



2014 AWARD WINNERS

Congratulations to the following award winners in the 2014 Northern Lights Contest sponsored by the Minnesota Association of Government Communicators (MAGC). This year's contest drew 157 entries from across the state and 83 were recognized with either an Award of Merit or Award of Excellence. Twelve entries were nominated for Best of Show. For more information visit www.MAGCOnline.org

PROMOTIONAL OR INFORMATION BROCHURES – 12 PAGES OR FEWER

Award of Excellence

Braemar Arena Brochure

City of Edina

Jennifer Bennerotte, jbennerotte@EdinaMN.gov

Braemar Arena is an enterprise operation of the city of Edina's Parks & Recreation Department. A new manager was hired for the facility in 2012. The previous manager did little or no advertising or marketing for the facility, and its bottom line showed little or no growth. A new General Manager did not share the same philosophy and worked with the Communications & Technology Services Department to develop a logo for the facility, a tagline - "Where families learn to skate and champions are born" – and several basic marketing pieces, including a brochure.

Award of Merit

Garbage, Recycling & Solid Waste newsletter

City of St. Louis Park

Jamie Zwilling, jzwilling@stlouispark.org

In an effort to educate residents about a new solid waste, recycling and organics collection program, the city decided to create a special newsletter for residents. Most notably, the program shifted residents to single-sort recycling and added a curbside recycling program. These new programs required a great deal of education.

http://www.stlouispark.org/webfiles/file/public-works/2013_solid_waste_newsletter_final.pdf

Award of Merit

Is your stream stressed?

Minnesota Pollution Control Agency

Catherine Rofshus, Catherine.rofshus@state.mn.us

As part of a statewide effort to gauge the health of major watersheds in Minnesota, the MPCA sends water monitoring teams out in selected river systems each year to conduct intensive monitoring. These teams work closely with local partners. The southeast Minnesota team requested a handout to give to landowners and interested citizens to explain the work being done in local streams and rivers. MPCA designers, public information officers, GIS technicians and water monitoring staff worked together to design a brochure that explains in plain language the complex system for monitoring and assessing the health of streams.

PROMOTIONAL OR INFORMATION BROCHURES – MORE THAN 12 PAGES

Award of Excellence

Celebrating 100 Years

League of MN Cities

Danielle Cabot, dcabot@lmc.org

The League of Minnesota Cities (LMC), founded in 1913, celebrated its centennial anniversary in 2013 as a membership organization dedicated to promoting excellence in local government in Minnesota. LMC produced this centennial informational brochure, “Celebrating 100 Years,” to acknowledge the rich history of city government in Minnesota, recognize the valuable contributions made by cities to local communities throughout the state, and reaffirm its vision for the future. LMC’s story is about many small and large communities working together to improve the quality of life in Minnesota, and now that story has been preserved for future generations.

VISUAL DESIGN – LOGOS/ILLUSTRATIONS/GRAPHICS

Award of Merit

Golden Valley Volunteers Program Logo

City of Golden Valley

Cheryl Weiler, cweiler@goldenvalleymn.gov

For years, when the City needed volunteers, communications staff would place notices in City publications and send press releases to local media. As the need for volunteers grew, so did the need for a more organized, comprehensive approach to recruitment. The City hired a part-time volunteer coordinator in 2011, and by 2013 it was evident the growing volunteer program needed an identity to set it apart from other City programs and services. The logo and slogan were designed to create an instantly recognizable brand to build community awareness, support, and participation for Golden Valley’s volunteer program.

<http://www.goldenvalleymn.gov/community/volunteers/index.php>

Award of Merit

Rail-Volution Conference Logo

Metro Transit

Leah Janz, chelsea.meyer@metrotransit.org

This creative logo was designed in conjunction with Minneapolis being chosen as the host city for the 2014 national conference of Rail~Volution, an organization devoted to building livable communities with transit. The conference being held in Minneapolis is meant to engage both current and potential transit users in transit friendly activities and options. The playful logo uses colored shapes, representing lakes, rivers, leaves and land, which collectively form the Minnesota state outline. (The link below shows the updated 2014 logo)

http://www.funderscollaborative.org/sites/default/files/11.21.2013.RailVolutionLogo_0.jpg

Award of Merit

Groundwater Digest

Metropolitan Council

Linda White, linda.white@metc.state.mn.us

The Groundwater Digest explains how groundwater “works” and why it is important to the Twin Cities metropolitan area. The digest supports the Metropolitan Council’s water supply planning outreach and was shared with legislators, Council members, work group and task force members, and the general public at various events. It was a key piece of educational material at the first forum in the ‘Our Water, Our Future’ series in White Bear Lake, MN (Summer 2013).

White Bear Lake's water levels have severely declined in the last decade. The print piece was used at public events to educate the community how water levels can be impacted and to engage them in problem solving. In addition we offered an online PDF and infographics to capture online viewers' interest.

<http://metro council.org/Wastewater-Water/Publications-And-Resources/Groundwater-Digest,-Twin-Cities-Metropolitan-Area,.aspx>

VISUAL DESIGN – OTHER

Award of Merit

Health in the Park
City of St. Louis Park
npribbenow@stlouispark.org

The City of St. Louis Park earned the opportunity to engage its citizens in a city-wide conversation about wellbeing through the Health in the Park (HIP) initiative. The theme incorporates elements of the city's branding with fresh visuals to make Health in the Park a strong standalone branding piece.

<http://www.stlouispark.org/health-in-the-park-hip-slp.html>

Award of Merit

Westwood Hills Brand Manual
City of St. Louis Park
Jamie Zwilling, jzwillling@stlouispark.org

The Westwood Hills Nature Center Brand Manual was the culmination of an internal branding process completed by City of St. Louis Park. The document was designed to supplement the city's own brand manual, but to demonstrate rules, guidelines and requirements specific to the unique enterprise operation of the Nature Center.

www.WestwoodHillsNatureCenter.org

PERIODICAL PRINTED PUBLICATIONS – NEWSLETTERS, MAGAZINES FOR EXTERNAL AUDIENCE

Award of Excellence (Nominated for Best of Show)

Trends Magazine
Minnesota Department of Employment and Economic Development
Jo Iverson, jo.iverson@state.mn.us

Trends is a free quarterly magazine published by the Minnesota Department of Employment and Economic Development (DEED) every March, June, September and December. The goal of the magazine is to put context into the agency's wealth of raw data, such as unemployment rates, job growth projections, wage and salary breakdowns, labor force participation rates and much more. DEED analysts review the numbers and produce stories that help shed light on the Minnesota economy and where it is headed.

