PRSA 2017 Silver Anvil Award Winners – NASA’s “Year in Space” Campaign Takes Top Honor

CommPRO Editorial Staff

The Public Relations Society of America (PRSA) announced the winners for communication industry’s esteemed Silver Anvil Award, representing the best in strategic and influential public relations programs spanning a wide range of categories and sectors. PRSA bestowed 56 Silver Anvils and 68 Awards of Excellence at the annual PRSA 2017 Silver Anvil Awards Ceremony held in New York City on June 8, 2017.
NASA’s “Year in Space” Campaign Wins ‘Best of Silver Anvil’ Award

NASA received the evening’s highest honor, the Best of Silver Anvil Award. The award was presented to Ellen Ochoa, Ph.D., Director, NASA Johnson Space Center for its “Year in Space: Communicating NASA’s Historic One-Year Mission from Space to Ground” program. The integrated communications campaign included opportunities for the media and students to speak live with astronauts on board the International Space Station, showcased diverse activities aboard the world’s only orbiting laboratory and collaborated with TIME magazine to produce a series of products for TIME and TIME for Kids and 20th Century Fox Entertainment on the Oscar-nominated film “The Martian.”

Content creation and brand journalism proved to be instrumental for creative story-telling in today’s more digital-friendly and mobile environments. Campaigns such as “Year in Space: Communicating NASA’s Historic One-Year Mission from Space to Ground,” underscore relevancy through digital storytelling and demonstrate that massive branded content creation has the power to amplify messaging and resonate with
audiences providing the ability to entertain, educate and create an invigorated and robust narrative.

“Our One-Year Mission was a significant milestone in the ongoing adventure of human space exploration. From it, and every mission, we learn what it takes to live and work in space, while inspiring and exciting a new generation of explorers to reach for the stars,” said Ochoa. “Through our dynamic communications, we strive to bring the world along on our voyages as we explore for the benefit of humanity. We thank the Public Relations Society of America for recognizing our team of communicators who work to share our human space exploration story, as we prepare for a future journey to Mars.”

The Silver Anvil continues to be the hallmark of our industry, honoring the most talented professionals who represent the best of the communications industry,” said PRSA 2017 National Chair Jane Dvorak, APR, Fellow PRSA. “The scope and scale of this year’s entries reflect the ever-changing and dynamic nature of campaigns that support social, societal and real-time issues. Our members continue to leverage an increasingly integrated approach to engage audiences and increase the relevance of their organizations.

2017 Silver Anvil Award Results