



## 2015 Award Winners

Congratulations to the following award winners in the 2015 Northern Lights Contest sponsored by the Minnesota Association of Government Communicators (MAGC). This year's contest drew 150 entries from across the state and 87 were recognized with either an Award of Merit or Excellence. Eight entries were nominated for Best of Show.

### **Promotional or Informational Brochures – More than 12 pages**

#### **Award of Merit**

Beyond the Faucet

St. Paul Regional Water Services

Jodi Wallin, [Jodi.wallin@ci.stpaul.mn.us](mailto:Jodi.wallin@ci.stpaul.mn.us)

Beyond the Faucet is a small booklet of 20 pages that traces the history of the water utility to the present day, using strong text, illustrative photos and maps, and an easy to follow layout to tell the story of the water utility.

#### **Award of Merit**

Hopkins Community Education Early Childhood Family Education (ECFE) Winter Spring 2015 Catalog (produced in 2014)

Hopkins Public Schools

Merissa Eiler, [Merissa\\_eiler@hopkinsschools.org](mailto:Merissa_eiler@hopkinsschools.org)

The Early Childhood catalog is a means to attract families with infants to our school district community. We recently re-designed the catalog to attract a new demographic (millennials) that have sought similar programming elsewhere as new parents. Streamlined, elegant design is an expectation for this demographic, known for sharing pictures of the things they consume and find inspiring. The ECFE publication is now more visually appealing in a way that reaches the target audience, while providing the same high-quality classes our best customers expect. As a side benefit, the catalog is less expensive (by 10 center per catalog) to mail.

### **Award of Merit**

Standing Tall

Minnesota Department of Natural Resources

Jennifer Teegarden, [Jennifer.teegarden@state.mn.us](mailto:Jennifer.teegarden@state.mn.us)

Standing Tall is a 32 page, phot-rich publication produced by the Minnesota Department of Natural Resources (DNR) Division of Forestry to showcase Minnesota's forests and the division's work. It provides detailed information and engaging photos to illustrate how the division manages nearly five million acres of state forest land for the benefit of all Minnesotans. The magazine's content highlights how the division uses sustainable forestry practices to harvest timber, engage in long-term planning to maintain healthy forests, and how it works with the public.

### **Visual Design – Logos/illustrations/graphics**

#### **Award of Merit**

Metro Transit Go-To Card Redesign

Metro Transit

Sharon Feiner, [Sharon.feiner@metrotransit.org](mailto:Sharon.feiner@metrotransit.org)

The opening of the METRO Green Line was a big event for Metro Transit. The launch of such a high impact new service gave the agency an opportunity to redesign and update elements in its collateral universe. One was the “family” of branded fare cards that customers use, such as reusable Metropass, College Pass and Student Pass cards, Go-To Cards, and more.

The former card design became outdated, inconsistent between card types and somewhat “out of brand.” The redesign updates the Go-To Card logo and gives all fare cards a strong, unified look and brand identities.

#### **Award of Merit**

Sustainable SLP

City of St. Louis Park, MN

Nicole Pribbenow, [npribbenow@stlouispark.org](mailto:npribbenow@stlouispark.org)

The Environment and Sustainability Commission: Sustainable SLP, came to us asking for help with creating a brand identity. Their specific needs were to communicate they were a commission endorsed by the City of St. Louis Park, and to communicate their four main areas of concentration: Water, Environment, Human and Energy stewardship. Our graphic designer, Misty Lewis, was inspired by the simplicity of the Flat Design style because it offered a clean,

uncluttered way to present all four areas with icons. The bold font made it easy to highlight the action word “able” (in sustainable) to enforce the idea that sustainability is something that is attainable in our community. Finally, the colors are a part of the city’s branding. The sustainable SLP logo ties in well with any city/Sustainable SLP joint project. There are the two versions of the logo horizontal for website purposes and round for social media purposes.

### **Award of Excellence**

“We’re Making It Easier to Get Up and Down France Avenue”

City of Edina, MN

Jennifer Bennerotte, [jbennerotte@EdinaMN.gov](mailto:jbennerotte@EdinaMN.gov)

Edina constructed \$4.09 million in pedestrian improvements on France Avenue at three key intersections. As many as 30,000 vehicles travel the stretch, which includes two regional shopping centers, other retailers and several medical buildings anchored by a hospital. Traffic was affected during construction, affecting residents and businesses.

