



**Lee & Marie Hirst Vista Award**

Annemarie Henton

**Greg Johnston Board Member of the Year**

Hilma Chynoweth

**Ted B. Sherwin Member of the Year**

Nancy Partridge

**Best Show - Campaign (Tie):**

Sandia National Laboratories, *Sandia Labs' 70th Anniversary*

*As Sandia National Laboratories approached its 70th anniversary in 2019, Sandia's communications team endeavored to share a once low-profile history that positioned Sandia as the nation's premier science and engineering laboratory today through social media, a print publication, an external website, internal collateral, and written articles.*

Carroll Strategies, *New Mexico Child Care and Education Association*

*NMCCEA had a problem – legislation aimed at moving all PreK programs into public schools would put private childcare centers out of business. Carroll Strategies created a public affairs campaign to save the 750+ childcare centers across the state. The campaign included stakeholder communications, media relations and coalition building.*

**Campaign Award Winners**

**Bronze:** Sunny505, *Spaceport America Cup*

*Spaceport America is a spaceport in Southern New Mexico and is best known for its anchor tenant, Virgin Galactic. Virgin Galactic was founded by Sir Richard Branson and is working rapidly to become the first commercial space tourism provider.*

**Bronze:** Sandia National Laboratories, *Eubank Gate Security Improvement Project*  
*Nine months before the start of a road construction project on a US Air Force base, a working group was formed to determine how to mitigate impacts to nearly 10,000 daily commuters. Aside from traffic control plans and engineered controls, communications and employee outreach were foundational to the project plan.*

**Silver:** PK Public Relations, *In'Toon With Native American Culture and Opioid Overdose Prevention*

*Native Americans see laughter as healing medicine. PKPR used humor to save the lives of natives who are 50% more likely to die from opioid overdose. Drawing from our successful "Dose of Reality" overdose prevention campaign, we increased awareness and demand for trainings. Laughter is good medicine.*

**Silver:** James Korenchen Public Relations, *Hyatt Regency Hill Country Establishes a Name for Itself as an Award-Winning Destination*

*As one of Texas' most established destination resorts, Hyatt Regency Hill Country Resort and Spa was interested in obtaining third party recognitions to build its reputation as premier getaway. James Korenchen Public Relations (JKPR) worked with the resort on a campaign to position the property as an award-winning destination.*

**Silver:** James Korenchen Public Relations, *JKPR Debuts "Sunday Funday" Promotion at Hyatt Regency Lost Pines Resort & Spa*

*James Korenchen Public Relations developed a media and influencer hosting campaign to promote the new "Sunday Funday" experience at Hyatt Regency Lost Pines Resort & Spa in Texas. Through the promotion, local Austin residents were able to enjoy the benefits of a resort escape at a fraction of the cost.*

**Silver:** James Korenchen Public Relations, *"Screamer: Never, Ever Steal from a Banshee" Introduced to the Irish Community*

*Author Frank Vizard wrote the fictional novel Screamer: Never, Ever Steal from a Banshee, which takes place on the shores of Ireland and focuses on traditional Irish lore and creatures. The author sought help to increase book sales for his breakout novel with the Irish community.*

**Silver:** Albuquerque Economic Development, Inc. (AED), *505 Awards: Leadership in Economic Development*

*In 2019, AED and the Albuquerque Forward Fund launched the inaugural 505 Awards: Leadership in Economic Development. The event honors individuals and organizations making exceptional contributions to economic growth and prosperity in the Albuquerque metro area, resulting in improvements to the region's overall economic strength.*

**Gold:** Sandia National Laboratories, *Sandia Labs' 70th Anniversary*

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**Gold:** Sandia National Laboratories, *Union Negotiation Communications*

*When Sandia National Laboratories began contract negotiations with its protective force union, unwanted publicity and business disruption was likely if negotiations went sideways. Add the challenges of informing 14,000 employees, responding to media and ensuring others that Sandia remained secure, then you have the tasks faced by Sandia's communications team.*

**Gold:** Carroll Strategies, *New Mexico Child Care and Education Association*

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**Gold:** Carroll Strategies, *Cub Scout Recruitment*

*The Great Southwest Council of Scouts BSA had a problem – enrollment was down due to decades-old lawsuits and the LDS church separating from the organization. Carroll Strategies created an integrated communications campaign to boost Cub Scout sign-ups. The campaign included a one-of-a-kind creative piece, media relations and social media.*

