

Minnesota Association of



Government COMMUNICATORS

2009 NORTHERN LIGHTS CONTEST AWARD WINNERS

PROMOTIONAL OR INFORMATION BROCHURES, 12 PAGES OR FEWER

- Award of Merit:** **Positively Minnesota**
Minnesota Department of Employment and Economic
Development Communications Office
- Award of Merit:** **Metropolitan Council Regional Parks Map & Guide**
Jan Youngquist, Craig Skone, Margaret Chan, Linda White
- Award of Merit:** **Eden Prairie Community Center Facility Brochure**
City of Eden Prairie Communications Division
- Award of Merit:** **America's Strength Through Citizen Airmen**
133rd Airlift Wing Public Affairs Team
Minnesota Air National Guard
- Award of Merit:** **2008 Regional Meetings Brochure**
League of Minnesota Cities
- Award of Merit:** **A Smaller Carbon Footprint**
Pamela Snopl
Cadie Wright Adhinkary

PROMOTIONAL OR INFORMATION BROCHURES, 12+ PAGES

- Award of Merit:** **Elk River Parks & Recreation Program Guide**
City of Elk River Parks & Recreation
- Award of Merit:** **Welcome to Travel Options Brochure**
Metro Transit Marketing Department
Rick Schuster, Designer
- Award of Merit:** **2008 Spring/Summer Parks & Recreation Program Guide**
City of Eden Prairie Communications Division

PROMOTIONAL OR INFORMATION BROCHURES, 12+ PAGES CONT.

Award of Excellence: **Bicycling as Transportation**
Metro Transit Marketing Department

Award of Excellence: **DCTC College Catalog**
DCTC Marketing & Communications Department

VISUAL DESIGN - LOGOS/ILLUSTRATIONS/GRAPHICS

Award of Merit: **Metropolitan Council Transportation Policy Plan**
David Vessel, Rachel Wiken, Linda White

Award of Merit: **Blue Knights Logo**
DCTC Marketing & Communications Department

Award of Excellence: **State Fair Illustration**
Metro Transit Marketing Department
Eric Hanson, Illustrator

Award of Excellence: **Inside the Park Fall 2008**
Misty Lewis
City of St. Louis Park

VISUAL DESIGN - THEMES

Award of Merit: **Commuter Choice Awards**
Metro Transit Marketing Department
Rick Schuster, Designer

Award of Excellence: **Don't Lose Your Home to Foreclosure**
City of St. Paul Planning & Economic Development Department

VISUAL DESIGN - POSTERS/BANNERS/BILLBOARDS/ADS

Award of Merit: **Edina Fire Department Open House Display**
Edina Communications & Marketing Department

VISUAL DESIGN - CALENDARS

Award of Merit: **2008-2009 St. Louis Park City & School Calendar**
City of St. Louis Park & St. Louis Park Public Schools

Award of Excellence: **2009 CDA Calendar: Partnering to Strengthen Dakota County**
Dakota County CDA

PERIODICAL PRINTED PUBLICATION - EXTERNAL AUDIENCE

- Award of Merit:** **“Edina Liquor Uncorked”**
Communications & Marketing Department
Edina Liquor
- Award of Merit:** **“Metropolitan Council Newsletter”**
Jeanne Landkamer and Jeff Syme, Metropolitan Council
D. Poll, New North Strategies
- Award of Merit:** **“Staying Safe in Eden Prairie”**
City of Eden Prairie Communications Division
- Award of Merit:** **“Life in the Prairie” Newsletter**
City of Eden Prairie Communications Division
- Award of Merit:** **“Briefing”**
City of Bloomington
- Award of Merit:** **“CDA Today” Redesign**
Dakota County CDA

PERIODICAL PRINTED PUBLICATION - INTERNAL AUDIENCE

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

PERIODICAL ELECTRONIC PUBLICATION - INTERNAL AUDIENCE

- Award of Merit:** **“Blue Report”**
DCTC Marketing & Communications Department
- Award of Merit:** **“The Wire”**
Jeff Syme, Metropolitan Council
- Award of Excellence:** **“Minneapolis Matters”**
City of Minneapolis Communications Department

PERIODICAL ELECTRONIC PUBLICATION - EXTERNAL AUDIENCE

- Award of Merit:** **“EFD Pulse”**
Edina Communications & Marketing Department
Edina Fire Department

WRITING – NEWS RELEASE

Award of Merit: **“Update: More than \$77 million in state funding reaches flood-damaged southeastern Minnesota”**
Department of Employment & Economic Development
Communications Office

Award of Merit: **“A bite for life saves man from icy waters”**
Richard Sprouse, PIO
Minnesota DNR -- Enforcement

WRITING – NEWS ARTICLE

Award of Merit: **Roseville Residents are Invested in their Community**
Administration Department
Carolyn Curti

WRITING - FEATURE ARTICLE

Award of Merit: **“HRA intern saves nine from burning house”**
Jeff Syme, Metropolitan Council

Award of Merit: **“Making a Sweet Treat in the Regional Parks”**
Jeanne Landkamer, Metropolitan Council

Award of Excellence: **“Family Makes Strides for Nate”**
City of Edina
Communications Intern Elisabeth Donnan

WRITING - OPINION PIECE, COLUMN, LETTER TO EDITOR

Award of Merit: **“For some it’s the ‘best of times,’ for others the worst”**
Dakota County CDA

Award of Merit: **“Thinking thinks about kids and nature”**
Tom Conroy
Minnesota Department of Natural Resources

Award of Excellence: **“New transit line can’t be all things to all people”**
Steven Dornfeld, Metropolitan Council