The project was branded with the theme “We’re Making It Easier to Get Up and Down France Avenue.” Staff created a hand-illustrated infographic explaining the improvements at each intersection. The illustration was used in displays and posters, a brochure, table clings at one of the mall’s food courts and mailings.

### **Visual Design – Other/Themes**

#### **Award of Merit**

Burnsville Then and Now: 50<sup>th</sup> Anniversary Postcards

City of Burnsville

Marty Doll, [marty.doll@burnsvillemn.gov](mailto:marty.doll@burnsvillemn.gov)

In 2014, Burnsville’s Communications Department developed a series of six postcards for the City’s year-long 50<sup>th</sup> Anniversary celebration. The postcards merge historical and modern-day photographs to show how Burnsville looked “then” and “now.”

#### **Award of Merit**

Open & Local Campaign

City of St. Louis Park

Nicole Pribbenow, [npribbenow@stlouispark.org](mailto:npribbenow@stlouispark.org)

St. Louis Park underwent massive construction around the Highway 7 and Louisiana Avenue Interchange area in 2014. Because of the construction, detours and the length of the project, the city offered advertising in the local Sun Sailor and postcards to the businesses in that area. We called the campaign Open and Local. We wanted to make it clear that despite the construction, these businesses were open and eager to serve the public. We wanted to bring

attention to each business location in that area, so the simple map featuring a star for the business location was created. We included relevant information to the consumer (hours open, website, email, phone number, address) and a paragraph about that business. It was a great way to make an eye-catching advertisement to remind residents to support the local businesses in their area.

### **Award of Excellence**

Ramsey County Rebranding

Ramsey County

John Siqveland, [john.siqveland@ramsey.co.mn.us](mailto:john.siqveland@ramsey.co.mn.us)

Although Ramsey County's bright 'big red R' has been a recognizable symbol for decades, a lack of standards for its use as the county's definitive logo and the absence of brand guidelines and discipline led to multiple offshoots that severely diluted the county's brand identity. In 2013, the County Board recognized that residents, businesses and visitors were sometimes at a loss to decipher which services Ramsey County was providing through its multiple programs, departments and locations and committed to a systematic and unified rebranding effort. A cross-departmental team of communicators was assembled to complete the project by the close of 2014.

### **Award of Excellence**

State Fair Campaign

Metro Transit

Sharon Feiner, [Sharon.feiner@metrotransit.org](mailto:Sharon.feiner@metrotransit.org)

Metro Transit's unique relationship with the State Fair has provided it the exceptional opportunity to whisk millions of Minnesotans to and from the annual "Great Minnesota Get Together." In fact, its red "T" logo and riding the bus have become part of the State Fair experience – just like the rest of the event's very recognizable and iconic images featured in the 2014 campaign.

The "Tradition" concept emerged a year before the event. Designer Leah Janz spent time shooting original photos of best loved State Fair sights and iconic symbols, then incorporating the Metro Transit logo in whimsical ways.

### **Award of Excellence**

Switch My Trip

Metro Transit

Sharon Feiner, [Sharon.feiner@metrotransit.org](mailto:Sharon.feiner@metrotransit.org)

In 2014, Metro Transit Commuter Services wanted to refresh its longstanding Commuter Challenge program with an engaging "try it" campaign. It wanted a retooled and re-energized outreach campaign that was aimed directly at people who usually drive alone.

The existing program needed rebranding, a different look and a new name. It devised a campaign using Switch My Trip as a compelling line that doubled as a call to action, inviting drivers to take a simple pledge: select just one trip for which they'd normally drive, and instead take their bike, carpool or vanpool, or take a bus or train.

## **Periodical Printed Publications – External Audience**

### **Award of Merit**

Anoka County News

Anoka County

Ruth Bedor, [ruth.bedor@co.anoka.mn.us](mailto:ruth.bedor@co.anoka.mn.us)

Anoka County News is a free newsletter mailed three times a year to every household in Anoka County. It features information about programs and services provided by Anoka county government as well as updates on important issues and significant projects.