<http://mn.gov/deed/newscenter/publications/trends/>

Award of Excellence

Briefing

City of Bloomington

Janine Hill, jhill@BloomingtonMN.gov

The City's newsletter Briefing contains background and up-to-date information on departments and activities. The newsletter is published six times per year and is mailed to all households and businesses. Its purpose is to inform readers about City news and services, and market the community.

http://bloomingtonmn.gov/main_top/4_news/briefing/briefing.htm

Award of Merit

Golden Valley CityNews

City of Golden Valley

Cheryl Weiler, cweiler@goldenvalleymn.gov

Cities provide essential services that ultimately define a community's quality of life. As such, they have a responsibility to provide citizens with information about these services. The challenge is to develop and deliver messages that inform, educate, and engage a local audience that pays taxes and uses government services but varies by age, occupation, and level of interest in city government. Besides providing citizens with news and information, Golden Valley CityNews strives to explain the connection between effective local government and a healthy community and inspire taxpayers to be active participants in the process of community building.

<http://www.goldenvalleymn.gov/news/publications/citynews/>

Award of Merit

Minnesota Cities Magazine

League of MN Cities

Danielle Cabot, dcabot@lmc.org

The League of Minnesota Cities completely overhauled its Minnesota Cities magazine beginning with the May-June 2013 issue. Mailed to League members six times a year, the publication is now more visually appealing, and the content is presented in a more reader-friendly way while still providing the great substance that League members expect. Seven new departments were added to cover a greater variety of topics so readers can get even more practical, how-to information and big-picture content. The changes also allow us to better engage with members by featuring content with two-way dialogue and city success stories.

<http://www.lmc.org/page/1/minnesota-cities-magazine.jsp>

PERIODICAL PRINTED PUBLICATIONS – NEWSLETTERS, MAGAZINES FOR INTERNAL AUDIENCE

Award of Merit

Insider

City of Bloomington

The mission of the Insider is to educate employees about the City's mission and vision, update them on programs and services, and motivate them to provide high-quality customer service. A four-page, 8-1/2" X 11" newsletter, the Insider is published monthly.

PERIODICAL PRINTED PUBLICATIONS – PROGRAM OR ACTIVITY LOG

Award of Merit

Parks & Recreation Activities Directory
City of Edina, Minn
Jennifer Bennerotte, jbennerotte@EdinaMN.gov

“Activities Directory” is a seasonal publication of the Parks & Recreation Department. “Activities Directory” includes upcoming program, event and recreational facility information. In 2013, the Edina Art Center’s listing of class offerings was combined with it, creating a more comprehensive catalog.

PERIODICAL ELECTRONIC PUBLICATIONS – NEWSLETTERS, MAGAZINES FOR EXTERNAL AUDIENCE

Award of Excellence

Rider's Almanac
Metro Transit
Drew Kerr, drew.kerr@metrotransit.org

Rider's Almanac is a repository for stories that illuminate the connections between Metro Transit’s services, employees and the communities it serves. On the spectrum of Metro Transit communications, the blog fills the void between press releases and individual contacts. Creating this niche provides new opportunities to connect with our constituencies and share meaningful stories that might otherwise never be told.

<http://www.metrotransit.org/riders-almanac>

Award of Merit

Roundup
Minnesota Dept. of Employment and Economic Development
Jo Iverson, jo.iverson@state.mn.us

Roundup is a weekly external newsletter that was created in 2013 by the Minnesota Department of Employment and Economic Development (DEED). The free newsletter contains summaries and links to stories about DEED that appeared in the media in the past week; press releases that the agency issued during the week; blogs posted on the agency’s website; details about conferences and workshops sponsored by the agency; and a “fun fact” generally related to the state economy.

<http://content.govdelivery.com/accounts/MNDEED/bulletins/897bfb>

WRITING – FEATURE ARTICLE

Award of Excellence (Nominated for Best of Show)

"Brookview Playground: Reimagined For A New Generation"
City of Golden Valley
Ben Sandell, bsandell@goldenvalleymn.gov

The City is replacing aged play structures at Brookview, it’s premier park, and rather than just report date of installation and details of the new playground equipment, I decided to use a personal experience to bring a more human angle to what would otherwise be a basic construction story. A well-designed playground means a lot to the kids who use it and can create lifelong memories. I wanted to convey this in the story to remind readers how important something as seemingly routine as park playground installation can be to any given generation. (This article can be found on page 8 on the link below.)

<http://www.goldenvalleymn.gov/news/publications/citynews/pdf/2013/nov-dec-2013.pdf>

WRITING – BLOG POST

Award of Excellence

Rider's Almanac

Metro Transit

Drew Kerr, drew.kerr@metrotransit.org

Rider's Almanac is a repository for stories that illuminate the connections between Metro Transit's services, employees and the communities it serves. On the spectrum of Metro Transit communications, the blog fills the void between press releases and individual contacts. Creating this niche provides new opportunities to connect with our constituencies and share meaningful stories that might otherwise never be told.

<http://www.metrotransit.org/riders-almanac-blog>

WRITING – OPINION PIECE, COLUMN, LETTER TO EDITOR, SPEECH

Award of Merit

"Canoeing Minnehaha Creek" President's Column

Minnehaha Creek Watershed District

Telly Mamayek, tmamayek@minnehahacreek.org

Communications staff write a monthly column on behalf of the Board of Managers President to raise awareness about the work of the MCWD and water quality issues. We receive many requests for information about canoeing Minnehaha Creek. Canoeing creates a strong bond between people and a water resource. We wanted to answer commonly asked questions and encourage people to enjoy the water resource, and do so safely.

