



Minnesota Association of Government Communicators

2008 Northern Lights Contest Results (For work completed in 2007)

PROMOTIONAL OR INFORMATION BROCHURES, 12 PAGES OR FEWER

- Award of Excellence:** **Protect Your Purse Brochure**
City of Eden Prairie, Communications Division
- Award of Merit:** **City of Edina Children's Activity Book**
Communications & Marketing Department
- Award of Merit:** **Welcome to Woodbury City Hall**
City of Woodbury, Communications Division

PROMOTIONAL OR INFORMATION BROCHURES, 12+ PAGES

- Award of Excellence:** **New Employee Orientation Guide**
Minnesota Pollution Control Agency
Jennifer Groebner, Public Information Office
- Award of Merit:** **Minnesota Legislative Manual Sesquicentennial Edition**
Kent Kaiser, Shaun Denham & Nicholas Truso
Minnesota Secretary of State
- Award of Merit:** **2006-2007 CT Summary**
DCTC Marketing and Communications Department

VISUAL DESIGN - LOGOS/ILLUSTRATIONS/GRAPHICS

- Award of Excellence:** **Sesquicentennial Logos & Identity Manual**
City of Red Wing, Communications Division
Snow Dog Design
- Award of Merit:** **International Festival Logo**
City of Eden Prairie, Communications Division
- Award of Merit:** **Eden Prairie Promise Logo**
City of Eden Prairie, Communications Division
- Award of Merit:** **Participate and Feel Great: 2007 Charitable Campaign**
City of Minneapolis Communications Department

VISUAL DESIGN - LOGOS/ILLUSTRATIONS/GRAPHICS CONT.

Award of Merit: **Wild & Rare Logo**
Stephen Seefeldt, Minnesota DNR CSU

Award of Merit: **Wildfire Response Patch**
Stephen Seefeldt & Olin Phillips
Minnesota Department of Natural Resources

VISUAL DESIGN - THEMES

Award of Excellence: **Golden Valley Bridge Builders Ice Cream Social**
City of Golden Valley, Kristi Bucher

Award of Excellence: **DCTC College Showcase (March 28, 2007)**
DCTC Marketing and Communications Department

Award of Merit: **Minnesota Family Support and Recovery Council (MFSRC)**
Exhibit Display
John Stark-MFSRC, Molly Crawford, Gloria Fike, Pat Krauth,
Jon Siess-MN DHS

VISUAL DESIGN - POSTERS/BANNERS/BILLBOARDS/ADS

Award of Merit: **Golden Valley Street Banners**
City of Golden Valley, Kristi Bucher

VISUAL DESIGN - CALENDARS

Award of Excellence: **City of Farmington Community Calendar 2008**
City of Farmington, MN

Award of Excellence: **Smokey Bear - A 12 month Teaching Calendar**
Amy Beyer, Beth Girard, Deborah Rose
Minnesota Department of Natural Resources

Award of Merit: **2007-2008 Calendar**
Edina Public Schools

PERIODICAL PRINTED PUBLICATION - EXTERNAL AUDIENCE

- Award of Excellence:** **Briefing**
City of Bloomington, MN
- Award of Excellence:** **Minnesota Environment Magazine**
MPCA, Rebecca Helgeson, Editor
Peggy Hicks & Carol Pruchnofski, Graphic Designers
- Award of Merit:** **Golden Valley CityNews**
City of Golden Valley, Cheryl Weiler, Ben Sandell, Kristi Bucher
- Award of Merit:** **2008 MnCareers**
Denise Felder, Editor; Barb Gorski, Graphic Designer
iSeek Solutions, Publisher
- Award of Merit:** **Athletic Media Guides**
DCTC Marketing and Communications Department

PERIODICAL PRINTED PUBLICATION - INTERNAL AUDIENCE

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

PERIODICAL ELECTRONIC PUBLICATION - INTERNAL AUDIENCE

- Award of Merit:** **eNews**
Minnesota Pollution Control Agency
Peggy Hicks and Kayla Job

WRITING – NEWS RELEASE

- Award of Merit:** **Bob Shutte/Nanoscience Release**
DCTC Marketing and Communications Department

WRITING - FEATURE ARTICLE

- Award of Excellence:** **First at Bat: Regional Sewer Repair**
Tim O'Donnell, Metropolitan Council
- Award of Excellence:** **Outreach Staff Bridging Gap Between Public, LRT Planners**
Laura Baenen, Communications Manager, CCPO
- Award of Merit:** **Gabberts Part of 100th 'Extreme Home Makeover'**
City of Edina Communications & Marketing Department
Ryan Olsen

WRITING - FEATURE ARTICLE CONT.

