



2023 Northern Lights Trophy Winners

Illustration or Graphic

- **Northern Lights Award (1st) — Best of Show Nominee**
Northern Reader Library Card
Hennepin County
- **Silver Award (2nd)**
Metro Transit Juneteenth Illustration
Metro Transit
- **Bronze Award (3rd)**
Minnesota GO Comics
Minnesota Department of Transportation *Logo, Icon or Icon Set - Ashley*

Logo, Icon or Icon Set

- **Northern Lights Award (1st)**
Tap 2022 Logo
City of Shakopee
- **Silver Award (2nd)**
Washington County Branded Icon Sets
Washington County
- **Bronze Award (3rd)**
Lead Free SPRWS Logo
Saint Paul Regional Water Services

Photography

- **Northern Lights Award (1st) — Best of Show Nominee**
50th Anniversary of Music in Plymouth
City of Plymouth
- **Silver Award (2nd)**
Lounging with Llamas at the Library
Hennepin County
- **Bronze Award (3rd)**
Hillcrest Reservoir
Saint Paul Regional Water Services

Writing

- **Northern Lights Award (1st)**
DPS Sounds Alarm About Growing Sextortion Threat Facing Minnesota Families
Minnesota Department of Public Safety
- **Silver Award (2nd)**
Olmsted County Foster Care News Release
Olmsted County
- **Bronze Award (3rd)**
Magazine article: Promoting Resilience with Intention
League of Minnesota Cities
- **Award of Merit**
Crime: A Message from the Public Safety Director
City of Plymouth

Annual Report

- ***Northern Lights Award (1st)***
Hope on the Horizon
City of Bloomington
- ***Silver Award (2nd)***
“About Town” Annual Report
City of Edina
- ***Bronze Award (3rd)***
League of Minnesota Cities 2021-2022 Annual Report
League of Minnesota Cities

Multipage Publication

- ***Northern Lights Award (1st)***
Life in the Prairie Newsletter
City of Eden Prairie
- ***Silver Award (2nd)***
2022 Destination Summer Guide
City of Eden Prairie
- ***Bronze Award (3rd)***
20 Tips to Up Your Agency’s Social Media Game
Minnesota Local Road Research Board

Newsletter or Magazine

- ***Northern Lights Award (1st)***
City Newsletter
City of Columbia Heights
- ***Northern Lights Award (1st)***
Life in the Prairie Newsletter
City of Eden Prairie
- ***Bronze Award (3rd)***
Bloomington Briefing
City of Bloomington

One-Page Publication

- ***Northern Lights Award (1st)***
Fall 2022 Parks and Recreation Postcard
City of Eden Prairie
- ***Silver Award (2nd)***
Winter Warming Spaces Map and Look
Ramsey County
- ***Bronze Award (3rd)***
Maplewood's Strengths
City of Maplewood

Program or Catalog

- ***Northern Lights Award (1st)***
2022 Destination Summer Guide
City of Eden Prairie
- ***Silver Award (2nd)***
2023 Recreation Times
City of Burnsville
- ***Bronze Award (3rd)***
Recreation Services Program Guide | Guía de programas de servicios recreativos
City of Richfield

Event, Program or Service Video

- ***Northern Lights Award (1st) — Best of Show Nominee***
Prior Lake - Savage Area Schools Recruitment Video
Captivate Media + Consulting
- ***Silver Award (2nd)***
Now Hiring Part-time Zamboni Drivers at PIC
City of Plymouth
- ***Bronze Award (3rd)***
City of Columbia Heights Conversation Circle
City of Columbia Heights

Community Interest Video

- ***Northern Lights Award (1st)***
Notable Neighbor
City of Bloomington
- ***Silver Award (2nd)***
Public Art Profiles
City of Edina
- ***Bronze Award (3rd)***
Great River Passage Presents: Voices of the River: Linda Larson LaChapelle
City of Saint Paul
- ***Award of Merit***
Farewell to David Fong's
City of Bloomington
- ***Award of Merit***
2022 Community Message Video
Ramsey County
- ***Award of Merit***
Track Chairs in Minnesota State Parks
Minnesota Department of Natural Resources

Instructional Video

- ***Northern Lights Award (1st)***
Multifactor Authentication: A Walk in the Park
City of Burnsville
- ***Silver Award (2nd)***
How to Use a Gun Lock
Minnesota Department of Public Safety
- ***Bronze Award (3rd)***
Fleet Services Self-Service Key Kiosk
University of Minnesota Parking & Transportation