### **Award of Excellence**

Briefing

City of Bloomington

Janine Hill, [jhill@bloomingtonmn.gov](mailto:jhill@bloomingtonmn.gov)

The City's newsletter Briefing contains background and up-to-date information on departments and activities. The newsletter is published six times per year and is mailed to all households and businesses. Its purpose is to inform readers about City news and services, and market the community.

### **Award of Excellence**

Trends Magazine

Minnesota Department of Employment and Economic Development

Jo Iverson, [Jo.Iverson@state.mn.us](mailto:Jo.Iverson@state.mn.us)

Trends is a free quarterly magazine published by the Minnesota Department of Employment and Economic Development (DEED) every March, June, September and December. The goal of the magazine is to put context to the agency's wealth of raw data, such as unemployment related, job growth projections, wage and salary breakdowns, labor force participation rates and much more DEED analysts review the numbers and produce stories that help shed light on the Minnesota economy and where it is headed.

## **Periodical Printed Publications – External Audience**

### **Award of Merit**

Metro Update Electronic Newsletter

Metropolitan Council

Jeanne Landkamer, [Jeanne.landkamer@metc.state.mn.us](mailto:Jeanne.landkamer@metc.state.mn.us)

Metro Update is the Metropolitan Council's monthly electronic external newsletter, which communicates information and key messages about the Council's decisions, activities, and services to our stakeholders. We post newsletter stories and news releases on our website throughout the month and provide links to these stories in the monthly enewsletter.

## **Writing – News Release**

### **Award of Excellence**

Minnesota Department of Human Right's First Same-Sex Marriage Discrimination Case  
Minnesota Department of Human Rights  
Christine Dufour, [Christine.dufour@state.mn.us](mailto:Christine.dufour@state.mn.us)

Due to the August, 2013 Same-Sex Marriage law, there was intense interest in the Minnesota Department of Human Right's first same-sex wedding case involving discrimination in public accommodation based on sexual orientation for refusing to host a same-sex wedding. To accommodate this interest, to prevent protests of the wedding, and to provide increased awareness of public accommodations, MDHR implemented a multi-agency coordinated communications plan.

For the first time, MDHR developed a news release in partnership with both parties involved, including interviews and quotes. This allowed the couple, who married shortly after the release and media availability, to enjoy their wedding.

## **Writing – Feature Article**

### **Award of Merit**

Dragon Slayer  
Anoka County  
Ruth Bedor, [ruth.dedor@co.anoka.mn.us](mailto:ruth.dedor@co.anoka.mn.us)

This article profiles one young man's slow descent into heroin addiction and his long, difficult struggle to overcome it.

### **Award of Excellence**

Tattoo Health Inspections Feature Story  
Lisa Fleming, [lisa.fleming@hennepin.us](mailto:lisa.fleming@hennepin.us)

This story about environmental health inspections was posted on the department intranet. It was designed to engage employees of Hennepin County's Human Services and Public Health Department and teach them about services offered in the department that they are probably unaware of. The "storytelling" style and photos were planned to draw them in and help them

remember information that they likely would have missed, had it been presented as a straightforward report or news item.

## **Video – Public Service Announcements**

### **Award of Merit**

Car Wash PSA

QCTV

Karen George, [Karen.George@qctv.org](mailto:Karen.George@qctv.org)

This PSA was produced to raise awareness in regards to the issue of water over consumption and waste. Minnesota is a state full of precious resources, and it is in our best interest to maintain the integrity of our water. Residents of the community should become aware of these concerns. Having an awareness often leads to an increased concern, which will then lead to an increased value and respect for our resources.

<https://www.youtube.com/watch?v=DAZE9VDqgXU&feature=youtu.be>

### **Award of Merit**

Tell Potholes to Bounce!

City of Burnsville/Burnsville Community Television

Marty Doll, [marty.doll@ci.burnsvillemn.gov](mailto:marty.doll@ci.burnsvillemn.gov)

Produced by Burnsville Community Television, this project was conducted in coordination with the Burnsville Streets Department in order to help spread the word about the City's "Request Tracker" program. "Request Tracker" is an online tool that allows residents to automatically report concerns to the City. From street lights that are out to traffic violations – and most importantly – pothole reporting, Request Tracker helps the City be in more than one place at a time, and quickly respond to issues.

