

Minnesota Association of



Government COMMUNICATORS

2010 NORTHERN LIGHTS CONTEST AWARD WINNERS

PROMOTIONAL OR INFORMATION BROCHURES, 12 PAGES OR FEWER

Award of Merit: **Central Corridor Light Rail Construction Communication**
Laura Baenen, Margaret Chan, Robin Cauffman
Metropolitan Council

Award of Merit: **First Ever Eden Prairie Art Crawl Brochure**
City of Eden Prairie Communications Division

Award of Merit: **City of Eden Prairie Economic Development Brochure**
City of Eden Prairie Communications Division

PROMOTIONAL OR INFORMATION BROCHURES, 12+ PAGES

Award of Merit: **Minnesota State Forest Recreation Guide**
Project Management and Written by Kim Lanahan-Lahti, MNDNR
Division of Forestry
Graphic Design by Steve Seefeldt, MNDNR Creative Services

VISUAL DESIGN - LOGOS/ILLUSTRATIONS/GRAPHICS

Award of Merit: **“40 Years In Gear” Logo**
DCTC Marketing and Communications Department

Award of Merit: **Connect Newsletter redesign project**
Metro Transit Marketing Department

Award of Excellence: **MCWD Logo Update**
Minnehaha Creek Watershed District
Education and Communications Program

VISUAL DESIGN - THEMES

- Award of Excellence:** **Orange Shoes will Lead You!**
Intermediate District 287
Linda Rees
- Award of Excellence:** **Community Conversations: Minnesota's Changing Demographics**
League of Minnesota Cities
- Award of Excellence:** **Northstar Commuter Rail Line Creative Design**
Metro Transit Marketing Department
- Award of Excellence:** **MCWD 2009 Fact Sheet Series**
Minnehaha Creek Watershed District
Education and Communications Program
- Award of Excellence:** **Septemberfest 2009***
DCTC Marketing and Communications Department

VISUAL DESIGN - POSTERS/BANNERS/BILLBOARDS/ADS

- Award of Merit:** **Downtown Transportation Transformation**
City of Minneapolis Communications Department
- Award of Merit:** **Emerald Ash Borer Poster Set**
Stephen Seefeldt
Minnesota Department of Natural Resources
- Award of Excellence:** **Eden Prairie Liquor Store Gift Card Print Ads**
City of Eden Prairie
Communications Division
- Award of Excellence:** **"We've Made It Easier To Get In" Floor Graphics***
Braemar Golf Course
City of Edina Communications & Marketing Department

VISUAL DESIGN - CALENDARS

- Award of Merit:** **2009 -2010 Activities Calendar**
Jolene Goldade
Edina Public Schools
- Award of Excellence:** **Fire Prevention 2010 Weekly Calendar***
Jennifer Teegarden and Amy Beyer
Minnesota Department of Natural Resources

*Nominated for Best of Show Award

PERIODICAL PRINTED PUBLICATION - EXTERNAL AUDIENCE

Award of Merit: **Minnetrista Messenger**
Terry Haarstad, City Clerk
City of Minnetrista

Award of Excellence: **Fridley Community Report**
City of Fridley

Award of Excellence: **Briefing***
City of Bloomington, MN

PERIODICAL PRINTED PUBLICATION - INTERNAL AUDIENCE

Award of Excellence: **Insider**
City of Bloomington

PROGRAM OR ACTIVITY CATALOG – ANNUAL PUBLICATION

Award of Merit: **2009 State Park Guide**
Collin Grant & Amy Barrett
Minnesota Department of Natural Resources

Award of Excellence: **2010 Academic Catalog**
DCTC Marketing and Communications Department

PROGRAM OR ACTIVITY CATALOG – MONTHLY, BI-ANNUAL OR QUARTERLY PUBLICATION

Award of Merit: **Elk River Parks & Recreation Program Guide**
ShoreViews
City Newsletter and Parks & Recreation Catalog

Award of Merit: **St. Louis Park Combination Newsletter & Recreation Brochure**
City of St. Louis Park and the Pernsteiner Creative Group

Award of Excellence: **Spring 2010 Course Schedule**
DCTC Marketing and Communications Department

Award of Excellence: **ShoreViews**
City of Shoreview

*Nominated for Best of Show Award

WRITING – NEWS RELEASE

Award of Excellence: **DEED Stimulus Funding Reaching Minnesotans**
Minnesota Department of Employment and Economic
Development

WRITING - FEATURE ARTICLE (PUBLISHED)

Award of Merit: **American Dream Comes True for Edina Resident**
Kaylin Martin; City of Edina
Communications & Marketing Department