**Gold:** The Waite Company, *Because You Just Never Know*

*In 2019, TWC planned & executed its second integrated campaign for beWellnm with the tagline of "Because You Just Never Know" to drive home to New Mexicans – individuals & small business owners - the value of health insurance while playing on the peace of mind that comes with coverage.*

**Gold:** James Korenchen Public Relations, *Tamaya Horse Rehabilitation Program Helps Save Abandoned Horses In New Mexico*

*With thousands of horses abandoned in New Mexico annually, the Tamaya Horse Rehabilitation Program rescues neglected, abused, and unwanted horses. The goal of the program is to raise awareness and funds to provide care, food, and training so the horses survive and lead healthy lives.*

**Gold:** James Korenchen Public Relations, *Education Trust Board Helps New Mexican Families Save for College with its 529 Plan*

*New Mexicans were unaware of The Education Plan, the state's 529 plan, and had misconceptions about the program. The Education Trust Board of New Mexico hired James Korenchen Public Relations (JKPR) to develop a public relations campaign promoting the plan and emphasizing the importance of saving for education.*

**Gold:** Siarza Social Digital, *Carrie Tingley Hospital Foundation's 25th Annual Mudd Volleyball*

*Siarza Social Digital (SiarzaSD) began to support Carrie Tingley Hospital Foundation (CTHF) with its social media efforts for the annual Albuquerque Mudd Volleyball tournament. The results of the campaign increased the visibility of the event while providing creative challenges for our social media team.*

**Gold:** Siarza Social Digital, *Albuquerque's 4th Annual Taste of Nob Hill*

*In 2019, Siarza Social Digital worked with local restaurant owners to promote the third annual Taste of Nob Hill, a community event that was created to reestablish Nob Hill as the place to be in Albuquerque for entertainment and cuisine.*

## **Best of Show - Tactic:**

James Korenchen Public Relations, *Cinco de Mayo Influencer FAM at Hyatt Regency San Antonio*

*Located on the River Walk in downtown San Antonio, Hyatt Regency San Antonio was interested in engaging a millennial audience and attracting more followers to its Instagram account. James Korenchen Public Relations (JKPR) worked with the hotel to develop a social media influence partnership program.*

## **Tactic Award Winners**

**Bronze:** Albuquerque Economic Development, Inc. (AED), *Lights, Camera, Action: Why Albuquerque Has Emerged as the Premier Hot Spot for the Film Industry*

*One tactic of AED's marketing strategy is writing and publishing targeted editorials to raise awareness and generate investment for specific industries, such as film. We published an editorial to promote the reasons film companies should localize and invest in Albuquerque.*

**Bronze:** James Korenchen Public Relations, *Hyatt Regency Tamaya and JKPR Take a Multifaceted Approach to Media Relations*

*Hyatt Regency Tamaya Resort & Spa, located on the Santa Ana Pueblo between Santa Fe and Albuquerque, hired James Korenchen Public Relations (JKPR) to promote the property through earned media opportunities in 2019. We developed a multifaceted outreach program which resulted in a milestone year for the resort's media coverage.*

**Silver:** Visit Albuquerque, *2019 Traditions of Albuquerque Press Trip*

*From traditional cultures and customs to old-world culinary and creative nuances, the Traditions of Albuquerque press trip highlighted the Latin American and Spanish influences inherent to Albuquerque, painting it as a world-class arts and cultural destination.*

**Silver:** James Korenchen Public Relations, *Hyatt Regency Lost Pines Resort & Spa Debuts New Holiday Travel Experience*

*In 2019, Hyatt Regency Lost Pines Resort & Spa debuted its "Holiday Light Stroll." James Korenchen Public Relations (JKPR) worked with the property to promote the new and exciting holiday experience by partnering with some of Austin's most prominent social media influencers.*

**Silver:** Sandia National Laboratories, *Solar Tower Virtual Event*

*The Solar Tower Virtual Tour takes "visitors" on a 360-degree panoramic, self-guided journey through the facility, providing information on points of interest, technical details on the equipment and research conducted at the facility, and fun facts about its construction, history, and day-to-day operations.*

**Silver:** Sandia National Laboratories, *2019 HPC Report*

*The 2019 HPC Annual Report is a lens on the leading-edge technical developments at Sandia. Its secondary purpose this year was to attract high-caliber scientists to the Labs with its concise description of current research topics. Because Sandia has over 12,000 employees, the HPC Annual Report also informs its staff of technical expertise residing within Sandia.*