<http://youtu.be/YWskptb5ud4>

### **Award of Excellence**

PSA: Mulch Your Leaves!

City of Saint Paul

Mike Reardon, [mike.reardon@ci.stpaul.mn.us](mailto:mike.reardon@ci.stpaul.mn.us)

This light-hearted PSA features a clueless citizen learning from his more responsible neighbor the right way to clear leaves off his lawn. Rather than raking and bagging leaves in the fall, using a lawnmower to mulch the clippings into a natural fertilizer is a better option.

<https://www.youtube.com/watch?v=tiMInyjCq68>

## **Video – News or Talk Shows**

### **Award of Merit**

News and Views

QCTV

Karen George, [Karen.George@qctv.org](mailto:Karen.George@qctv.org)

News and Views is a monthly hour-long city/community talk show that covers relevant topics from QCTV's four member cities. Each month, we have city officials as well as city department staff, come on the show and talk about a specific topic that is happening in their city. The show is designed to recap city council happenings in a causal, conversation-based format. Each episode is made up of four hosts (in-house), one host per city. Each episode features eight video packages that were filmed in the field covering city and community events.

<http://youtu.be/jvc89SoRAF8>

### **Award of Merit**

The Chamber Report

QCTV

Karen George, [Karen.George@qctv.org](mailto:Karen.George@qctv.org)

The Chamber Report is hosted by the Anoka Area Chamber of Commerce President, and is an outlet for local business owners to get the word out about their businesses.

[https://www.youtube.com/watch?v=mvV1BqnE8\\_o](https://www.youtube.com/watch?v=mvV1BqnE8_o)

### **Award of Excellence**

INSIGHT 7

NDC4/Town Square Television

Carmen Hauck, [chauck@townsquare.tv](mailto:chauck@townsquare.tv)

INSIGHT 7 is a news magazine show that is produced every four weeks. The purpose is to inform and educate viewers about the various happenings in Northern Dakota County.

<https://vimeo.com/121280742>

## **Video – Informational**

### **Award of Merit**

## Election Cycle

City of Eagan/E-TV

Paul Winkels, [PWinkels@eagan-tv.com](mailto:PWinkels@eagan-tv.com)

Every election, the City of Eagan hires dozens of Election Judges to instruct voters, count ballots, and handle a host of other responsibilities. Election judges are often stereotyped as retired folks, or other people who have a fairly open schedule. But in Eagan, one young man is showing you can still serve your country while living life in the fast lane.

<https://youtu.be/FuFWpM09TAs>

## Award of Merit

Where Your Money Goes

City of Eagan/E-TV

Dan Callahan, [dcallahan@eagan-tv.com](mailto:dcallahan@eagan-tv.com)

An annual “Truth in Taxation” hearing is held at city council. We created a live, interactive TV show called “Budget Connect” explaining what goes into the city budget. This story was a breakout illustrating what things cost, in a much more engaging and visual way than a simple list on paper, and compared it to what other things people pay for. We also posted this to the city's website for people to watch and send comments.

<http://youtu.be/eRDChknXnKM>

## Award of Merit

Minneapolis Urban Scholars

City of Minneapolis

Matthew Laible, [Matthew.Laible@minneapolismn.gov](mailto:Matthew.Laible@minneapolismn.gov)

Urban Scholars is a leadership development summer internship program for college students from diverse racial and ethnic backgrounds. But it’s not just any internship program and we needed a way to communicate just how special it is. We decided that the best spokespeople were the interns themselves, who express their excitement and appreciation of this rare opportunity to embed themselves for a summer in Minneapolis summer government. This required a visual medium through which the audience could get a true feel for the passion of the students and mentors and all the amazing interactions and new opportunities the students experience.