Award of Merit: **"When Trouble Calls, Edina Dispatchers Are First To
Answer"**
Alexandra Sifferlin
City of Edina Communications Department

Award of Merit: **Onward & Upward**
DCTC Marketing and Communications Department

Award of Merit: **Revenue's Researchers: Beyond the Numbers**
Larry Mastbaum; Minnesota Department of Revenue;
Communications Division

WRITING - OPINION PIECE, COLUMN, LETTER TO EDITOR

Award of Merit: **Minnesotan hopes family's tragedy will serve as reminder to
others**
Edina Fire Marshal Tom Jenson and Edina Fire PIO
Edina Fire Department

Award of Excellence: **Train's noise and vibration can be mitigated**
Steven Dornfeld
Metropolitan Council

VIDEO NEWS RELEASE

Award of Merit: **Golden Eagle Study**
Denny Behr, Minnesota DNR

TELEVISION PSA

- Award of Merit:** **"Make Me A Monster Contest" PSA**
E-TV Eagan Television
- Award of Merit:** **Minneapolis Jobs - Just One Click Away**
City of Minneapolis Communications Department
- Award of Merit:** **Pot Hole Fishin'**
City of St. Paul
Communications Services
Mike Kaplan, Producer
- Award of Excellence:** **Theft from Autos PSA**
City of Edina
EDINA 16
Dustin Padgett
- Award of Excellence:** **Don't Move Firewood**
Timothy Smalley - Minnesota Department of Natural Resources

INTERNAL OR INSTRUCTIONAL VIDEO

- Award of Merit:** **Preparing for a Flu Pandemic**
City of Minneapolis Communications Department
- Award of Merit:** **Why Comet, Why Now?**
Mike Kaplan, Nick Nelson, Mike Popadiuk, Mike Reardon,
Claire Simonson

NEWS OR TALK SHOW

- Award of Merit:** **Lone Oak Days**
E-TV Eagan Television
- Award of Merit:** **Access Minneapolis**
City of Minneapolis Communications Department
- Award of Merit:** **Inside the Park! November 2009**
Executive Producer Reg Dunlap and the ParkTV Team
- Award of Excellence:** **"Agenda: Edina"**
City of Edina
EDINA 16
Communications & Marketing Department

NEWS OR TALK SHOW CONT.

- Award of Excellence:** **"In Edina"**
City of Edina
EDINA 16
Communications & Marketing Department
- Award of Excellence:** **"Beyond the Badge"**
City of Edina
EDINA 16
Communications & Marketing Department
- Award of Excellence:** **Park Update***
Executive Producer Scott Smith and the ParkTV Team

INFORMATIONAL VIDEO

- Award of Merit:** **"Are You Ready?" Emergency Preparedness Event**
Mike Popadiuk, Producer
City of Saint Paul Communications Services
- Award of Merit:** **"Saint Paul Fire Department Citizen's Academy"**
Nick Nelson
City of Saint Paul Communications Services
- Award of Merit:** **Online Learning: No Barriers, No Boundaries**
Intermediate District 287
Linda Rees
- Award of Merit:** **Meet Minnesota's Newest Star**
David Vessel, Jan Karnegis
Metropolitan Council
- Award of Merit:** **Central Corridor Light Rail: The Time is Now**
Bonnie Kollodge
Metropolitan Council
- Award of Merit:** **Fish Stocking & Fish Tales at Lost Lake**
Denny Behr
Minnesota DNR
- Award of Excellence:** **DCTC Overview Video**
DCTC Marketing and Communications Department

*Nominated for Best of Show Award

PUBLIC INFORMATION PROJECTS – SPECIAL EVENT

- Award of Merit:** **Green Jobs Booth at the Minnesota State Fair**
Minnesota Department of Employment and Economic
Development
- Award of Merit:** **Cities Matter Public Education Campaign Launch**
League of Minnesota Cities
- Award of Merit:** **Metropolitan Council District Dialogues**
Michelle Fure, Bonnie Kollodge, Elizabeth Sund
Metropolitan Council
- Award of Excellence:** **Blue Earth County Justice Center Grand Opening Events**
Jessica Beyer
Blue Earth County, Minnesota
- Award of Excellence:** **2009 City of Minnetonka Farmers' Market**
City of Minnetonka
- Award of Excellence:** **DCTC College Showcase & Project Work/Plan Launch**
DCTC Marketing and Communications Department

ANNUAL REPORTS

- Award of Merit:** **City of Hopkins 2008 Annual Report**
City of Hopkins
- Award of Merit:** **Minneapolis Greenprint Report**
City of Minneapolis Communications Department
- Award of Merit:** **2009 Savage Fire Department Annual Report**
City of Savage
- Award of Merit:** **Lasting Positive Impact**
Department of Employment and Economic Development
- Award of Merit:** **Annual Report For Our Community**
Jolene Goldade & Cheryl Gunness
Edina Public Schools
- Award of Merit:** **Working for the Region, Metropolitan Council 2009 Annual
Report**
Jeanne Landkamer; Linda White, Jeff Syme, Laura Baenen
Metropolitan Council

ANNUAL REPORTS – CONT.

