PERC - Can-Do Journal
Swanson Russell, Propane Education & Research Council

Community Relations

AWARD OF EXCELLENCE
Bailey Lauerман with OPPD: Chronicling Campaign, Community Relations
Bailey Lauerman, Omaha Public Power District

AWARD OF EXCELLENCE
The RiverFront Park Materials Reuse & Sustainability
Bailey Lauerman, MEGA

AWARD OF EXCELLENCE
Rebuild the Heartland
Bozell, First National Bank of Omaha

AWARD OF EXCELLENCE
Gordmans and No Kid Hungry Team Up to Help End Childhood Hunger
Lukas Partners, Gordmans

Community Relations, cont.

AWARD OF EXCELLENCE
You Don’t Have to See the Ball to Hit the Ball
Lukas Partners, Outlook Nebraska

AWARD OF EXCELLENCE
RBxR Kind Campaign
OBI Creative, First National Bank

AWARD OF EXCELLENCE
Tenaska Clear Creek
Tenaska, Tenaska

AWARD OF MERIT
Omaha Public Schools Foundation (OPSF) wins Nebraska Event
E Creative, Omaha Public Schools Foundation (OPSF)

AWARD OF MERIT
Gurnison County Libraries: Your Connection to Community and New Frontiers
Lukas Partners, Gurnison County Libraries

Crisis & Issues Management

AWARD OF EXCELLENCE
Flagstar Bank Acquisition
Bailey Lauerman, Flagstar Bank

AWARD OF EXCELLENCE
2019 Nebraska State Fair
EmSpace + Lovgren, Nebraska State Fair

AWARD OF EXCELLENCE
March 2019 Flood Response: Communicating Water Restrictions in Lincoln, NE
I50 Consulting Group, Lincoln Transportation and Utilities

AWARD OF EXCELLENCE
[Not] The Most Wonderful Time of the Year
Smith Kroeger, Nebraska Lottery

Editorials & Op-Ed Columns

AWARD OF EXCELLENCE
“Were I Lucky to Have Children’s” Children’s Hospital & Medical Center

AWARD OF EXCELLENCE
Bike Walk Nebraska State-wide Advocacy
EmSpace + Lovgren, Bike Walk Nebraska

AWARD OF EXCELLENCE
Everyone has a stake in ending child abuse
Project Harmony Child Advocacy Center

Events & Observances

AWARD OF EXCELLENCE
The RiverFront Groundbreaking Ceremony
Bailey Lauerman, MEGA

AWARD OF EXCELLENCE
Blue Cross and Blue Shield of Nebraska 2019 All Employee Meeting
Blue Cross and Blue Shield of Nebraska

AWARD OF EXCELLENCE
2019 College World Series
Bozell, College World Series of Omaha, Inc.

AWARD OF EXCELLENCE
2019 Women’s Leadership Conference
EmSpace + Lovgren, ICAN

AWARD OF EXCELLENCE
Archdiocese of Omaha EmSpace + Lovgren, Archdiocese of Omaha

AWARD OF EXCELLENCE
C5D Fontenelle Park Lagoon Celebration
EmSpace + Lovgren, City of Omaha

AWARD OF EXCELLENCE
Breaking Barriers and Inspiring Others
Lukas Partners, Outlook Nebraska

AWARD OF EXCELLENCE
Gordmans Grand Opening Tour
Lukas Partners, Gordmans

AWARD OF EXCELLENCE
U.S. Cellular Celebrates The Future of Good
Lukas Partners, U.S. Cellular

AWARD OF EXCELLENCE
Sandhill Crane Migration Media Campaign
Nebraska Tourism Commission

AWARD OF EXCELLENCE
Pinnacle Bank Golf Championship
OBI Creative, Pinnacle Bank

AWARD OF EXCELLENCE
PERC - Forklift Safety Day PR Program
Swanson Russell, Propane Education & Research Council

Indicates award received highest score in its category.
Events & Observances, cont.
AWARD OF EXCELLENCE
Tennessee Clear Creek - Construction Celebration & Blade-signing
Tennessee

