

UNL wins 10 Paper Anvil Awards

The UNL PRSSA Chapter, Bateman Competition team and Jacht Agency collectively brought in 10 Paper Anvil Awards for their work in 2020.

The annual awards are given out by PRSA Nebraska and span a variety of categories of achievement.

The UNL PRSSA Chapter received five awards. The Chapter's "Spread Hope, Not Fear" campaign earned the Outstanding Strategy to Address a Problem and Outstanding Social Media or Electronic Media Outreach Campaign awards. The annual Gratitude Gala event earned the award for Outstanding Community or Nonprofit Event and the mentor program earned a Paper Anvil for Outstanding Relationship-Building Project. Lastly, the LNKed Newsletter won the Outstanding Newsletter award.

"The UNL PRSSA Chapter continues to demonstrate excellence across the university and public relations community in Nebraska," UNL PRSSA VP of Chapter Advancement Katie Anderson said. "I'm proud to be a part of an organization with such high standards."

The UNL Bateman Competition team received the Outstanding Relationship-Building Project, Outstanding Campus Event and Outstanding Classroom Campaign awards for its "I Count" campaign. The student campaign worked to encourage participation in the 2020 census.

Jacht Agency received two PRSA Nebraska Paper Anvil awards. The video Jacht Agency produced for Climate Change Nebraska won the Outstanding Video award and Jacht's work with the UNL Husker Dialogues event won the Outstanding Brand Campaign award.

"These awards show all the hard work and dedication our students have put into PRSSA, Bateman and Jacht Agency over the past year," UNL PRSSA faculty advisor and Director of Jacht Agency Jemalyn Griffin said. "This year came with many challenges and unforeseen circumstances, so being able to still produce award-winning work shows the resiliency among all of our students. I'm immensely proud of them for being recognized across the state."

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