VIDEO – PUBLIC SERVICE ANNOUNCEMENT

Award of Excellence

Pet Licensing PSA

City of Minneapolis

Matt Laible, matthew.laible@minneapolismn.gov

The PSA was created for broadcast on Comcast cable channels in Minneapolis. It tells the story of a resident who lost his dog, but had his pet returned to his home because the dog was licensed through the city. By sharing this owner's experience, we hoped to get more people to license their pets. The PSA includes an Animal Control agent to help drive home the licensing message and also show the agents as people who care about pets.

http://youtu.be/u_NBGDkI_Fs

Award of Excellence

"Dig Me Out"

City of Saint Paul

Mike Reardon, mike.reardon@ci.stpaul.mn.us

Saint Paul has more than 7,000 hydrants and the Saint Paul Fire Department regularly asks for the public's help in digging a clear path around hydrants after each snowfall. I was familiar with other PSAs that conveyed this message in a more straightforward manner with firefighters or officials making a direct plea to the audience, but I wanted to make something that was eye-catching and memorable. Along with the firefighters, why not have the hydrant itself ask for help? That idea led to the development of the hydrant costume and the talking hydrant – the “star” of “Dig Me Out”.

<https://vimeo.com/59571123>

Award of Merit

Harry the Hydrant

Eagan Television

Jeff Ongstad, jongstad@eagan-tv.com

This is a PSA for the Eagan Fire Department showcasing the need to keep fire hydrants clear of snow in the winter. We wanted a way to get people's attention and tried to use humor to bring that attention to this serious issue.

<https://www.youtube.com/watch?v=8bnv3Y5eG6k>

Award of Merit

Drunk Boating is Drunk Driving

Minnesota Department of Natural Resources

Kara Owens, kara.owens@state.mn.us

In 2013, the Minnesota Department of Natural Resources (DNR) launched a communications plan to decrease the number the boating accidents and fatalities related to drunk boating, this is addition to the agency's other outreach efforts for decreasing boating deaths.

Following a successful media campaign for Operation Dry Water, the agency wanted to do more to get the message that the law enforcement has zero tolerance for anyone caught drinking and boating on our waters.

With a \$500 budget and an idea from a conservation officer— and the Indiana DNR— plus support from the DNR enforcement and the Minnesota State Patrol, a small team set out to plan and produce a Drunk Boating is Drunk Driving public service announcement (PSA) in three weeks.

Minnesota conservation officers and sheriff's deputies said they are having a hard time finding drunk boaters. Boaters had a "designated driver".

<http://youtu.be/obdPxYtQ2hk>

Award of Merit

QCTV PSA - Texting and Driving

QCTV

Matt Perkins, matt.perkins@QCTV.org

This is a texting/distracted driving video that was made to show real-life consequences of distracted driving.

http://youtu.be/h_LlnM3moFc

VIDEO - INTERNAL VIDEO**Award of Merit**

What do snowplow operators do in the summer?

City of Bloomington

Janine Hill, jhill@BloomingtonMN.gov

Bloomington's Public Works Department holds an annual snow meeting each fall. This meeting is mandatory for all City employees who operate snow and sidewalk plows. The Street Maintenance supervisor calls the meeting to review new procedures, but he also wants to use the opportunity to motivate staff before the upcoming winter. The supervisor contacted Communications to create a humorous video that would resonate with snow plow operators and also build morale.

<http://youtu.be/58VpbRLz22U>

Award of Merit

2013 Year in Review

Minnesota Department of Revenue

Tony Knoss, tony.knoss@state.mn.us

To celebrate and remind our staff of all the events and accomplishments during the past year, we produced the year in review. We tried to provide a mix of public and internal items to make the project relative to the big picture and mission at the Department of Revenue.

<https://vimeo.com/mnrevenue/review/86511578/bd00b7a8ae>

VIDEO – NEWS OR TALK SHOW

Award of Excellence (Nominated for Best of Show)

"Enterprise Edina"

City of Edina

Scott Denfeld, sdenfeld@edinamn.gov

The new Edina Chamber of Commerce President, Lori Syverson, was interested in collaborating on a program that introduces businesses in the community. We decided to develop the program as a talk show with some practical demonstrations, allowing us the flexibility to spotlight different businesses in a unique way.

<https://www.youtube.com/watch?v=KzAJ4-Af7-A>

Award of Merit

Park Update

City of St. Louis Park

ParkTV, npribbenow@stlouispark.org

Informative, fast moving, current events video package.

<http://www.youtube.com/watch?v=ufd5iS5dtP8&list=PLFEF25183C4292FD8&feature=share&index=35>

VIDEO – INFORMATIONAL

Award of Excellence (Nominated for Best of Show)

Saint Paul EMS Academy

City of Saint Paul

Mike Reardon, mike.reardon@ci.stpaul.mn.us

The EMS Academy is a free course that trains eligible young men and women for careers in Emergency Medical Services. This video is a promotional tool to encourage low-income and minority youth from Saint Paul to apply for the classes. Testimonials from the Mayor, the instructor and several graduates of the course accompany scenes of students getting “hands-on” training in classrooms, ambulances and at the St. Paul Fire Department training grounds.

<http://vimeo.com/76720461>

Award of Excellence

Surviving Domestic Violence

City of Saint Paul

Mike Reardon, mike.reardon@ci.stpaul.mn.us

Our office was asked to produce a video roll-in for the St. Paul Police Ball/Fundraiser. This year’s topic or theme was Domestic Violence. While I worked with the police department and Saint Paul Intervention to produce a video for the

event I also wanted one for the general public. The video for the event had to be shorter than the one for the public and it also had the Police Chief asking for donations, i.e., thus the fundraiser portion of the event. I produced a second, slightly longer version and without the Chief's solicitation, which is the one being submitted. The purpose of the video is to bring awareness of domestic violence and the role the Saint Paul Police Department plays as well as other agencies.

<http://vimeo.com/88388664>

Award of Merit

The Aurora of Our Next Generation
Aurora Charter School with iDream.tv
Edie French, edie@iDream.tv

Aurora Charter School was established in 2000 to address the disproportionately high drop-out rates among Hispanic students and the need for change in the existing system for new immigrant students. The school wanted to produce a video reflecting the accomplishments of the Aurora Charter School's bi-lingual and culturally sensitive approach to reducing the achievement gap for Latino youth and to recognize the first generation of students who completed the full program of the K-8 school and went on to graduate from high school. The video was produced in English for the larger educational community and in Spanish to inspire the pride of the Hispanic Community.

