



Lee & Marie Hirst Vista Award

Nancy Salem

Greg Johnston Board Member of the Year

River Marquez

Ted B. Sherwin Member of the Year

Lucas Baca

Best of Show - Campaign:

PK Public Relations, *We Are One - Native American Emergency COVID-19*
(Multicultural and Diversity category)

Over 60 percent of the COVID-19 outbreak occurred within New Mexico's Indian people, even though they represent only 10 percent (290,000) of the population. The culturally sensitive education campaign helped flattened the curve and the infection and death rates dropped from 60 percent for Native populations to 36 percent.

Best of Show - Tactic:

James Korenchen Public Relations, *Hyatt Regency Lost Pines Showcases Outdoor Travel Experience Through Influencer Partnerships*
(Influencer Marketing/Promotion category)

As COVID-19 completely transformed the travel landscape in 2020, Hyatt Regency Lost Pines Resort & Spa was interested in promoting its spacious atmosphere and outdoor experiences through engaging with prominent Texas influencers. James Korenchen Public Relations worked with the hotel to develop and implement an influencer partnership program.

James Korenchen Public Relations, *Tripadvisor Media Relations*
(Media Relations category)

Tripadvisor hired James Korenchen Public Relations to conduct the tactic of media relations, focusing on broadcast media, for its Traveler's Choice Destinations announcement. JKPR generated TV and radio stories to inform the public about top destinations for 2020, educate them about the site, and increase the amount of user reviews.

Campaign Award Winners

Gold: Sandia National Laboratories, *National Preparedness Month at Sandia Labs*
(Events and Observances lasting Seven or More Days category)

To leverage National Preparedness Month, Sandia National Laboratories developed an employee awareness campaign to emphasize the role of its workforce in being prepared both at work and home. With the nation still in the grips of the coronavirus pandemic, the theme was "Disasters Don't Wait. Make Your Plan Today."

Gold: Siarza Social Digital, *Public Relations Campaign for Santa Fe Navy Week 2020*
(Events and Observances lasting Seven or More Days category)

Siarza Social Digital implemented a public relations strategy for Santa Fe Navy Week 2020, which was completely virtual due to the pandemic. The Siarza team promoted the week-long event through press releases and social media and utilized video to showcase the Navy and its connection to Santa Fe, New Mexico.

Gold: James Korenchen Public Relations, *Hyatt Regency Hill Country Promotes Socially-Distanced Getaway During 2020*
(Marketing > Consumer Products category)

While the global pandemic halted travel in early 2020, Hyatt Regency Hill Country Resort and Spa provided a spacious getaway with several safety procedures in place. James Korenchen Public Relations worked with the hotel to help generate awareness of its socially-distanced road trip and staycation opportunities through a promotional campaign.

Gold: James Korenchen Public Relations, *Equine Emergency Feed Assistance During COVID-19 Pandemic*
(Public Service category)

Animal Protection of New Mexico, non-profit organization dedicated to advocating for the rights of animals, received calls on its helpline from equine owners asking for feed assistance during the pandemic. James Korenchen Public Relations (JKPR) developed a public service campaign to raise funds and feed helping animal owners in need.

Silver: Sandia National Laboratories, *Sandia National Laboratories' COVID-19 Crisis Communications*
(Crisis Communications category)

This campaign helped keep the number of employees contracting COVID-19 lower than community rates and helped minimize the impact of the pandemic on Sandia's critical national security work while raising awareness of Sandia's research to reduce the impact of COVID.

Silver: Siarza Social Digital, *Social Media Campaign for Bernalillo County BHI*
(Social Media category)

Siarza Social Digital implemented a social media campaign for Bernalillo County's Behavioral Health Initiative (BHI), which aims to address and prevent issues surrounding mental health in Albuquerque, Bernalillo County and the middle Rio Grande region of New Mexico. The campaign was built to increase exposure of BHI's programs and resources.

Tactic Award Winners

Gold: PK Public Relations, *The Future. Faster. The Creative Spark Empowered - New Mexico Lab-Embedded Entrepreneur Program (LEEP)*
(Logos category)

PK Public Relations was tasked with developing a branded logo and tagline for the inaugural Lab Embedded Entrepreneur Program to attract 25 applications. The logo had to be developed on an accelerated schedule of one month. The brand is distinct from other LEEP programs and attracted 36 applications.

Gold: James Korenchen Public Relations, *SingleCare Media Relations*
(Media Relations category)

SingleCare, a free prescription service helping consumers lower the cost of their prescriptions, hired James Korenchen Public Relations to conduct the tactic of media relations announcing the most popular prescription drugs in 2020 to local market media. JKPR generated stories in the country's 210 DMAs for its December 2020 announcement.

Gold: PK Public Relations, *TOGETHER We Can Break the Cycle Medication Assisted Treatment Animation*
(Videos category)

Opioid treatment providers reported a 21 percent decline in people requesting Medicated Assisted Treatment (MAT) services since the state-imposed mandatory pandemic-related shutdowns in March 2020. The animated video created by PK Public Relations was the cornerstone of the campaign to increase treatment back to pre-pandemic levels.

Silver: Start Bragging ABQ, *Start Bragging ABQ Podcast*
(Podcasts category)

Albuquerque is the most interesting midsize city in America. It's time to "Start Bragging" about this wonderful place we call home. On this show, you hear from entrepreneurs, business leaders, community influencers, and other amazing people brag about Albuquerque and how it has made a positive impact on their lives.

Bronze: Sandia National Laboratories, *Sandia's HPC Annual Report 2020*
(Annual Reports category)

Sandia's 2020 HPC Annual Report highlights the wide-ranging and leading-edge high performance computing R&D developments at Sandia through concise yet intriguing

descriptions of current research topics. Articles were also written to make potential industry partners aware of opportunities to innovate technologies with Sandia.

Bronze: *Siarza Social Digital, Annual Report for Ronald McDonald House of New Mexico*

(Annual Reports category)

Siarza Social Digital partnered with the Ronald McDonald House of New Mexico to design an updated annual report to inform its donors, volunteers and stakeholders. This report's core focus was storytelling: telling the important stories of the families that have been impacted by generous donors and volunteers.

Bronze: *Siarza Social Digital, Logo for the Indigenous Montessori Institute*

(Logos category)

Siarza Social Digital executed a brand identity for Indigenous Montessori Institute, a program of Keres Children's Learning Center (KCLC), which delivers training to teachers by using the Montessori Philosophy and indigenous knowledge systems. The Siarza team created a brand book and logo which combined traditional and modern Native American design.

Bronze: *Siarza Social Digital, Video/Web Series for Santa Fe Navy Week 2020*

(Videos category)

Siarza Social Digital executed all phases of video production for Santa Fe Navy Week to educate the public about the significance of the Navy. Siarza produced a web series and a virtual cooking show to bring the Navy to people's homes, as the event was virtual due to the pandemic.