VIDEO NEWS RELEASE

Award of Excellence: **“Swan Lady”**
Denny Behr, Minnesota DNR

TELEVISION PSA

Award of Merit: **Saint Paul-itics PSA**
Claire Simonson, Producer
City of St. Paul Office of Media Services

Award of Merit: **CO Detector PSA**
City of Edina
EDINA 16
Scott Denfeld, Marty Doll

Award of Merit: **Signs PSA**
City of Edina
EDINA 16
Kristian Tharaldson, Marty Doll

Award of Excellence: **Sports in the Park 2008**
Misty Lewis
City of St. Louis Park

Award of Excellence: **How to Hire a Contractor**
City of Edina
EDINA 16
Scott Denfeld, Lauren Wiza

NEWS OR TALK SHOW

Award of Merit: **“Shoreview Today”**
City of Shoreview
Shoreview Today Program

Award of Excellence: **“Urban Visions”**
City of Minneapolis Communications Department

Award of Excellence: **“Agenda: Edina”**
EDINA 16
Communications & Marketing Department

INFORMATIONAL VIDEO

Award of Merit: **Hennepin County's Most Wanted**
Hennepin County Sheriff's Office
Minneapolis Cable & Multimedia Services

Award of Merit: **Why Edina**
Edina Public Schools
Jolene Goldade & Doug Johnson

Award of Merit: **2008 Taste of Edina Promo**
City of Edina
EDINA 16
Steve Christiansen & Marty Doll

Award of Merit: **Bloomington: Where the Water Touches the Bluffs – A
Sesquicentennial Edition**
City of Bloomington

Award of Excellence: **Whose Pipe is it, Anyway?**
City of St. Paul Office of Media Services
Claire Simonson, Producer

PUBLIC INFORMATION PROJECTS – SPECIAL EVENT

Award of Merit: **5th Annual Senior Showcase**
Dakota County CDA

Award of Excellence: **Bloomington Sesquicentennial Celebration 1858-2008**
City of Bloomington

Award of Excellence: **Saint Paul-itics**
St. Paul Public Library & The Friends of the St. Paul Public
Library

PUBLIC INFORMATION PROJECTS – BOOK

Award of Merit: **All About Minnesota's Forests & Trees: A Primer**
Laura Duffey, Amy Beyer & Mary Hoff
Minnesota Department of Natural Resources

ANNUAL REPORTS

- Award of Merit:** **“The Stillwater Story: 2007-2008 Annual Report”**
Carissa Nelson, Jennifer Paulson-Bertz
Stillwater Area Public Schools
- Award of Merit:** **“Growing Greener”**
Linda White, Jeanne Landkamer, Jeff Syme and Steven Dornfeld
Metropolitan Council
- Award of Excellence:** **Corporate Report to the Community**
City of Bloomington

MARKETING PLANS

- Award of Merit:** **Eden Prairie Liquor Wine Club Marketing Plan**
City of Eden Prairie Communications Division
- Award of Excellence:** **“Saint Paul-itics”**
St. Paul Public Library & The Friends of the St. Paul Public
Library
- Award of Excellence:** **“Three Words” Firefighter Recruitment Campaign**
City of Golden Valley
Cheryl Weiler, Ben Sandell, Kristi Bucher & Stephen Baker

WEB SITES

- Award of Merit:** **City of St. Paul & the RNC**
City of St. Paul Office of Technology & Communications &
Media Services
- Award of Merit:** **www.onlinedctc.com**
DCTC Marketing and Communications Department
- Award of Merit:** **League of Minnesota Cities**
Web site launch
- Award of Merit:** **www.stlouispark.org**
Jason Huber
City of St. Louis Park
- Award of Merit:** **2009 ISEEK Web site**
iSeek Solutions

WEB SITES CONT.

- Award of Merit:** **Anoka County Parks & Recreation Department**
Web site Redesign
- Award of Merit:** **City of Savage Web Site Redesign**
City of Savage & Designwrite Studios
- Award of Merit:** **Fall Colors Web Site**
Minnesota Department of Natural Resources
- Award of Merit:** **Bike2Benefits Website**
Metro Transit Marketing Department
- Award of Excellence:** **www.dctc.edu**
DCTC Marketing & Communications Department
- Award of Excellence:** **Hopkins Public Schools Web site**
Hopkins Public Schools
- Award of Excellence:** **CityWeb**
City of Bloomington

PHOTOGRAPHY

- Award of Merit:** **"She's a Grand Old Flag"**
Tim Pratt, City of Roseville
- Award of Merit:** **"Online Learning"**
DCTC Marketing & Communications Department
- Award of Merit:** **"Veterans Day"**
Jolene Goldade
Edina Public Schools
- Award of Merit:** **"Jogging into Fall"**
Jeff Syme, Metropolitan Council
- Award of Merit:** **"Taking Measure"**
Jeanne Landkamer, Metropolitan Council
- Award of Excellence:** **Welder**
St. Paul Regional Water Services

PHOTOGRAPHY CONT.

Award of Excellence: **“The Last Welds”**
Laura Baenen
Central Corridor Project
Metropolitan Council

Award of Excellence: **“Winding Path”**
Metropolitan Council Regional Parks Map Cover Photo
Linda White

USE OF PHOTOGRAPHY

Award of Merit **“DCTC Viewbook Photography”**
DCTC Marketing & Communications Department

BEST USE OF A PROMOTIONAL PRODUCT

Award of Excellence: **Don’t Lose Your Home to Foreclosure**
City of St. Paul Planning & Economic Development Department

BEST FOR LEAST

Award of Excellence: **Minneapolis Snow Emergency**
City of Minneapolis Communications Department

BEST OF SHOW

Award of Excellence: **“Three Words” Firefighter Recruitment Campaign**
City of Golden Valley
Cheryl Weiler, Ben Sandell, Kristi Bucher & Stephen Baker