English Version: <https://vimeo.com/71336847>

Spanish Version: <https://vimeo.com/73484657>

Award of Merit

Bloomington Firefighters Make Dreams Come True
City of Bloomington
Janine Hill, jhill@BloomingtonMN.gov

Bloomington's fire team got together to help make a sick child's dream come true. At just four years old, Brady Nelson dreams of one day being a firefighter, saving lives, driving a fire truck and battling blazes. But before all that happens, Brady is fighting a battle of his own. He suffers from a rare form of cancer. In the midst of several days of ongoing treatments in May 2013, Brady got to be an honorary member of the Bloomington Fire Department for a day.

<http://youtu.be/a6BMhUh9eyk>

Award of Merit

Trails by Candlelight at Lebanon Hills
City of Eagan, Eagan Television
Jeff Ongstad, jongstad@eagan-tv.com

Every winter, Lebanon Hills Regional Park holds an event called "Trails by Candlelight". Trails in the park are lit by candles in white paper bags, so that skiing, snowshoeing, and hiking can continue past sunset. The park allowed E-TV to come gather video and interviews during the event, which was edited into a short feature story.

<https://www.youtube.com/watch?v=2DiahJxawbw>

Award of Merit

Capital Projects Levy informational video
White Bear Lake Area Schools
Marisa Vette, marisa.vette@isd624.org

The flyer was produced and mailed out to all White Bear Lake Area School District community households during the District's Capital Projects Levy information campaign. The piece purposefully shared important points for the community members to know for the 2013 election day. <http://whitebear.wistia.com/medias/4cakhk22md>

Award of Merit

We are the Burnsville Police Department: Core Values
Burnsville Community Television/ city of Burnsville
Marty Doll, marty.doll@ci.burnsville.mn.us

“We are the Burnsville Police Department: Core Values” was produced by Burnsville Community Television (BCTV). The video highlights the Burnsville Police Department (BVPD) by explaining the values by which they protect and serve the people of Burnsville. The Burnsville Police Department is proud to work under its "Core Values" of Knowledge, Integrity, Honor, Courage and Excellence, and this video demonstrates their commitment to providing the highest quality service.

<https://www.youtube.com/watch?v=bI5ZZg5HTTE>

Award of Merit

All Aboard! Studying Streetcars in Saint Paul
City of Saint Paul
Sara Swenson, sara.swenson@ci.stpaul.mn.us

During 2013, the City of Saint Paul’s Planning & Economic Development department was leading a feasibility study to determine what corridors might be able to support the addition of modern day streetcar service. Streetcars have a rich history in cities across the country, but were removed when bus service became the popular mode of transportation. Now, cities are looking at bringing the service back to catalyze economic development and provide another option for public transportation. “All Aboard! Studying Streetcars in Saint Paul” was a video that was produced as part of the public education plan for the study.

<http://youtu.be/26emIUCSxvs>

Award of Merit

Minnesota K-12 Education Tax Credit
Minnesota Department of Revenue
Tony Knoss, tony.knoss@state.mn.us

Minnesota offers a tax credit for qualifying school expenses and we wanted to raise awareness. We used this project to help our summer intern understand what goes into a video production from start to finish. She took an active role in every aspect of production, planning the production schedule to allow publishing in August for back to school shopping season.

<http://youtu.be/MkdLO8WruE4>

VIDEO – INSTRUCTIONAL

Award of Excellence

Ranked-Choice Voting
City of Minneapolis
Matt Laible, matthew.laible@minneapolismn.gov

This is an instructional video in four languages for voters on the ranked-choice voting process in Minneapolis. The videos do three things: they raise awareness of ranked-choice voting, they explain how people should vote in ranked-choice elections and they demonstrate how those votes are counted.

English Ranked Choice Voting <http://youtu.be/ct70K5la5qk>
Somali Ranked Choice Voting <http://youtu.be/Q7TeIVZT7Lc>
Hmong Ranked Choice Voting <http://youtu.be/2B8JWlv0kJO>
Spanish Ranked Choice Voting <http://youtu.be/HzKLprLCrJw>

Award of Excellence

Plain Language Training
Minnesota Department of Revenue
Tony Knoss, tony.knoss@state.mn.us

Plain language is communication on a conversational level. Government tends to be overly technical in communication, and to support an initiative embracing plain language, we developed a comprehensive plan to educate employees and promote plain language. The Sam Sleuth character is a caricature of our plain language expert, who also did the voice.

<https://vimeo.com/mnrevenue/review/66654019/75ad11ffd3>
<https://vimeo.com/mnrevenue/review/70413717/32b54ecd53>
<https://vimeo.com/mnrevenue/review/74624215/7798ecfaa9>

Award of Merit

MNDOT Sign Measuring
Eagan Television/City of Eagan
Jeff Ongstad, jongstad@eagan-tv.com

Minnesota is determining how long the reflective coating on street signs generally lasts in our climate. MNDOT asked us to create an instructional video showing workers how they should gather the data using a special device.

<https://www.youtube.com/watch?v=592bs8uW9D4>

Award of Merit

Milk carton recycling at schools
Hennepin County Public Affairs
Tomoko Townsley, tomoko.townsley@hennepin.us

This video was produced to show students how easy it is to recycle milk cartons at schools.

<http://www.youtube.com/watch?v=qezWzRz1YF0>

VIDEO – PROMOTIONAL VIDEO OR COMMERCIAL

Award of Excellence (Nominated for Best of Show)

Saint Paul Is...
City of Saint Paul
Mike Reardon, mike.reardon@ci.stpaul.mn.us

Annually, the Mayor of Saint Paul holds a State of the City address. This and the budget address are the two biggest public speeches by the Mayor. The State of the City outlines goals for the next year and highlights successes from the previous year. This video was shown prior to the Mayor's speech and showcased businesses and people who are part of Saint Paul's story. It captured the emotion and excitement of a city that has a lot to be proud of in a variety of areas. Each interview asked everyone to complete the sentence, "Saint Paul is ____"

<http://vimeo.com/88388175>

Award of Excellence

Rail-Volution Video

Metro Transit

Anj Olsen, chelsea.meyer@metrotransit.org

Metro Transit created a promotional video to generate excitement among members of Rail~Volution, an organization devoted to building livable communities through transit that will hold its annual conference in Minneapolis in September 2014.

The video was shown at the 2013 Rail~Volution conference in Seattle. It sets the stage for the Minnesota conference by shows Minneapolis-St. Paul as a great travel destination, and an economically thriving and environmentally sustainable community with a growing transit system.

