



# MAGC Northern Lights List of Awards 2017

## 1 – Promotional or Informational Brochure or Pamphlet

Northern Lights	<b>Metro Transit Everyday Equity Brochure</b> (Metro Transit)
Silver	<b>Regional Policy Plan Summary Packet</b> (Metropolitan Council)
Bronze	<b>Ramsey County Recycling Guide</b> (Ramsey County)

## 2A – Logo or Illustration or Graphic

Northern Lights	<b>Simplified U of M Campus Shuttle Route Map</b> (University of Minnesota Parking & Transportation Services)
Silver	<b>Eden Prairie Water Tower Graphic Design</b> (City of Eden Prairie)
Bronze	<b>Battle Creek Waterworks logo</b> (Ramsey County)

## 2B – Photography

Northern Lights	<b>MacKubin Street and Grotto Street Bridges Replacement Project</b> (Minnesota Department of Transportation)
Silver	<b>Wild About Hockey</b> (City of Edina)
Bronze	<b>Screams Galore and Dog!</b> (Metropolitan Council)

## 2C – One-Page Layout

Northern Lights	<b>Hennepin County property tax insert</b> (Hennepin County Communications)
Silver	<b>Eden Prairie Liquor Direct Mail Postcard</b> (City of Eden Prairie)

## 2D – Multipage Layout

Northern Lights	<b>Pocket Transportation Guide &amp; Campus Map</b> (University of Minnesota Parking & Transportation Services)
Silver	<b>Metro Transit Toward 2020 Action Agenda</b> (Metro Transit)
Bronze	<b>Hennepin County Child Protection Oversight Committee report</b> (Hennepin County Communications)
Merit	<b>Savage Parks and Recreation 2017 Calendar</b> (City of Savage)
Merit	<b>Upper Mississippi River: What to Fix, What to Protect</b> (Minnesota Pollution Control Agency)

## 3A – Newsletter or Magazine

Northern Lights	<b>Burnsville Bulletin</b> (City of Burnsville)
Silver	<b>Insider</b> (City of Bloomington)
Bronze	<b>Bloomington Briefing</b> (City of Bloomington)

### 3B – Program or Activity Catalog

Northern Lights	<b>Activities Directory</b> (City of Edina)
Silver	<b>Ramsey County Library Explore</b> (Ramsey County)

### 4 – Writing for News Release, Blog, Speech or Publication

Northern Lights	<b>The City Spot: 2016 Liquor Memo Updates Announcement</b> (League of Minnesota Cities)
Silver	<b>Minnesota Cities Magazine: Working Together—Duluth's 'Embedded Social Worker' Program</b> (League of Minnesota Cities)
Bronze	<b>2016 Burnsville State of the City Address</b> (City of Burnsville)
Merit	<b>Bat colony preservation work near I-90 Dresbach Bridge shows early success</b> (Minnesota Department of Transportation)
Merit	<b>Gatewood student, neighborhood resident spark friendship through love of art</b> (Hopkins Public Schools )

### 5A – Video Short

Northern Lights (tie)	<b>Highway 169 Improvement Project Construction Video</b> (Minnesota Department of Transportation)
Northern Lights (tie)	<b>Ready Set Roll</b> (City of Saint Paul)
Bronze	<b>The Crosswalking Dead</b> (Burnsville Community Television)
Merit	<b>Blooming Butterflies at Como Zoo</b> (City of Saint Paul)

## 5B – Instructional Video

Northern Lights	<b>What to Expect During Your Water Meter Replacement</b> (City of Burnsville)
Silver	<b>Ballot Counter Video</b> (Ramsey County Elections)

## 5C – Interview or Talk Show or News Magazine Programming

Northern Lights	<b>On The Job</b> (City of Edina - Edina TV)
Silver	<b>Bloomington Today</b> (City of Bloomington)
Bronze	<b>Enterprise Edina</b> (City of Edina - Edina TV)

## 5D – News Programming

Northern Lights	<b>Agenda: Edina</b> (City of Edina - Edina TV)
Silver	<b>Beyond the Badge</b> (City of Edina - Edina TV)

## 5E – Video Campaign or Series

Northern Lights	<b>Public Art Profiles</b> (City of Edina - Edina TV) Best of show nominee
Silver	<b>Welcome to Edina</b> (City of Edina - Edina TV)
Bronze (tie)	<b>62.4-Second Video Updates</b> (White Bear Lake Area Schools)
Bronze (tie)	<b>Video: Hennepin County foster and adoptive families</b> (Hennepin County Communications)
Merit	<b>#OurMN</b> (Minnesota Department of Revenue)
Merit	<b>Ramsey County Community Video Series</b> (Ramsey County Communications)
Merit	<b>Watch BCTV Promos</b> (Burnsville Community Television)
Merit	<b>The World of Minnesota Intermediate School Districts</b> (Intermediate Districts 287 and 916)