AWARD OF MERIT
Expanding Reach for National University’s Big Surprise
Lukas Partners, National University System

AWARD OF MERIT
You Don’t Have to See the Ball to Hit the Ball
Lukas Partners, Outlook Nebraska

Global Communications & Multicultural Public Relations
● AWARD OF EXCELLENCE
Focus on What Matters Campaign
OBI Creative, Travel and Transport

● AWARD OF MERIT
Planting History: The Sacred Seed Project
Lukas Partners, Creighton University

Integrated Communications
● AWARD OF EXCELLENCE
Bailey Lauerman with OPPD: Chronicling Campaign
Bailey Lauerman, Omaha Public Power District

● AWARD OF EXCELLENCE
Phillips 66 Lower Visco City Campaign
Bailey Lauerman

● AWARD OF EXCELLENCE
2019 Zoo Membership
Bozell, Omaha’s Henry Doorly Zoo and Aquarium

● AWARD OF EXCELLENCE
National S29 Campaign
Bozell, S29 College Savings Plans

● AWARD OF EXCELLENCE
Nifty Gift Finder
Bozell

● AWARD OF EXCELLENCE
Rebuild the Heartland
Bozell, First National Bank of Omaha

● AWARD OF EXCELLENCE
Who Does Your Honey Come From? Campaign
Bozell, Sioux Honey Association Co-op

● AWARD OF EXCELLENCE
Anything Can Be
Children’s Hospital & Medical Center

● AWARD OF EXCELLENCE
High Five for Quality
Embrace + Lovgren, Nebraska Department of Education

● AWARD OF EXCELLENCE
How Do You Cottage Cheese?
Envy, Inc., Hiland Dairy

● AWARD OF EXCELLENCE
Building Buzz About MCC Code School
Lukas Partners, Metropolitan Community College

● AWARD OF EXCELLENCE
Dashboarding Through The Snow Holiday Campaign
OBI Creative

● AWARD OF EXCELLENCE
Focus on What Matters Campaign
OBI Creative, Travel and Transport

● AWARD OF EXCELLENCE
Pinnacle Bank Golf Championship
OBI Creative, Pinnacle Bank

● AWARD OF EXCELLENCE
Strength in Numbers Campaign
OBI Creative

Integrated Communications, cont.
● AWARD OF EXCELLENCE
AmVAC - Cotton Industry Advancement Scholarship
Swanson Russell, WoodmenLife

● AWARD OF EXCELLENCE
DBB - Producer Communications Program
Swanson Russell, Cattlemen’s Beef Board

● AWARD OF EXCELLENCE
Her Recruiting Campaign
WoodmenLife, WoodmenLife

● AWARD OF MERIT
Groundbreaking Chances
Embrace + Lovgren, Heart Ministry Center

Internal Communications
● AWARD OF EXCELLENCE
11_Ameritas
Ameritas

● AWARD OF EXCELLENCE
Word of Honor
Embrace + Lovgren, Archdiocese of Omaha

● AWARD OF EXCELLENCE
FNTS Stands Out with New Look
Lukas Partners, FNTS

● AWARD OF EXCELLENCE
UNMC College of Dentistry
UNMC

Marketing Business to Business
● AWARD OF EXCELLENCE
Phillips 66 Lower Visco City Campaign
Bailey Lauerman

● AWARD OF EXCELLENCE
Blue Cross and Blue Shield of Nebraska 2019 Group Leader Symposium
Blue Cross and Blue Shield of Nebraska

● AWARD OF EXCELLENCE
2019-2020 AutoViri Software Campaign
Envy, Inc., CapStone Technologies

● AWARD OF EXCELLENCE
FNTS Stands Out with New Look
Lukas Partners, FNTS

Marketing Consumer Products
● AWARD OF EXCELLENCE
Phillips 66 Lower Visco City Campaign
Bailey Lauerman

● AWARD OF EXCELLENCE
Who Does Your Honey Come From? Campaign
Bozell, Sioux Honey Association Co-op