Award of Merit: **Mn/DOT Research Services 2009 Annual Report**
Mn/DOT Research Services, Local Road Research Board and
CTC & Associates

Award of Excellence: **Corporate Report to the Community 2009***
City of Bloomington

MARKETING PLANS

Award of Merit: **Downtown Transportation Transformation**
City of Minneapolis

Award of Excellence: **Northstar Commuter Rail Line Marketing Plan**
Metro Transit Marketing Department

Award of Excellence: **WorkPlace***
Saint Paul Public Library & The Friends of the Saint Paul Public
Library

ADVERTISING PLANS

Award of Merit: **"We've Made It Easier To Get In" Advertising**
Braemar Golf Course
City of Edina Communications & Marketing Department

OVERALL WEB SITE

Award of Merit: **MinneapolisRecovery.us**
City of Minneapolis Communications Department

Award of Merit: **www.dctc.edu**
DCTC Marketing and Communications Department

Award of Merit: **www.PositivelyMinnesota.com**
Minnesota Department of Employment and Economic
Development

Award of Merit: **Hennepin.us website**
Hennepin County Public Affairs

Award of Merit: **www.District287.org**
Linda Rees, District 287

*Nominated for Best of Show Award

OVERALL WEB SITE CONT.

- Award of Merit:** **www.shoreviewmn.gov**
City of Shoreview
- Award of Excellence:** **Minnesota Energy Careers**
www.MnEnergyCareers.org
iSeek Solutions
- Award of Excellence:** **City of Hopkins Website***
City of Hopkins; Kristi Bucher, Graphic/Web Designer

WEB SITE FEATURE OR APPLICATION

- Award of Merit:** **Marquette and 2nd Transit Corridor Website Feature**
Metro Transit Marketing Department
- Award of Excellence:** **DCTC Video Page**
DCTC Marketing and Communications Department
- Award of Excellence:** **City of Edina Avatar***
City of Edina Communications & Marketing Department
J. Perzel & Associates

USE OF SOCIAL MEDIA

- Award of Merit:** **Yinghau Academy Q Comp**
Christine Dufour & Ken Kaffine
Minnesota Department of Education
- Award of Excellence:** **City of Eden Prairie Facebook Page**
City of Eden Prairie
Communications Division
- Award of Excellence:** **YouBlue**
DCTC Marketing and Communications Department

PHOTOGRAPHY – INDIVIDUAL PHOTOGRAPH

- Award of Merit:** **Minnesota Megafauna**
Deborah Rose, Minnesota DNR
- Award of Merit:** **Prairie Restoration**
Linda White, Metropolitan Council

*Nominated for Best of Show Award

PHOTOGRAPHY – INDIVIDUAL PHOTOGRAPH CONT.

- Award of Merit:** **Highway Redo**
Linda White, Metropolitan Council
- Award of Merit:** **State Flower: Official Photo**
Kent Kaiser, Minnesota Secretary of State
- Award of Excellence:** **Train Coming Through!**
Jeff Syme, Metropolitan Council
- Award of Excellence:** **Rock Walking - Jay Cooke State Park***
Deborah Rose, Minnesota DNR

PHOTOGRAPHY – USE OF PHOTOGRAPHY

- Award of Merit:** **One Billionth Tree Seedling Slideshow**
Deborah Rose, Minnesota DNR
- Award of Merit:** **Zumbro Bottoms Horseback Riding Slideshow**
Deborah Rose, Minnesota DNR
- Award of Merit:** **Welcome Folder**
Jolene Goldade, Edina Public Schools
- Award of Excellence:** **Viewcards***
DCTC Marketing and Communications Department

BEST FOR LEAST

- Award of Excellence:** **Burnsville Performing Arts Center Facility Rental Information Folder***
Deb Strahler
City of Burnsville

BEST OF SHOW

- WorkPlace**
Saint Paul Public Library & The Friends of the Saint Paul Public Library

*Nominated for Best of Show Award