**Silver:** Albuquerque Economic Development, Inc. (AED), *The Stop Bagging Start Bragging Video*

*We created and launched a video featuring famous newsman Sam Donaldson and an original script promoting the Stop Bagging, Start Bragging campaign, a volunteer-led, grassroots movement to encourage Albuquerque residents to speak with pride of place.*

**Silver:** Sunny505, *Sacred Wind Media Relations*

*Sacred Wind Communications is a rural telecommunications company serving the northwest area of New Mexico. With national competitors, whose advertising and public relations budgets far surpass that of a local company, Sacred Wind hired Sunny505 to reach statewide media in order to expand their brand presence via earned media.*

**Gold:** James Korenchen Public Relations, *Cinco de Mayo Influencer FAM at Hyatt Regency San Antonio*

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**Gold:** James Korenchen Public Relations, *Cirque du Soleil "Corteo" Premieres in Rio Rancho*

*Cirque du Soleil hired James Korenchen Public Relations (JKPR) to manage the media relations tactic for its touring show "Corteo" at Santa Ana Star Center. JKPR was asked to garner news coverage about the show, create awareness of the performance and help generate ticket sales for the event.*

**Gold:** James Korenchen Public Relations, *TripAdvisor Media Relations*

*TripAdvisor, the internet-based travel company, hired James Korenchen Public Relations to conduct the tactic of broadcast media relations. JKPR was specifically asked to generate TV and radio stories to help educate the public about the site and help increase the amount of user reviews and opinions on TripAdvisor.*

**Gold:** Siarza Social Digital, *New Mexico Public Relations Society of America's New Website Design & Build*

*Siarza Social Digital partnered with the New Mexico Public Relations Society of America to build an updated, easily-navigable website to be used by its board of directors and membership, to serve as a platform for events, and convey the brand and values of the organization through written and visual content.*

**Gold:** Siarza Social Digital, *The Jennifer Riordan Foundation's New Website Design & Build*

*In 2019, the Jennifer Riordan Foundation contracted Siarza Social Digital to aid them in their mission to spread Jennifer Riordan's work and promote her mantra: "Always remember to be Kind, Loving, Caring and Sharing" One of the ways SiarzaSD worked with JRF to accomplish this was to develop a website.*

**Gold:** Siarza Social Digital, *Rio Grande Down Syndrome Network's 10th Annual Buddy Walk Logo*

*Siarza Social Digital was tasked with developing a logo that would promote Buddy Walk's 10th anniversary, celebrating the decade that Rio Grande Down Syndrome Network has worked to raise awareness for and support community members with Down syndrome and their families.*

**Gold:** Siarza Social Digital, *66 Diner's Social Media 2019*

*Throughout 2019, Siarza Social Digital worked with 66 Diner, a popular casual dining restaurant on Central Avenue in Albuquerque, NM. The Diner holds a special place in the Albuquerque community, and SiarzaSD wanted to expand upon that to encompass a broader audience, utilizing its teams skills to maximize its success.*

**Gold:** Carroll Strategies, *Pebble Labs*

*Pebble Labs had a problem – it needed money to fund its research lab in Los Alamos, New Mexico. Carroll Strategies organized a press conference with key guests, including the governor and economic development partners, in order to highlight Pebble's work and ensure Pebble would receive its LEDA funds.*

**Gold:** Carroll Strategies, *Girls Join Scouts BSA*

*Scouts BSA, formerly Boy Scouts of America, was entering a new era. For this first time in the organization's history, it would open its ranks to girls. Carroll Strategies developed a press event to welcome the first girls into Scouting. Gov. Lujan Grisham and Congresswoman Haaland spoke at the event.*

**Gold:** Sandia National Laboratories, *Sandia National Laboratories' 2019 Economic Impact and New Labs Director News Conference*

*Sandia National Laboratories hosted a news conference on Jan. 15, 2020 to introduce new Labs Director James Peery to the community and to share Sandia's 2019 Economic Impact.*

**Gold:** Sandia National Laboratories, *Vignettes: Just Because You Can, Doesn't Mean You Should*

*The 2019 Ethics Awareness Training video, Vignettes, provided 13,000+ members of the workforce an opportunity to reflect on Sandia's values of service, respect, integrity, excellence, and teamwork. This particular training video was meant to be lighthearted and entertaining.*