● AWARD OF EXCELLENCE
“The Right Flavor” Promotion
Envy, Inc., Hiland Dairy

● AWARD OF EXCELLENCE
Gordmans and No Kid Hungry Team Up to Help End Childhood Hunger
Lukas Partners, Gordmans

● AWARD OF EXCELLENCE
Gordmans Out-localizes the Competition with Trendy Merchandise Segments
Lukas Partners, Gordmans

Marketing Consumer Services
● AWARD OF EXCELLENCE
Career EdVanlange
Bozell, Avenue Scholars

Marketing Consumer Services, cont.
● AWARD OF EXCELLENCE
Shaping Tomorrow’s Care. Today
Embrace + Lovgren, Visiting Nurse Association

● AWARD OF EXCELLENCE
Creighton’s New FinTech Major Takes the National Stage
Lukas Partners, Creighton University

● AWARD OF EXCELLENCE
Gunnison County Libraries: Your Connection to Community and New Frontiers
Lukas Partners, Gunnison County Libraries

● AWARD OF EXCELLENCE
2019 Nebraska Passport Program
Nebraska Tourism Commission

BEST OF SHOW
2019 Nebraska Passport Program
Nebraska Tourism Commission

Media/Press Kits
● AWARD OF EXCELLENCE
National S29 Media Kit
Bozell, S29 College Savings Plans

● AWARD OF EXCELLENCE
2019-2020 Media Kit
Envy, Inc., CapStone Technologies

● AWARD OF EXCELLENCE
Gordmans Grand Opening Tour
Lukas Partners, Gordmans

● AWARD OF EXCELLENCE
Stay Strong Nebraska Campaign
Swanson Russell

● AWARD OF MERIT
Who Does Your Honey Come From? Campaign
Bozell, Sioux Honey Association Co-op

● AWARD OF MERIT
Expanding Reach for National University’s Big Surprise
Lukas Partners, National University System

● AWARD OF MERIT
Lights, Camera, Economy: Creighton Economist Utilizes Media Library to Highlight Economic Trends
Lukas Partners, Creighton University

Print Promotion
● AWARD OF EXCELLENCE
Kaneko Siores
Bozell, Kaneko

● AWARD OF EXCELLENCE
VNA Nonevent 2018
Embrace + Lovgren, Visiting Nurse Association

● AWARD OF MERIT
Gunnison County Libraries: Your Connection to Community and New Frontiers
Lukas Partners, Gunnison County Libraries

● AWARD OF MERIT
Pinnacle Bank Golf Championship
OBI Creative, Pinnacle Bank

Public Affairs
● AWARD OF EXCELLENCE
Omaha Waste Management Contract Vote
Embrace + Lovgren, FCC Environmental

● AWARD OF EXCELLENCE
Get Out the Vote (GOTV) Campaign
Women’s Fund of Omaha

● Indicates award received highest score in its category
Public Service
AWARD OF EXCELLENCE
BBB National Gala: Free-Trial Scams
Bailey Lauerman, Better Business Bureau

AWARD OF EXCELLENCE
Zipline Brew Series
Bozelli, Omaha's Henry Doorly Zoo

AWARD OF EXCELLENCE
Omaha Section 8 Choice Housing Voucher Lottery
Empacase + Loughren, Omaha Housing Authority

AWARD OF EXCELLENCE
Breaking Barriers and Inspiring Others
Lukas Partners, Outlook Nebraska

AWARD OF EXCELLENCE
Gordmans and No Kid Hungry Team Up to Help End Childhood Hunger
Lukas Partners, Gordmans

AWARD OF EXCELLENCE
The Taxman Is Coming
Lukas Partners, Creighton University

AWARD OF EXCELLENCE
U.S. Cellular Recommends Wiping, Swiping to Avoid Flu This Season
Lukas Partners, U.S. Cellular

AWARD OF EXCELLENCE
Stay Strong Nebraska Public Service Initiative
Swanson Russell

AWARD OF MERIT
First Nebraska Bank Financial Literacy Program
Envoy, Inc., First Nebraska Bank