<http://www.youtube.com/watch?v=6ZnhmPxCTaY>

Award of Excellence

Bear Den Visit

Minnesota DNR

Denny Behr, denny.behr@state.mn.us

In March 2013, I had the opportunity to accompany and record video of Dave Garshelis, internationally renowned DNR bear researcher, as he checked on a female bear in her den. Garshelis' mission was two-fold – to continue gathering data on the bear, and to give University of Minnesota students a hands-on experience doing field work.

http://youtu.be/99GItYH_HpY

Award of Merit

Green Homes North

City of Minneapolis

Matt Laible, matthew.laible@minneapolismn.gov

Homes in north Minneapolis can be a tough sell because the public may get the impression that the area is not safe when they see crime coverage in the media. In an effort to change that flawed perception and market new homes, the City launched "Green Homes North," an effort to build new, affordable, energy-efficient homes on vacant lots in north Minneapolis. This video gives the viewer a feel for the north Minneapolis they may have never experienced: the charm of the neighborhoods, the home owners who truly care about the place they call home and the convenience, amenities and value you can find in this part of town.

<http://youtu.be/Xe4qp7kpGS4>

Award of Merit

"Honey, I Bought a Fire Truck" - Profile of a City Auction

City of Saint Paul

Mike Reardon, mike.reardon@ci.stpaul.mn.us

City of Saint Paul departments use and maintain a wide variety of vehicles and equipment. Occasionally, because they are no longer wanted or needed, departments will sell these cars, trucks, etc. This video introduces the viewer to the municipal equipment auction, and encourages them to attend an upcoming sale. "Honey, I Bought a Fire Truck" captures the fun and excitement of the auction experience and introduces you to some of the bidders who, yes, sometimes buy fire trucks.

<http://vimeo.com/76543569>

VIDEO – CAMPAIGN/SERIES

Award of Excellence

High School Promo videos
White Bear Lake Area Schools
Marisa Vette, marisa.vette@isd624.org

The video series was produced to highlight the uniqueness of White Bear Lake Area High School. Two segments were produced in 2013, with another to soon follow in 2014. The two segments that were completed in 2013 were focused on service to others and White Bear Nation respectively.

"Community" video - <http://whitebear.wistia.com/medias/xzrbehgkjb>
"White Bear Nation" video - <http://whitebear.wistia.com/medias/s5v2c19ady>

Award of Merit

Saint Paul Construction Update
City of Saint Paul
Sara Swenson, sara.swenson@ci.stpaul.mn.us

With a lot of construction activity happening around Saint Paul, the city's Department of Planning & Economic Development launched a new video series in 2013 called "Saint Paul Construction Update" to provide the public with an up close look at major construction projects. The first two videos showcased The Penfield, a market rate housing development in downtown and the Schmidt Artist Lofts, a historic renovation project at the former site of the Schmidt Brewery on West Seventh Street.

Saint Paul Construction Update - The Penfield: <http://youtu.be/M0n-M-HTiww>
Saint Paul Construction Update - Schmidt Artist Lofts: <http://youtu.be/8OTSJhueydw>

VIDEO – LIVE OR LIVE-TO-TAPE SPORTS COVERAGE

Award of Excellence

BCTV Sports: Girls Hockey - Lakeville South vs. Burnsville - 12-7-13
City of Burnsville/Burnsville Community Television
Marty Doll, marty.doll@ci.burnsville.mn.us

The Girls hockey game played on Dec. 7, 2013, is a part of Burnsville Community Television's community sports coverage. BCTV covers approximately 55 sporting events per year, which makes up 90 percent of community coverage programming. Three to four staff members take part in the various aspects of covering sports including: producing, creating an athlete interview package for insertion into the production, creating graphics, site set-up, volunteer training, directing, running graphics, running slow-motion replay and audio.

<http://youtu.be/7z1WAUhsPDK>
<https://www.youtube.com/playlist?list=PLCujqBntGNsAaRO1tWlcnZIMQWZX5DuJh>

Award of Merit

Edina vs. St. Louis Park Men's Class A Baseball 7/30/13
City of St. Louis Park
ParkTV, npribbenow@stlouispark.org

A Men's Class A baseball game between Edina and St. Louis Park. Played on July 30, 2013.

http://youtu.be/B9_MUc7J8Us

VIDEO – LIVE OR LIVE-TO-TAPE COMMUNITY COVERAGE

Award of Excellence

A Salute to the Music of Bob Dylan 7/27/13
City of St. Louis Park
ParkTV, npribbenow@stlouispark.org

This video is a 20-minute clip of "A Salute to the Music of Bob Dylan" performed at Wolfe Park in St. Louis Park on July 27, 2013. Featuring many special guests! Taped by ParkTV.

<http://youtu.be/wCV5SpkfnT0>

VIDEO – OTHER

Award of Merit

Moose Research Project
Minnesota DNR
Denny Behr, denny.behr@state.mn.us

In January 2013, I had the rare opportunity to record video of moose being captured and collared in northeastern Minnesota near Grand Marais as part of a multi-year research project to find out why the population of these iconic animals is in decline.

The capture crew would dart a moose, then make sure the animal was sedated enough for a technician to start the collaring and exam procedure. After that, DNR animal health staff would join them at the site. Before I knew it, I was literally nose to nose with one of the most magnificent animals on earth.

<http://youtu.be/kb8KPPo0LJY>

PUBLIC INFORMATION PROJECTS – SPECIAL EVENT

Award of Excellence

Blatnik Bridge Lighting Event
Minnesota Department of Transportation/Duluth
Beth Petrowske, beth.petrowske@state.mn.us

In 2012, a major rehabilitation project began on the Blatnik Bridge in Duluth. The plan included removal of an obsolete lighting system that followed the contours of the bridge's arched superstructure. MnDOT did not plan to replace this system because it served no safety or transportation-related purpose and funding was not available for a new system. The public and several elected-officials applied pressure to have a new system installed because of its iconic significance to the Duluth Port. MnDOT and WisDOT partnered on a new, energy-efficient lighting system and shared all costs. My job during planning and construction was to keep the public informed. After the project was completed, my job was to plan an event to celebrate the completion of the rehabilitation project and the new lighting system.