Award of Merit: **Safety Camp Leaves Lasting Impressions**
City of Golden Valley, Ben Sandell

Award of Merit: **Elderly See Light Rail Restoring Freedom Of Their Youth**
Laura Baenen, Communications Manager, CCPO

WRITING - OPINION PIECE, COLUMN, LETTER TO EDITOR

Award of Excellence: **Sticks, boomerangs and dirty lakes**
Tom Conroy, Minnesota Department of Natural Resources

Award of Excellence: **Met Council must stay focused on its mission**
Steven Dornfeld, Metropolitan Council

Award of Merit: **Employee Spotlight**
Minnesota Department of Revenue, Lisa Hoepfner

Award of Merit: **Pop bottle caps and a pledge to take someone fishing**
Tom Conroy, Minnesota Department of Natural Resources

VIDEO NEWS RELEASE

Award of Excellence: **Emerald Ash Borer**
Denny Behr, Minnesota DNR

TELEVISION PSA

Award of Excellence: **Winter Sports Quiz**
City of Saint Paul - Office of Media Services
Claire Simonson, Producer

INTERNAL OR INSTRUCTIONAL VIDEO

Award of Excellence: **2007 Metro District's Workers Memorial Day Event Video**
Mn/DOT Metro District Workers Memorial Day Committee

Award of Merit: **Minneapolis Responds: The I-35W Bridge Collapse**
City of Minneapolis Communications Department

Award of Merit: **Minnesotium Video**
Laura Winge & Christopher Sprung
Department of Employment and Economic Development

LOCAL PROGRAMMING

- Award of Excellence:** **"In Edina"**
Communications & Marketing Department
Nathalie Gage, Producer
- Award of Excellence:** **2007 Operating Referendum Levy Informational Video**
Edina Public Schools
- Award of Merit:** **Brooklyn Park Now!**
Mary M. Tan, City of Brooklyn Park
- Award of Merit:** **"Writer's Workshop"**
Chris Vogt, LMCC
- Award of Merit:** **Plane Crash Preparedness**
BECT, Dan Callahan, Rayford Davis, Donavan Cogan
- Award of Merit:** **Experience Eagan**
BECT, Rayford Davis, Dan Callahan
- Award of Merit:** **Be A Responsible Pet Owner**
City of Saint Paul - Office of Media Services
Nick Nelson, Producer
- Award of Merit:** **Sustainability Matters**
City of Saint Paul - Office of Media Services
Claire Simonson, Producer

PUBLIC INFORMATION PROJECTS – NEWS CONFERENCE

- Award of Excellence:** **Neighborhood Action Program**
Mary M. Tan, Captain Jeff Ankerfelt, Lieutenant Steve Pearson

PUBLIC INFORMATION PROJECTS – MEDIA/PRESS KIT

- Award of Merit:** **Minnesota squadron gets close-up view of USAF Thunderbirds**
Capt. Richard Sprouse, Public Affairs Officer
USAF Aux.-Civil Air Patrol

PUBLIC INFORMATION PROJECTS - SPECIAL EVENT

- Award of Excellence:** **Responding to the 35W Bridge Collapse**
University of Minnesota
- Award of Excellence:** **Minneapolis Responds: The I-35W Bridge Collapse**
City of Minneapolis Communications Department
- Award of Merit:** **Metropolitan Council's 40th Anniversary**
Public Affairs Staff

ANNUAL REPORTS

- Award of Excellence:** **Corporate Report to the Community**
City of Bloomington, MN
- Award of Excellence:** **"Moving Us Forward" 2007 Annual Report**
Metropolitan Council, Jeanne Landkamer, Jeff Syme, Linda White
- Award of Merit:** **Minnesota National Guard Annual Report**
Minnesota National Guard
- Award of Merit:** **Minneapolis Greenprint: 2007 Annual Report**
City of Minneapolis Communications Department

MARKETING PLANS

- Award of Excellence:** **Sesquicentennial Marketing & Publicity Campaign**
City of Red Wing, Communications Division
- Award of Merit:** **Go-To Card Marketing Campaign**
Metro Transit Marketing Department

CRISIS/RISK COMMUNICATION PLANS

- Award of Merit:** **MPCA Public Participation Plan for Proposed
Xcel Energy Ash Landfill**
Minnesota Pollution Control Agency
Jennifer Groebner, Public Information Office

WEB SITES

- Award of Excellence:** **Brookview Golf Course Web Site www.brookviewgolf.com**
City of Golden Valley
Kristi Bucher, Ben Sandell, Cheryl Weiler

WEB SITES CONT.

- Award of Merit:** **CityWEB - City of Bloomington**
External Web site Redesign
City of Bloomington, MN
- Award of Merit:** **DCTC Blue Knights Web site - www.goblueknights.com**
DCTC Marketing and Communications Department
- Award of Merit:** **City of St. Paul's 2008 Budget & Tax Resource Website**
Office of Technology & Communications
Office of Financial Services

PHOTOGRAPHY

- Award of Excellence:** **Online Learning for Servicemen/Servicewomen**
DCTC Marketing and Communications Department
- Award of Excellence:** **2008 Smokey Bear Calendar**
Deborah Rose
- Award of Excellence:** **Slim' Flaten**
Jeanne Landkamer, Metropolitan Council
- Award of Merit:** **First Female Conservation Officer**
Deborah Rose
- Award of Merit:** **"Late Summer Fun"**
Jeff Syme, Metropolitan Council

BEST USE OF A PROMOTIONAL PRODUCT

- Award of Excellence:** **City of Edina Activity Book**
Communications & Marketing Department

BEST FOR LEAST

- Award of Excellence:** **National Night Out Newsletter**
City of Minneapolis Communications Department

BEST OF SHOW

- Smokey Bear - A 12 month Teaching Calendar**
Amy Beyer, Beth Girard, Deborah Rose
Minnesota Department of Natural Resources