Publications
AWARD OF EXCELLENCE
Phillips 66 Lubricants: Direct Connect B2B
E-Newsletter
Bailey Lauerman, Bailey Lauerman

AWARD OF EXCELLENCE
Roadmap for Their Future
Bozelli, 529 College Savings Plans

AWARD OF EXCELLENCE
Financial Advisor Book
Empacase + Loughren, Omaha Community Foundation

AWARD OF EXCELLENCE
SOAR Magazine
Jet Limx

AWARD OF EXCELLENCE
Gunnison County Libraries: Your Connection to Community and New Frontiers
Lukas Partners, Gunnison County Libraries

AWARD OF EXCELLENCE
24/7 Madonna Rehabilitation Hospitals
Madonna Rehabilitation Hospitals

AWARD OF EXCELLENCE
Employee Newsletters
GBI Creative

AWARD OF EXCELLENCE
CB3 - The Drive Print Newsletter
Swanson Russell, Cattlemen's Beef Board

AWARD OF EXCELLENCE
PERC - E-Newsletters
Swanson Russell, Propane Education & Research Council

AWARD OF EXCELLENCE
UNMC College of Dentistry
UNMC

AWARD OF EXCELLENCE
CommLND 2019
UNO School of Communication, University of Nebraska

Reputation & Brand Management
AWARD OF EXCELLENCE
Flagstar Crafts Community Campaign
Flagstar Lauerman, Flagstar Bank

AWARD OF EXCELLENCE
The RiverFront PR and Strategic Communications Plan
Brailey Lauerman, MECA

AWARD OF EXCELLENCE
Anything Can Be
Children's Hospital & Medical Center

AWARD OF EXCELLENCE
VIKEL Nebraska Rebrand
Empacase + Loughren, VIKEL Nebraska

AWARD OF EXCELLENCE
Plus One Pathways
Empacase + Loughren, Council Bluffs Community School District

AWARD OF EXCELLENCE
First National Technology Solutions becomes FNTS
Lukas Partners, FNTS

AWARD OF EXCELLENCE
MorePhiGam, LessSelf: Phi Gamma Delta Fraternity Recruitment Campaign
Lukas Partners, Phi Gamma Delta, Lincoln, Nebraska

AWARD OF EXCELLENCE
Stage Turns Purple with Plans to Convert All Stores to Gordmans
Lukas Partners, Stage Stores, Inc.

AWARD OF EXCELLENCE
Profile Products - The Environmental Leader
Swanson Russell, Profile Products

AWARD OF EXCELLENCE
UNMC College of Dentistry
UNMC

AWARD OF EXCELLENCE
Think Anthem Campaign
Zeiss & Company, Think Whole Person Healthcare

AWARD OF MERIT
Commission on Accreditation of Athletic Training Education Rebrand
E Creative, Commission on Accreditation of Athletic Training Education [CAATE]

AWARD OF MERIT
NOM: The Most Wonderful Time of the Year
Smith Kroeger, Nebraska Lottery

Social Media
AWARD OF EXCELLENCE
Bailey Lauerman with OPPD: Chronicling Campaign, Social Media
Bailey Lauerman, Omaha Public Power District

AWARD OF EXCELLENCE
FBNO Social Selling
Bozelli, First National Bank of Omaha

AWARD OF EXCELLENCE
National 529 Campaign
Bozelli, 529 College Savings Plans

AWARD OF EXCELLENCE
Share the Air Campaign
Empacase + Loughren, MAPA

AWARD OF EXCELLENCE
"That's Fresh!" Promotion
Envoy, Inc., Memory Lane Dairy

Special Projects
AWARD OF EXCELLENCE
Snar with the Phillips 66 Aerostars
Bailey Lauerman, Phillips 66 Lubricants

AWARD OF EXCELLENCE
"Honestly, it’s not for everyone" mugs on LIVE with Kelly and Ryan
Nebraska Tourism Commission