Interview, Talk Show or News Magazine Programming

- ***Northern Lights Award (1st)***

Discover Bloomington
City of Bloomington

- ***Silver Award (2nd)***

Bloomington Today
City of Bloomington

- ***Bronze Award (3rd)***

On The Job
City of Edina

Promotional Video

- ***Northern Lights Award (1st)***

Chanhassen Fire Department - Join Our Team
City of Chanhassen

- ***Silver Award (2nd)***

Metro Transit Police Department Recruitment Video
Metro Transit

- ***Bronze Award (3rd)***

Come to Burnsville, You Belong Here
City of Burnsville

- ***Award of Merit***

Spring Lake Park Schools – Learning is Personal
Captivate Media + Consulting

- ***Award of Merit***

“Before the Sun Comes Up” – Braemar Golf Course Maintenance
City of Edina

Public Health or Public Safety Video

- **Northern Lights Award (1st) — Best of Show Nominee**
Quit Partner 2022 “Keep Quitting” Campaign
Minnesota Department of Health
- **Silver Award (2nd)**
Minnesota Conservation Officer Sarah Grell: End of Watch
Minnesota Department of Natural Resources
- **Bronze Award (3rd)**
A Day in a Life at Burnsville's New Fire Station No. 1
City of Burnsville
- **Award of Merit**
Beyond the Badge
City of Edina
- **Award of Merit**
Low Salt, No Salt Minnesota
Captive Media + Consulting
- **Award of Merit**
Join the Eagan Police Department
Eagan Television

Video Campaign or Series

- **Northern Lights Award (1st)**
Bloomington Collective: Stories of Solidarity
City of Bloomington
- **Silver Award (2nd)**
COVID Vaccination Awareness
Captive Media + Consulting
- **Bronze Award (3rd)**
Firefighter Recruitment Campaign
City of Savage
- **Award of Merit**
Bloomington Pioneers and Changemakers
City of Bloomington

Video Short/Social Media Campaign

- ***Northern Lights Award (1st)***
Organics Education and Promotion
City of Minneapolis
- ***Silver Award (2nd)***
Savage Community Garden: A garden for everyone
City of Savage
- ***Bronze Award (3rd)***
Buddy the Fire Elf
City of Savage

Crisis Response

- ***Northern Lights Award (1st)***
Mpox crisis communications response
Hennepin County Public Health
- ***Silver Award (2nd)***
Crisis communications for fatal shooting at local high school
City of Richfield / Richfield Police Department

Marketing or Communications Plan

- ***Northern Lights Award (1st)***
Universal Transit Pass
University of Minnesota Parking & Transportation
- ***Silver Award (2nd)***
Connected and Automated Vehicles (CAV) Messaging and Engagement Guidance Document
Minnesota Department of Transportation
- ***Bronze Award (3rd)***
Arts in the Park Marketing Plan
City of Eden Prairie

Public Information Project

- ***Northern Lights Award (1st)***

Plymouth Fire Department Part-Time/On-Call Firefighter Recruitment
City of Plymouth

- ***Silver Award (2nd)***

Edina At Play
City of Edina

- ***Bronze Award (3rd)***

Sex Trafficking Awareness Campaign
Washington County

- ***Award of Merit***

Big Year of Birds
Three Rivers Park District

- ***Award of Merit***

2022 Fall Colors Campaign
DNR, Parks and Trails

Special Event

- ***Northern Lights Award (1st)***

Truck or Treat
City of Columbia Heights

- ***Silver Award (2nd)***

2022 State of the City - Hope on the Horizon
City of Bloomington

- ***Silver Award (2nd)***

METRO D Line launch campaign
Metro Transit

Community Engagement

- **Northern Lights Award (1st)**
Sensory-Inclusive Spaces
City of Burnsville
- **Silver Award (2nd)**
Metro Transit Adopt-A-Stop campaign
Metro Transit
- **Bronze Award (3rd)**
East 7th Arcade St. BIPOC Business Outreach
Minnesota Department of Transportation

Social Media Engagement

- **Northern Lights Award (1st) — Best of Show Nominee**
MnDOT Name a Snowplow contest
Minnesota Department of Transportation
- **Silver Award (2nd)**
April Fools' Day
City of Savage
- **Bronze Award (3rd)**
Lead poisoning prevention social media campaign
Hennepin County
- **Award of Merit**
Instagram Revived
City of Bloomington
- **Award of Merit**
Meet our Officers Social Media Campaign
City of Savage

Website Design or Redesign

- ***Northern Lights Award (1st)***
Chanhassen Website Redesign
City of Chanhassen
- ***Silver Award (2nd)***
2022 Olmsted County intranet redesign
Olmsted County
- ***Bronze Award (3rd)***
City of Minnetonka inSite
City of Minnetonka
- ***Award of Merit***
Edina At Play
City of Edina
- ***Award of Merit***
MDH Website Redesign
MDH

Community Engagement [Entry limited to smaller organizations]

- ***Northern Lights Award (1st)***
City of Victoria Community Engagement on Composting
City of Victoria
- ***Silver Award (2nd)***
150th Anniversary of City Charter
City of Faribault
- ***Bronze Award (3rd)***
Ope! Let the Plows SNEAK on Past: Don't put any carts in the street.
City of Richfield

Printed Publications [Entry limited to smaller organizations]

- ***Northern Lights Award (1st)***
City of Victoria Parks & Trails Guide Book
City of Victoria

Special Achievement Awards

- ***Communicator of the Year***
Michael Schommer
Minnesota Department of Health

- ***Lifetime Achievement Award***
Terry Gunderson
Minnesota Department of Human Services

- ***Best of Show***
Northern Reader Library Card
Hennepin County