

**Minnesota Association of Government Communicators**

**Northern Lights Award Winners – 2005**

(For projects/work completed in 2004)

**BROCHURES & PAMPHLETS (up to 12 pages, one or two colors)**

Award of Excellence: “Introducing the City of Edina's New City Hall”  
City of Edina  
Communications Director Jennifer Bennerotte

Award of Merit: Residential Fencing Regulations  
City of Edina

**BROCHURES & PAMPHLETS (up to 12 pages, three or more colors)**

Award of Excellence: COAFES Recruitment Folders  
University of Minnesota Printing Services  
Shawn Welch-Designer

Award of Excellence: Our Working Lands Legacy  
Sheila Vanney, MASWCD; Peter Raeker, BWSR;  
Paul Lewis, Designer

Award of Excellence: Recycling Study  
Tim Pratt & Barb Keith, City of Roseville

Award of Excellence: "Open for Business"  
Ruth Bedor, Anoka County Public Information

**BROCHURES & PAMPHLETS (more than 12 pages, one or two colors)**

Award of Merit: Working With The Media  
Sheila Gebhard, CB Bylander, Tom Conroy, Scott Pengelly

**BROCHURES & PAMPHLETS (more than 12 pages, three or more colors)**

Award of Merit: Beyond the Faucet  
Saint Paul Regional Water Services

Award of Merit: Retrospectives  
University of Minnesota Printing Services  
Sysouk Khambounmy-Designer

## **VISUAL DESIGN**

- Award of Excellence: U of M Admissions Identity System  
University of Minnesota Printing Services  
Sysouk Khambounmy-Designer
- Award of Excellence: Hiawatha Light Rail Calendar and Banner  
Metro Transit Graphics  
Rick Schuster & Charles Decker
- Award of Excellence: Echoes of Empire Poster  
University of Minnesota Printing Services  
Shawn Welch-Designer
- Award of Excellence: Interpretive Display for Hwy. 371 Rest Area  
Amy Beyer, Minnesota Department of Natural Resources
- Award of Merit: 2005 Calendar - Revitalizing Dakota County  
Dakota County CDA
- Award of Merit: VDSC "Minnesota Taxpayers - Somali" poster  
Josh Johnson, MN Dept. of Revenue, Communications Division
- Award of Merit: "Red Cross Blood Drive" poster  
Josh Johnson, MN Dept. of Revenue, Communications Division

## **EXTERNAL PERIODICALS – Magazine**

- Award of Merit: Minnesota Employment Review  
Minnesota Department of Employment and Economic Development  
LMI Office

## **EXTERNAL PERIODICALS – Newsletters**

- Award of Excellence: Golden Valley City News  
City of Golden Valley  
Cheryl Weiler, Tina Perpich & Siri Khalsa
- Award of Merit: Woodbury City Update  
City of Woodbury

## **INTERNAL PERIODICAL**

Award of Excellence: Insider  
City of Bloomington, MN

## **ELECTRONIC INTERNAL PERIODICAL**

Award of Merit: Revenews  
Ione Duff, Minnesota Department of Revenue  
Communications Division

## **WRITING - NEWS RELEASE**

Award of Merit: Otter Tail Lake Sturgeon Release  
Jason Ziemer, Minnesota Department of Natural Resources

## **WRITING - NEWS ARTICLE**

Award of Merit: "Elm Trees Forced Out On A Limb (Again)"  
City of Golden Valley  
Tina Perpich & Cheryl Weiler

Award of Merit: Friendly Fire  
Richard Sprouse, Public Information Officer, DNR Enforcement

## **WRITING - FEATURE ARTICLE**

Award of Excellence: "Is It A Beautiful Day In Your Neighborhood?"  
City of Golden Valley, Tina Perpich

Award of Excellence: "Fishing With Small Fry," Minnesota Conservation Volunteer  
C.B. Bylander, author

Award of Merit: Ruffed Grouse: Minnesota Top State for Species  
Jason Ziemer, Minnesota Department of Natural Resources

Award of Merit: "Walking on Water" - Groundwater Basics  
Forrest Peterson and Kathy Carlson  
Public Information Office, Minnesota Pollution Control Agency

Award of Merit: Fighting Wildfire With Wit  
Richard Sprouse, Public Information Officer, DNR Enforcement

## **WRITING - OPINION PIECE**

Award of Excellence: "Why transit workers won't get a better deal"  
Steven Dornfeld, Metropolitan Council

## **VIDEO - NEWS RELEASE**

Award of Excellence: Paddle Minnesota  
Jason Ziemer, Minnesota Department of Natural Resources

## **VIDEO - PSA**

Award of Excellence: Rubber Ducky PSA  
City of Woodbury and South Washington County  
Telecommunications Commission

## **VIDEO - INSTRUCTIONAL**

Award of Merit: Who Wants to be a Snowplow Driver?  
City of Bloomington, MN

## **VIDEO - LOCAL PROGRAMMING**

Award of Excellence: A New Use for Old Town Hall  
City of Bloomington, MN

Award of Merit: ECHO-TV  
ECHO Health, Safety, and Ethnic Regional Collaborative

Award of Merit: Council Matters - January 2004  
Claire Simonson, Producer  
Holly Hansen, Executive Producer

Award of Merit: The Capital City Show - May 2004  
Mike Kaplan, Producer  
Terry Devine, Executive Producer

## **HANDLING OF CRISIS COMMUNICATION**

Award of Excellence: Metro Transit Strike  
Communications Staff, Metropolitan Council

Award of Merit: Department of Revenue Crisis Communications Plan  
Minnesota Department of Revenue

## **MEDIA/PRESS KITS**

Award of Merit: Smokey Bear: 60 Years of Vigilance  
Adele Smith, Amy Beyer, Jean Miller,  
Dale Newton, Deborah Rose & Steve Seefeldt

## **SPECIAL EVENTS**

Award of Excellence: Hiawatha Light-Rail Launch  
Metro Transit and HPO  
Jim Macchitelli, Maria Cone, Kelci Stones, Jennifer Lovaasen &  
Josh Collins

Award of Merit: Behind The Scenes at the Conservation Officer Academy  
Richard Sprouse, Public Information Officer, DNR Enforcement

## **ANNUAL REPORTS**

Award of Excellence: Corporate Report to the Community 2004  
City of Bloomington, MN

Award of Merit: Department of Revenue 2004 Performance Report  
Esme Evans, Minnesota Department of Revenue,  
Communications Division

## **PUBLIC INFORMATION CAMPAIGNS**

Award of Excellence: "Get-A-Grip" School Safety Education Campaign  
City of Golden Valley  
Tina Perpich, Siri Khalsa & Cheryl Weiler

Award of Excellence: ECHO Emergency Communication for Special Population  
ECHO Health, Safety, and Ethnic Regional Collaborative

## **WEB SITES**

Award of Merit: InTouch E-mail Notification Service  
City of Woodbury

Award of Merit: [www.deed.state.mn.us/lmi](http://www.deed.state.mn.us/lmi)  
Minnesota Department of Employment and Economic Development,  
LMI Office

Award of Merit: Anoka County Web Site Re-design  
Paul Burtness, Anoka County Public Information Department

## **PHOTOGRAPHY**

Award of Merit: Sunrise  
Saint Paul Regional Water Services

Award of Merit: "What Do You Want for Christmas?"  
City of Edina, Photographer Polly Norman

Award of Merit: "Revenue ... A Numbers Thing"  
Ione Duff, Minnesota Department of Revenue,  
Communications Division

## **BEST FOR LEAST**

Award of Excellence: CSU Promotion  
CSU St. Paul