AWARD OF EXCELLENCE
Influence Campaign
GBI Creative, First National Bank

AWARD OF EXCELLENCE
Ins and Outcomes Campaign
GBI Creative, Sirius

AWARD OF EXCELLENCE
American Vanguard/AMVAC - 80 Year Anniversary Feature Cover Story in AgrilMarketing Magazine
Swanson Russell, AMVAC

AWARD OF EXCELLENCE
Changing the Narrative of Violence Against Women
Media Resource
Women's Fund of Omaha

AWARD OF MERIT
Expanding Reach for National University's Big Surprise
Lukas Partners, National University System

AWARD OF MERIT
Thought Leadership Campaign
GBI Creative

AWARD OF MERIT
PERC - Homeowner and Builder Perceptions Survey
Swanson Russell, Propane Education & Research Council

* Indicates award received highest score in its category
STUDENT AWARDS

Outstanding Branding Campaign

AWARD OF EXCELLENCE
Find Your Direction: Find PRSSA
University of Nebraska-Lincoln PRSSA

Outstanding Campus Event

AWARD OF EXCELLENCE
Best and Worst of the Super Bowl: Commercials Panel
University of Nebraska Omaha PRSSA, MaverickPR

AWARD OF EXCELLENCE
Pet a Pup
University of Nebraska Omaha PRSSA, Griev's Journey

AWARD OF EXCELLENCE
University of Nebraska-Lincoln PRSSA

Outstanding Classroom Campaign

AWARD OF EXCELLENCE
"Talk, Not Talking Points"
University of Nebraska Omaha PRSSA, PRSA Foundation

AWARD OF EXCELLENCE
"IGNITE THE IN: MC" - Inclusion for All in Integrated Marketing Communications
University of Nebraska-Lincoln PRSSA

Outstanding Community or Nonprofit Event

AWARD OF EXCELLENCE
Santa Paws
University of Nebraska-Lincoln PRSSA

AWARD OF EXCELLENCE
2018 Gratitude Gala
University of Nebraska-Lincoln PRSSA

AWARD OF EXCELLENCE
Flood Feed Media
University of Nebraska-Lincoln PRSSA

Outstanding Media Relations Campaign for a Nonprofit

AWARD OF EXCELLENCE
Genius of Warren Buffett Media Relations Campaign
MaverickPR

AWARD OF EXCELLENCE
Pet a Pup
University of Nebraska Omaha PRSSA, Griev's Journey

Outstanding Newsletter

AWARD OF EXCELLENCE
CommUNO 2019
University of Nebraska Omaha School of Communication

AWARD OF MERIT
UNO PRSSA FALL 2019 NEWSLETTER
University of Nebraska Omaha PRSSA

Outstanding Professional Development

AWARD OF EXCELLENCE
Mentoring Program
University of Nebraska-Lincoln PRSSA

Outstanding PRSSA Chapter Project

AWARD OF EXCELLENCE
PB&J with PRSSA
University of Nebraska-Lincoln PRSSA

AWARD OF MERIT
La Notte Italiana
University of Nebraska Omaha PRSSA

Outstanding Relationship – Building Project

AWARD OF EXCELLENCE
Alumni Blog
University of Nebraska-Lincoln PRSSA

Outstanding Social Media or Electronic Media Outreach Campaign

AWARD OF EXCELLENCE
Comfort Food Classic Social Media Campaign
MaverickPR, Griev's Journey

AWARD OF EXCELLENCE
Genius of Warren Buffett Social Media Campaign
MaverickPR

Outstanding Strategy to Address a Problem

AWARD OF EXCELLENCE
"Talk, Not Talking Points"
University of Nebraska Omaha PRSSA, PRSA Foundation

AWARD OF EXCELLENCE
"IGNITE THE IN: MC" - Inclusion for All in Integrated Marketing Communications
University of Nebraska-Lincoln PRSSA

BEST OF SHOW
"Talk, Not Talking Points"
University of Nebraska Omaha PRSSA, PRSA Foundation

Outstanding Video

AWARD OF EXCELLENCE
Comfort Food Classic - Chef Solberg Feature
MaverickPR, Griev's Journey

Indicates award received highest score in its category