

Minnesota Association of Government Communicators

Northern Lights Award Winners – 2004

(For projects/work completed in 2003)

BROCHURES & PAMPHLETS (up to 12 pages)

Award of Excellence: “Your Transportation Options Unscrambled”
University of Minnesota
Parking and Transportation Services
Marketing Team

Award of Merit: Plymouth Financial Extra
Communications Division
City of Plymouth

Award of Merit: Marching Band Case Statement
University of Minnesota Printing Services
Sysouk Khambounmy - Designer

BROCHURES & PAMPHLETS (more than 12 pages)

Award of Excellence: Find a Job!
MN Dept. of Employment and Economic Development
iSeek Solutions

Award of Excellence: Research and Inventions
University of Minnesota Printing Services
Sysouk Khambounmy - Designer

Award of Excellence: Move-In Guide
University of Minnesota Printing Services
Sysouk Khambounmy – Designer

Award of Merit: Buckham Center Bulletin
Jeffrey Jarvis
City of Faribault
Parks & Recreation Department

Award of Merit: Tax Primer Packet for MN Legislators
MN Dept. of Revenue, Communications Division
Bridget Anderson & Sarah Dirksen

VISUAL DESIGN

- Award of Excellence: Club Rev Pumpkin Carving Contest
MN Dept. of Revenue, Communications Division
Bridget Anderson
- Award of Excellence: Dunton Locks Display Panels
Jean Miller
Minnesota Department of Natural Resources
- Award of Excellence: Lewis Lapham Lecture Poster
University of Minnesota Printing Services
Sysouk Khambounmy - Designer
- Award of Merit: Hunting & Fishing Licenses Sold Here
Stephen Seefeldt
MN DNR Creative Services Unit
- Award of Merit: Washington County Logo and Communication Standards
Beverly Hagen
Washington County
- Award of Merit: Great Duck Chase Logo
City of Edina
Communications Director Jennifer Bennerotte and
Designer Mark Tensen
- Award of Merit: 2003 SPRWS Calendar
Saint Paul Regional Water Services
- Award of Merit: Continuing Education and Conference Center Banners
University of Minnesota
College of Continuing Education
- Award of Merit: Club Rev "Sock Hop" Collection Drive
MN Dept. of Revenue, Communications Division
Bridget Anderson
- Award of Merit: Career Pursuit Poster
LMI Office
MN Dept. of Employment and Economic Development
- Award of Merit: 2004 CDA Calendar
Dakota County CDA

EXTERNAL PERIODICALS - Magazine

Award of Excellence: TODAY at Minnesota State
Ann Rosenquist Fee, Editor

Award of Merit: Minnesota Environment Magazine
Katherine Carlson, Editor
Peggy Hicks, Carol Pruchnofski, Designers
PIO Staff

EXTERNAL PERIODICALS - Newsletter

Award of Merit: Plymouth News
Communications Division
City of Plymouth

Award of Merit: cce times
University of Minnesota
College of Continuing Education

EXTERNAL PERIODICALS – Electronic

Award of Merit: Explore Further e-newsletter
University of Minnesota
College of Continuing Education

INTERNAL PERIODICALS – Printed

Award of Excellence: *City Slick*
City of Edina
Communications Director Jennifer Bennerotte

Award of Merit: Insider
City of Bloomington, MN

WRITING – FEATURE ARTICLE

- Award of Excellence: “It’s a Small, Small World”
Rebecca Helgesen, Public Information Officer and Writer
Lisa Herschberger, Technical Reviewer
- Award of Excellence: “Fighting Fires Is a Family Affair”
City of Edina
Communications Intern Jill MacPhail
- Award of Merit: “Has Employment Peaked in Minnesota’s Manufacturing Sector?”
David Senf
MN Dept. of Employment and Economic Development
- Award of Merit: “Soldiers Learn War Casualty Identification Procedures”
Sgt. Richard Sprouse, Sgt. Ronda Anderson
Minnesota Army National Guard

WRITING – OPINION PIECE

- Award of Excellence: “A Word from the Mayor”
City of Edina
Communications Director Jennifer Bennerotte
- Award of Merit: “Local Government Must Streamline Delivery of Services”
Beverly Hagen
Washington County

VIDEO – NEWS RELEASE

- Award of Excellence: Earthworm Invasion
Jason Ziemer
Minnesota Department of Natural Resources
- Award of Merit: Getting a Taste: The Making of Maple Syrup
Jason Ziemer
Minnesota Department of Natural Resources

VIDEO – PSA

- Award of Merit: Golf on Saint Paul City Courses
Terry Devine, Producer
Holly Hansen, Executive Producer

VIDEO – PSA (cont.)

Award of Merit: “Only on Cable” PSA
City of Bloomington, MN

VIDEO – INSTRUCTIONAL

Award of Merit: DNR Customer Service Training
Deborah Rose, Dale Newton
MN Department of Natural Resources

Award of Merit: “Recycling Works for Minnesota”
Produced by Media Rare

VIDEO – LOCAL PROGRAMMING

Award of Excellence: Lakeville Kids & Government
Interview with Dave Olson
City of Lakeville
Schiffman, Vogt & Lueders

Award of Merit: Housing *Resource* Center: Making Dreams into Realities
Tim Pratt, Patrick Toth, Todd Holdman

Award of Merit: “Focus on Lakeville”
History of Lakeville
City of Lakeville
Vogt, Lueders & Schiffman

SPECIAL EVENTS

Award of Excellence: Sewer Tunnel Exhibit
Mark Sulzbach, Public Information Officer
Carol Pruchnofski and Peggy Hicks, Graphic Artists

Award of Excellence: Bloomington Civic Plaza Debut
City of Bloomington, MN

ANNUAL REPORTS

Award of Excellence: 2002-2003 MSU Foundation Annual Report
Ann Rosenquist Fee, Publications Director
Nick Prachar '03, Writer

PUBLIC INFORMATION CAMPAIGNS

Award of Excellence: Handwashing Campaign
Minnesota Department of Health

Award of Merit: Cover Your Cough
Minnesota Department of Health

Award of Merit: Campaign Minnesota
University of Minnesota
College of Continuing Education

Award of Merit: Outreach Campaign for Spanish-Speaking Transit Riders
Metropolitan Council
Bruce Howard, Maria Cone, Jennifer Lovaasen

WEB SITES

Award of Excellence: Minnesota Department of Health Web Site
MDH Web Advisory Group and
Communications Office

Award of Merit: www.cityofedina.com
City of Edina
Communications Director Jennifer Bennerotte

PHOTOGRAPHY

Award of Excellence: "Centennial Lakes Park"
City of Edina
Ted Stephenson

Award if Merit: Pipe Repair
Saint Paul Regional Water Services

BEST FOR LEAST

Award of Excellence:

Positively Minnesota publication
MN Dept. of Employment and Economic Development