## 5F – Promotional Video

Northern Lights	<b>Giraffe Feeding Station at Como Zoo</b> (City of Saint Paul) Best of show nominee
Silver	<b>Kindergarten Program at Hopkins</b> (Hopkins Public Schools)
Bronze	<b>Better Together – TRAIL Helps Adaptive Softball Players Play Ball</b> (City of Bloomington)
Merit	<b>Digital Access Initiative Video - A partnership with Ramsey County Libraries</b> (White Bear Lake Area Schools)

## 5G – Agency, Event, Program or Service Video

Northern Lights	<b>A Day in the Life of Metro Transit Bus Operators</b> (Metropolitan Council) Best of show nominee
Silver	<b>Willow Reserve Restoration</b> (City of Saint Paul)
Bronze	<b>Rain as a Resource</b> (City of Saint Paul)

## 5H – Community Interest Video

Northern Lights	<b>Spotlight Concert featuring Jeremy Messersmith</b> (Hopkins Public Schools )
Silver	<b>Ice Arena Manager Retires After 45 Years</b> (City of Bloomington)
Bronze	<b>National Night Out 2016</b> (City of Saint Paul)
Merit	<b>Talking Crosswalking Dead</b> (Burnsville Community Television)
Merit	<b>Why Do Artists Choose the Ames Center?</b> (Burnsville Community Television)

## 5I – Public Health or Public Safety Video

Northern Lights	<b>Cops &amp; Kids</b> (City of Saint Paul)
Silver	<b>Video: Step to It</b> (Hennepin County Communications)
Bronze	<b>National Night Out 2016</b> (City of Saint Paul)

## 6A – Special Event

Northern Lights	<b>A Line Launch Event</b> (Metro Transit) Best of show nominee
Silver	<b>State of the City 2016</b> (City of Bloomington)
Bronze	<b>Brooklyn Park Library grand opening</b> (Hennepin County Communications)

## 6B – Public Information Project

Northern Lights (tie)	<b>Hennepin County Foster care digital ad campaign</b> (Hennepin County Communications) Best of show nominee
Northern Lights (tie)	<b>Hennepin County Branding</b> (Hennepin County Communications)
Bronze	<b>Wipes Clog Pipes</b> (Minnesota Pollution Control Agency)

## 7 – Annual Report

Northern Lights	<b>Corporate Report to the Community 2016</b> (City of Bloomington)
Silver	<b>2014-15 Annual Report and 2015-16 Annual Update</b> (White Bear Lake Area Schools)
Bronze	<b>Hennepin Highlights</b> (Hennepin County Communications)
Merit	<b>2015-2016 League of Minnesota Cities Annual Report</b> (League of Minnesota Cities)

## 8 – Marketing, Crisis or Communications Plan

Northern Lights	<b>Neighborhood Street Reconstruction Communications Plan</b> (City of Minnetonka)
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## 9A – Website Design or Redesign

Northern Lights	<b>Mississippi Watershed Management Organization Website Redesign</b> (Mississippi Watershed Management Organization) <b>Best of show winner</b>
Silver	<b>City of New Brighton Website Redesign Project</b> (City of New Brighton)
Bronze	<b>MnPASS Website Redesign</b> (Minnesota Department of Transportation)
Merit	<b>Dakota County CDA Website Redesign</b> (Dakota County Community Development Agency)
Merit	<b>RamseyNet - Ramsey County employee intranet</b> (Ramsey County Communications)

## 9B – New Online Feature

Northern Lights	<b>Highway 169 Improvement Project Interactive Map</b> (Minnesota Department of Transportation) <b>Best of show nominee</b>
Silver	<b>Interactive Tax-Forfeited Property Auction Map</b> (Ramsey County)
Bronze	<b>Palace Theatre Re-imagined in Downtown Saint Paul - Digital Story Map</b> (City of Saint Paul)



## 10 – Social Media and Engagement

Northern Lights (tie)	<b>Bloomington's #RunningManChallenge</b> (City of Bloomington) Best of show nominee
Northern Lights (tie)	<b>Yarn Bus</b> (Metro Transit)
Bronze	<b>#UD90: Celebrating 90 years at Union Depot</b> (Ramsey County Regional Railroad Authority)
Merit	<b>MnDOT Hwy 53 bridge construction site dog rescue</b> (Minnesota Department of Transportation)

## 11 – Best for Least

Northern Lights	<b>Bloomington's #RunningManChallenge</b> (City of Bloomington)
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## 12 – Best of Show

**Mississippi Watershed Management Organization Website Redesign**  
(Mississippi Watershed Management Organization)

## Communicator of the Year

**Libby Caulum**, Director of Communications and Media Relations  
(Minnesota Department of Revenue)

## Lifetime Achievement Award

**Helen LaFave**, Communications Manager  
(City of Plymouth)