<http://www.youtube.com/watch?v=HptG9KI7BiQ>

<http://www.northlandsnewscenter.com/news/local/Blatnik-Bridge-lights-up-after-two-years-in-the-dark-229335651.html>

<http://www.fox21online.com/news/article/blatnik-bridge-lights-after-construction>

<http://kdal610.com/news/articles/2013/oct/24/new-blatnik-bridte-lighting-system-debuts-friday-night/>

<http://www.duluthnewstribune.com/event/image/id/110592/headline/Blatnik%20Bridge/>

Award of Merit

Ford Site Demolition Press Conference

City of Saint Paul

Sara Swenson, sara.swenson@ci.stpaul.mn.us

Since the closing of the Ford Assembly Plant in 2011, the spotlight has been on the 150 acre site for what's to come in the future. The plant was open for 86 years and its closing was well documented by the media. With Ford's plans to start demolition of the plant buildings to prepare the site for a future master developer, the city's Planning & Economic Development Department coordinated a press event on June 10, 2013 to document the occasion and to provide an update on the city's vision for the future of this historic site.

<http://youtu.be/mxFge4DwwYI>

PUBLIC INFORMATION PROJECTS – OTHER

Award of Excellence (Nominated for Best of Show)

NorthMet Mining Project Environmental Review

Minnesota DNR

Julie Forster, julie.forster@state.mn.us

The DNR needed to inform the public about the potential environmental impact of what may be Minnesota's first copper-nickel mine and encourage people to comment on specific aspects of a 2,200-page document. The communications team worked with DNR scientists to create a packet of written materials and fact sheets in plain, simple language. The materials were handed out to reporters during a news conference at start of the 90-day comment period. We built a website specifically for the project. We provided video and audio clips to media and used social media to convey information and disseminate document links.

Award of Merit

I Volunteer Campaign

City of Burnsville

Marty Doll, marty.doll@ci.burnsville.mn.us

The City of Burnsville has a successful volunteer program, and typically has an incredible number of people who volunteer their services. However, numbers were down in 2013 and needed a boost. The "I Volunteer" campaign was designed to encourage more people to volunteer – and to show that the volunteers (not just the City) benefit from the work. Images of real volunteers were paired with quotes highlighting the things they like about volunteering. The multimedia campaign included a print brochure, press release, newspaper ads, newsletter article and electronic messages in City Hall, on the City's website, on Burnsville Community Television and on Burnsville's I-35W billboards.

ANNUAL REPORTS

Award of Excellence (Nominated for Best of Show)

2012 Metro Transit Fact Book

Metro Transit

John Siqveland, chelsea.meyer@metrotransit.org

Metro Transit's 2012 Fact Book supplies a snapshot of the whole of the Metro Transit system in an approachable, attractive and easy-to-read format. The Fact Book includes more than 75 data points from every department in the organization, providing basic statistics and lesser-known details about the agency. The Fact Book is available in a fold-up pamphlet distributed to all employees and the public and is also published online.

www.metrotransit.org/facts

Award of Excellence

Corporate Report to the Community 2013
City of Bloomington
Janine Hill, jhill@BloomingtonMN.gov

Inserted in the June edition of the City's newsletter, Briefing, in order to be as cost-effective as possible, the Corporate Report to the Community 2013 reaches 38,000 households and 5,000 businesses. The popular annual report is intended to make financial data easily digestible, so using vibrant color, pie charts and bar graphs are incorporated along with many photos and images. Informative, attractive and cost-effective, the annual financial report has proven to be a powerful means of educating the public on the City's financial health.

Award of Merit

Minnesota National Guard 2013 Annual Report & 2014 Objectives
Minnesota National Guard
Melanie Nelson, melanie.k.nelson.mil@mail.mil

As defined in Minnesota State Statute, state agencies are required to submit an annual report each year. The Minnesota National Guard uses its annual report to educate lawmakers and inform the public. In addition to the organization's mission and financial information, the annual report serves as a way to highlight important issues and maintain an official record of the accomplishments of the past year.

http://www.minnesotanationalguard.org/aboutus/assets/2013_annual_report.pdf

PLANS – MARKETING OR ADVERTISING PLAN

Award of Excellence (Nominated for Best of Show)

Advertising Plan for the Minnesota State Parks and Trails I Can! Campaign 2013
Minnesota Department of Natural Resources
Debbie Leider, debbie.leider@state.mn.us

Interest and participation in nature-based recreation have eroded in the past two decades. The Minnesota Department of Natural Resources, Division of Parks and Trails, developed a strategy to aid in reversing this trend. The advertising plan for Minnesota State Parks and Trails I Can! Programs has proven successful in acquiring new visitors for Minnesota State Parks and Trails.

Award of Merit

Advertising Plan for the Minnesota State Parks and Trails Feel the "Wow" of Fall Campaign
Minnesota Department of Natural Resources
Debbie Leider, debbie.leider@state.mn.us

Interest and participation in nature-based recreation have eroded in the past two decades. The Minnesota Department of Natural Resources, Division of Parks and Trails, developed a strategy to aid in reversing this trend. The advertising plan for Minnesota State Parks and Trails I Can! programs has proven successful in acquiring new visitors for Minnesota State Parks and Trails.

WEBSITES – OVERALL WEBSITE REDESIGN

Award of Excellence (Nominated for Best of Show)

Hennepin.us website redesign
Hennepin County
Carolyn Marinan, carolyn.marinan@hennepin.us

In 2013 Hennepin County redesigned Hennepin.us to create a user-friendly website that made desired information accessible quickly and efficiently. In response to audience feedback, the web team worked collaboratively with county

departments to streamline content and edit for plain language, reducing site pages from 2,500 to 350. The new website features specific design elements to improve site navigation, prominently integrate search, and provide an effective user experience on both mobile and desktop devices. Hennepin.us is no longer simply a means to communicate. The new site furthers the county's goal to transform its web presence into a service delivery tool.

