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BLOGS

Driving Engagement: How the Virginia Breeze Blog Connects Travelers and Builds Brand Awareness, Virginia Dept. Rail and Public Transportation

BROCHURES

Donor Relations Annual Report, University of Richmond
Feast Your Eyes: VCUDine Unveils New Digital Brochure, VCU Business Services

CREATIVE TACTICS

Bottling the VCU Spirit: Ewe de Rodney, VCU
McMasterpieces, Tiramisu for Breakfast
“Sasquatch in the Skies”: Jack Link’s Takes National Jerky Day 2024 to New Heights, Padilla

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DIRECT MAIL / DIRECT RESPONSE

"Fueling Success: How VCU's Direct Mail Campaign Boosted Dining Plan Sales by 75%", VCU

Greater Richmond Partnership Direct Mail Campaign 2024, Greater Richmond Partnership

EDITORIALS/OP-ED COLUMNS

Rethinking Internships: A Call to Action for Professional Services Firms, Keiter

Richmond Heritage FCU: Empowering the Black Community through Financial Literacy, Commonwealth Public Relations

EXTERNAL VIDEO PROGRAMS

Bill Hicks – Exoskeleton, MCV Foundation

"For the Long Haul": Showcasing Rail Investment Through Video Marketing, Virginia Dept. of Rail and Public Transportation

Thanking a Family for Scholarship Donations, MCV Foundation

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FEATURE STORIES

Room 707: Home Away From Home, VCU

SOAR365 Supported Employment Inspires DeCarlos to Dream Big,
SOAR365

The Gene Edit: Sickle Cell Disease Care at VCU Health, MCV Foundation

INFLUENCER MARKETING

Style Weekly, Reissued. Influencers Ignite the Cultural Comeback of a
Beloved Richmond Institution, Tiramisu for Breakfast

MEDIA RELATIONS: NATIONAL

Enhancing accessibility: Installing EnChroma-adapted viewfinders at
Virginia State Parks, Virginia Dept. of Conservation

Educating the Nation About One of America's Earliest Schools for Free
and Enslaved Black Children, The Hodges Partnership

Pitching Virginia Commonwealth University's Political Science Faculty for
the 2024 Election Cycle, VCU

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MEDIA RELATIONS: REGIONAL/ LOCAL

A Concrete Solution to Affordable Housing, Commonwealth Public Relations
The Credit Union Difference: Amplifying the Virginia Credit Union League's Influence, Commonwealth Public Relations
VCU-led dementia registry project becomes established in Virginia law, VCU

NEWSLETTERS

DRPT Data Stories: Telling the Story Behind Our Data, Virginia Dept. of Rail and Public Transportation
RideFinders News, RideFinders
Within the Web Donor E-newsletter, University of Richmond

PUBLICATIONS

Driving Growth: Virginia's Gateway Region Annual Report as a Catalyst for Economic Development, JLV Communications
One Mission, Shared Values: The SOAR365 2023 Annual Report, SOAR365
Pillars: A Report on the Impact of Giving, University of Richmond

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RESEARCH/EVALUATION

Latino Voices: Attitudes and Beliefs about Childhood Vaccines Research, Siddall Communications

Latino Voices: Attitudes and Beliefs about Respiratory Illness, Siddall Communications

SOCIAL MEDIA: ORGANIC

Giving Miss Peaches Her Flowers, VCU

Happy Beginnings at VCU Health, VCU

Why Carpool? with Commander Carpool, RideFinders

Broadcasting Local Media's Impact to Virginians, Commonwealth Public Relations

SOCIAL MEDIA: PAID

Building Our Tomorrow: Carilion Clinic 2023 Annual Report Campaign, Carilion Clinic

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SPONSORED CONTENT

Answering the call: How VCU's health sciences campus is unlike any other, VCU

Sustainable Support for Military Families at Virginia Commonwealth University, VCU

WEBSITES

Forging Futures: A Dynamic New Digital Home for SkillsUSA
Massachusetts, JLV Communications

Trash or Cash: Hennepin County Weighs the Cost of Wasted Food, Padilla
VCU and VCU Health Brand site, VCU

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BRIEF EVENTS AND OBSERVANCES

Gratitude Day 2024, University of Richmond

“Sasquatch in the Skies”: Jack Link’s Takes National Jerky Day 2024 to New Heights, Padilla

Beyond Tech: A Record-Breaking Appreciation Event for VCU Faculty and Staff, VCU, Business Services

Virginia Distilled: Elevating the Celebration of Virginia Spirits Month, The Hodges Partnership

COMMUNITY RELATIONS

VCU Health Community Memorial Hospital Hurricane Helene recovery support, VCU

VCU Health Hume-Lee Transplant Center April Donate Life Month Campaign, VCU

Virginia DMV: Through the Decades Car Shows, Virginia Dept. of Motor Vehicles

CRISIS COMMUNICATIONS / ISSUES MANAGEMENT

Fluid Shortage Crisis Communications, VCU

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EXTENDED EVENTS AND OBSERVANCES

March MATHness, Roanoke County Public Schools

GOVERNMENT COMMUNICATIONS

Helping Virginians Find Their Answer at a Virginia Community College, Virginia's Community Colleges, AccessU, The Hodges Partnership
Launching Chesterfield County's Tourism Brand, "Experience Chesterfield", The Hodges Partnership
Unemployment Benefits? It's E-Z with ID.me!, Virginia Employment Commission

INTEGRATED COMMUNICATIONS

Accounting for Talent: Keiter's Approach to Recruiting, Keiter
Richmond Region Tourism – Speaks For Itself, Padilla
Building Tomorrow's Workforce: Elevating SkillsUSA Massachusetts Through Strategic Storytelling, JLV Communications
Trash or Cash: Hennepin County Weighs the Cost of Wasted Food, Padilla

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INTERNAL COMMUNICATIONS

The Buzz: Sharing Internal News with Laughter, Virginia Dept. of Rail and Public Transportation

MARKETING CONSUMER PRODUCTS/SERVICES

“Sasquatch in the Skies” Jack Link’s Takes National Jerky Day 2024 to New Heights, Padilla

VCU Health Hume-Lee Transplant Center promotion of new lung transplant program, VCU

MULTICULTURAL PUBLIC RELATIONS

Chesterfield Café con la Comunidad, Chesterfield County

PUBLIC SERVICE

Raising the Stakes: A Powerful Public Service Campaign for National Problem Gambling Awareness Month, JLV Communications

Trash or Cash: Hennepin County Weighs the Cost of Wasted Food, Padilla

You Are Not a Duck: A Lifesaving Pedestrian Safety Campaign, Virginia Dept. of Motor Vehicles

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REPUTATION / BRAND MANAGEMENT

Financial ratings boost at VCU Health, VCU
Unpacking Safety at VCU, VCU

SHOE STRING BUDGET

Big Impact on a Shoestring Budget: The 'Day in the Life' Intern Experience,
Keiter

Dishing Out Record-Breaking Sales: VCUDine's New Year Flash Sale, VCU
Business Services

Jefferson Lab's LOVEwork Unveiling, Jefferson Lab

ENVIRONMENTAL SUSTAINABILITY COMMUNICATIONS

Moving The Trucking Industry to a Greener Future, Estes Express Lines