<http://www.hennepin.us/>

Award of Excellence

MinnesotaVeteran.org

Minnesota Department of Veterans Affairs

Minnesota Department of Veterans Affairs, grant.hartman@state.mn.us

The Minnesota Department of Veterans Affairs (MDVA) serves veterans and their families. Although 72% of veterans access services online, MDVA's online resources were largely unused due to confusion over multiple websites, poor navigation and outdated content. Together with High Monkey Consulting, MDVA planned a redesign based on usability testing and feedback from the veteran's community. As a result www.MinnesotaVeteran.org became a go-to resource for veterans; streamlining content and improving navigation resulted in an approval rating of 80%, increased e-news subscriptions by 40% and increased online chats by 200% - all while reducing staff time for website maintenance by 85%.Link

www.MinnesotaVeteran.org

Award of Merit

Shoreview's New Online Look

City of Shoreview

Cheryl Anderson, canderson@shoreviewmn.gov

Our website usage statistics showed that the City of Shoreview's website had become an essential communication tool and the Shoreview Community Center's main advertising forum. Maintenance, hosting and administration were done in-house by Administration, Information Systems and Parks and Recreation staff. However, with only three HTML-proficient staff dedicated to this as part of their workload, we were not able to make essential web improvements. It became necessary to move to an outside vendor focused solely on website upgrades, enabling more staff to easily make updates, providing improved navigation and a more attractive, interactive design with elements reflecting Shoreview's identity.

<http://www.shoreviewmn.gov/>

<http://www.shoreviewcommunitycenter.com/>

Award of Merit

Metropolitan Council Website Redesign

Metropolitan Council

Ed Lube, edward.lube@metc.state.mn.us

We did a complete redesign of the Met Council website. This involved incorporating several sites into one, each with its own functional requirements: the main website, the Southwest and Central Corridor light rail sites, and the Council Meeting Minutes and Agendas site. The redesign also needed to implement better ways of displaying and maintaining several thousand PDF reports, and news and events postings.

For the first time, we also implemented a Web Content Management System (CMS). This included creating new posting protocols and conducting CMS and web best-practices training for 40+ Council staff.

www.metrocouncil.org

Award of Merit

City of Brooklyn Park Official Website
City of Brooklyn Park, MN
Mary Tan, mary.tan@brooklynpark.org

The City of Brooklyn Park last updated its website in 2005. In 2013, the Communications Division was granted the resources to fund the redesign. Our old website was outdated and it was difficult to modify templates and add multimedia features, such as videos and social media access.

After a nation-wide search involving website stakeholders in every city department, we selected AmericanEagle.com out of Chicago, IL because of the company's innovative design approach with President Barack Obama's website, www.whitehouse.gov and its award winning work in the private sector.

It was important to our stakeholders that the website reflect the diversity, warmth, and opportunities in the community.

www.brooklynpark.org

Award of Merit

City of Elk River Website Redesign
City of Elk River
RaeAnn Gardner, rgardner@ElkRiverMN.gov

The City of Elk River went through a total website redesign in 2013. We chose Civic Plus as the company to do the redesign. One goal for our site was to make it more user-friendly and to make navigation easier, the second goal was to make community engagement a part of our site. We wanted the design to be clean and crisp and represent our brand Powered by Nature. We have a website committee that consists of five people that maintain the website and implement changes and is headed up by the communications coordinator.

<http://www.ElkRiverMN.gov>

WEBSITES – NEW WEBSITE FEATURE, APPLICATION OR MOBILE APP

Award of Merit

Westwood Hills Nature Center Website
City of St. Louis Park
Jamie Zwilling, jzwilling@stlouispark.org

As part of St. Louis Park's branding process for its Westwood Hills Nature Center, the city decided to develop a standalone website for the facility and its programs.

www.WestwoodHillsNatureCenter.org

USE OF SOCIAL MEDIA – COMMUNICATING DURING AN EMERGENCY OR CRISES

Award of Excellence (Nominated for Best of Show)

St. Louis Park Storm
City of St. Louis Park
Jamie Zwilling, jzwilling@stlouispark.org

St. Louis Park was hit with a storm in 2013 that knocked out more than 200 mature trees in our community and cut power to thousands of people for days. In the wake of the event, we utilized social media, along with our website, to feed people information on cleanup activities.

www.facebook.com/stlouispark

USE OF SOCIAL MEDIA – MAINTAINING STRONG PUBLIC RELATIONS/COMMUNITY ENGAGEMENT

Award of Excellence

City of St. Paul - Throwback Thursday Social Media
City of Saint Paul
Sara Swenson, sara.swenson@ci.stpaul.mn.us

Watching social media trends, the City of Saint Paul decided in June 2013 to incorporate weekly “Throwback Thursday” posts into its Facebook and Twitter pages. With a rich history and access to an endless library of historic photographs from the Minnesota Historical Society, the posts help engage the public in the city’s past while combining the posts with current events or topics. It has proven as a way to increase engagement on these social media platforms and has been a creative way to communicate with the public about city government.

www.facebook.com/cityofsaintpaul
www.twitter.com/cityofsaintpaul

Award of Merit

Burnsville Emergency Medical Services Virtual Ride-Along
City of Burnsville
Marty Doll, marty.doll@ci.burnsville.mn.us

In May 2013, the City of Burnsville offered residents and community members an online look at a “day-in-the-life” of a Burnsville firefighter/paramedic through the “Emergency Medical Services Virtual Ride-Along.” The online event took place during National Emergency Medical Services Week and offered a look inside the Burnsville Fire Department, which also operates as the City’s ambulance service. Communications staff followed firefighter/paramedics for a day and posted live information about emergency calls, services provided to the community and the lives of the first responders to Twitter and Facebook. Residents could read and participate in the conversation by following #bvems (for Burnsville Emergency Medical Services).

www.facebook.com/cityofburnsville
www.twitter.com/burnsvillemn

PHOTOGRAPHY, INDIVIDUAL PHOTOGRAPH

Award of Excellence (Nominated for Best of Show)

Yellow Ribbon City
Minnesota National Guard
Melanie Nelson for Paul Santikko, melanie.k.nelson.mil@mail.mil

This digital photo was taken to capture a crowning achievement for the Beyond the Yellow Ribbon Recognition Program; the induction of Minneapolis, Minnesota’s largest city, as a Yellow Ribbon Network. In honor of the event, Minneapolis illuminated landmarks throughout the city in yellow to celebrate their induction. Paul captured this moment from a unique spot along the Mississippi River in order to highlight the many landmarks that were lit yellow.



<http://www.flickr.com/photos/minnesotanationalguard/11191975205/lightbox/>

Award of Excellence

Holiday Lights

Metropolitan Council

Jeff Syme, jeff.syme@metc.state.mn.us

I made this photo in mid-December in front of the Union Depot in St. Paul and published it in our online employee newsletter, The Wire, the same week. It seemed almost perfect to me, but because I can, I digitally enhanced the image with a larger moon and placed it a little higher in the sky. I also boosted the contrast for a little more drama (a photographer's standard tool). I'm submitting the enhanced photo, the original photo and the published version.



Award of Excellence

Band Reflection

White Bear Lake Area Schools

Marisa Vette, marisa.vette@isd624.org

This photo was taken during the 2013 Homecoming Day parade.



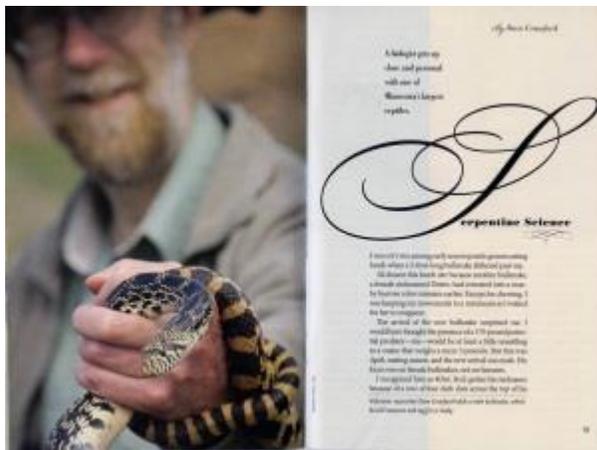
Award of Merit

Serpentine Science

Department of Natural Resources

Deborah Rose, deb.rose@state.mn.us

My assignment was to photograph Biologist Dave Crawford and his interaction with bullsnakes at an undisclosed location as he conducted research on their habits and habitat for the article "Serpentine Science" in the July/August 2013 issue of the "Minnesota Conservation Volunteer" magazine.



Award of Merit

Euphoric Bicyclist
Metropolitan Council
Jeff Syme, jeff.syme@metc.state.mn.us

I made the photo to illustrate a story in our online employee newsletter, The Wire, about a cohort of Council employees who participated in "Bike Walk to Work Day" in June 2013. The man pictured is Eric Lempke, who was a Council intern at the time. His expression captures the euphoria of the day -- everyone was so happy to have biked to work on such a beautiful, sunny day.



Award of Merit

Test Kitchen
St. Paul Regional Water Services
Jodi Wallin, jodi.wallin@ci.stpaul.mn.us



PHOTOGRAPHY – USE OF PHOTOGRAPHY

Award of Excellence

Westwood Hills Look Book
City of St. Louis Park
Jamie Zwilling, jzwilling@stlouispark.org

The Westwood Hills Look Book was designed as a marketing piece for the city's nature center with the hope that it would have a long life and demonstrate "life" at the Nature Center.

http://www.stlouispark.org/webfiles/file/westwood/Westwood_LookbookWEB.pdf

Award of Merit

2013-14 Activities Calendar
White Bear Lake Area Schools
Marisa Vette, marisa.vette@isd624.org

The activities calendar is a publication sent out to all district families at the beginning of the academic year. It is intended to provide families with a comprehensive snapshot of the year, with important school dates provided along with school-specific activities scheduled for students and families. New this year was the addition of recognition days/weeks to the calendar pages, which is in line with a School Board Superintendent Goal of implementing a recognition program.

http://www.isd624.org/pdfs/13_14_wblas_cal_final.small.pdf

BEST FOR LEAST

Award of Excellence (Nominated for Best of Show)

City of Burnsville Use of Digital Billboards

City of Burnsville

Marty Doll, marty.doll@ci.burnsville.mn.us

In 2012, Burnsville's City Council amended its signage ordinance to allow digital billboards within certain zoning areas. Burnsville has a moratorium on new billboards, so the ordinance stated that a digital billboard face could only go up IN PLACE of two existing billboard faces. It also required free digital billboard space for City of Burnsville use. Media conglomerate Clear Channel took advantage of this new ordinance, and erected two new digital billboard faces in February 2013 (one north facing and one south facing) on I-35W just north of Highway 13. In the first year, more than 130 City-created billboards were shown a half-a-million times to passersby on I-35W.

Award of Excellence

Minnesota Military Radio

Minnesota National Guard

Melanie Nelson, melanie.k.nelson.mil@mail.mil

With nearly 370,000 veterans and tens of thousands of guard and reserve troops, Minnesota is a state committed to supporting our friends and neighbors who serve and their families. Minnesota Military Radio is a reflection of that commitment. With a team of producers from the Minnesota National Guard, Department of Veterans Affairs, Minneapolis V.A. and volunteer host and Vietnam veteran Tom Lyons strives to inform and entertain listeners in this weekly syndicated radio show and podcast. Through captivating, historic interviews with veterans of all eras, we also endeavor to preserve their stories of heroism before they are forgotten.

Award of Merit

Repair. Renovate. Renew. 2013 Pelican Rapids Building Renovation Bond

MP&G Marketing Solutions

Mary Pat McNeil, mpgmarketingsolutions@gmail.com

MP&G had just over 7 weeks to help the district pass a \$21.9 million operating referendum the November 5 ballot. The facilities are 26-85 years old and the deferred maintenance needs were extensive. A similar referendum in March had failed by a fairly wide margin and the price tag had already increased since then. The total budget for the project was under \$9,000. The campaign included: A communications audit, logo design and tagline creation, 12-page direct mail piece printing and postage, 4-page newspaper insert, Fast Facts flyer, FAQs, Fact Checker, website content creation and posting, 2 slide show productions, social media posts, an intense public relations campaign against an infamous hired gun – Vote No consultant, Paul Dorr – who had a winning track record of 80+%, project management, initial in-person and weekly client meetings, “Yes” Group and architect meetings, phone interviews, travel, and mileage.

BEST OF SHOW

Hennepin.us website redesign
Hennepin County
Carolyn Marinan, carolyn.marinan@hennepin.us

In 2013 Hennepin County redesigned Hennepin.us to create a user-friendly website that made desired information accessible quickly and efficiently. In response to audience feedback, the web team worked collaboratively with county departments to streamline content and edit for plain language, reducing site pages from 2,500 to 350. The new website features specific design elements to improve site navigation, prominently integrate search, and provide an effective user experience on both mobile and desktop devices. Hennepin.us is no longer simply a means to communicate. The new site furthers the county's goal to transform its web presence into a service delivery tool.

<http://www.hennepin.us/>