<https://youtu.be/jP5Y7Hn3a4>

## Award of Merit

All In: Recycle 101

City of Saint Paul

Mike Reardon, [mike.reardon@ci.stpaul.mn.us](mailto:mike.reardon@ci.stpaul.mn.us)

As part of the City of Saint Paul's Public Works department efforts to promote its new and expanded recycling program called "All In," two videos were produced to educate the very diverse community of Saint Paul on what and how to recycle and also to increase the residents' participation. (There was too much information to be presented in one video, thus #101, followed with the same themed #201.) To do this, without being boring and too technical, the video uses a fun way to get the information across utilizing everyday people and a knowledgeable, but somewhat whacky, character "Professor Green."

<https://www.youtube.com/watch?v=XIZLuxu9lMA>

### **Award of Merit**

All In: Recycle 201

City of Saint Paul

Mike Reardon, [mike.reardon@ci.stpaul.mn.us](mailto:mike.reardon@ci.stpaul.mn.us)

As part of the City of Saint Paul's Public Works department efforts to promote its new and expanded recycling program called "All In," two videos were produced to educate the very diverse community of Saint Paul on what and how to recycle and also to increase the residents' participation. (There was too much information to be presented in one video, thus #101, followed with the same themed #201.) To do this, without being boring and too technical, the video uses a fun way to get the information across utilizing everyday people and a knowledgeable, but somewhat whacky, character "Professor Green."

<https://www.youtube.com/watch?v=nm6i90rLBn4>

### **Award of Merit**

A Thousand Dollars and Back

NDC4/Town Square Television

Carmen Hauck, [chauck@townsquare.tv](mailto:chauck@townsquare.tv)

"A Thousand Dollars and Back: Recollections of Early Romanian Immigration to Minnesota," is a documentary based on oral history interviews with descendants of original immigrants to the communities of Saint Paul and South Saint Paul, Minnesota, from the early 1900s until the advent of World War II through excerpts of interviews with children and grandchildren of the early immigrants. The film was created in 2014 with Minnesota Legacy Grant funds obtained by the Heritage Organization of Romanian Americans in Minnesota or "HORA" in partnership with Romanian Genealogy Society and Town Square Television, all nonprofit organizations.

<https://vimeo.com/121818986>

### **Award of Merit**

Anoka County Sheriff Show

QCTV

Karen George, [Karen.George@qctv.org](mailto:Karen.George@qctv.org)

The Anoka County Sheriff Show is a program designed to give citizens a glimpse inside their local Sheriff's Office. From getting an overview of the SWAT team to taking a look at a local car seat clinic, the Anoka County Sheriff Show allows the Sheriff's Office to effectively communicate and showcase the equipment, personnel, and expertise that helps to keep the citizens of Anoka County safe. The Sheriff Show is a bimonthly production that allows the Sheriff's Office not only to showcase who they are, but also to communicate with their citizens about recent issues or events happening in their community.

<https://www.youtube.com/watch?v=ctNPsnOXFhc&feature=youtu.be>

### **Award of Excellence**

The Story of How Burnsville Became a City

City of Burnsville, Burnsville Community Television

Marty Doll, [marty.doll@burnsvillemn.gov](mailto:marty.doll@burnsvillemn.gov)

In 2014, Burnsville celebrated its 50th Anniversary as an incorporated City. One of the most interesting aspects of the City's history is "how" and "why" it took the steps to become incorporated.

On Aug. 23, 1961, Township of Burnsville residents learned that their neighbor to the north – the City of Bloomington – had voted to annex the township's largest source of tax revenue, the Black Dog Power Plant. Two days later, nearly 500 Burnsville residents flocked to the town hall to protest. This video tells the story of how the "Battle for Blackdog" resulted in Burnsville becoming an incorporated City.

<https://www.youtube.com/watch?v=xqKdgOT48QA>

### **Award of Excellence**

We Are the Burnsville Fire Department: Our Family Protecting Yours

City of Burnsville, Burnsville Community Television

Marty Doll, [marty.doll@burnsvillemn.gov](mailto:marty.doll@burnsvillemn.gov)

"We Are the Burnsville Fire Department: Our Family Protecting Yours" is an informational video created by Burnsville Community Television (BCTV) to raise awareness of the City's Fire

Department. Produced locally while using entirely in-house resources, BCTV has successfully connected the residents of Burnsville with their local government agency by showing the purpose, dedication and high quality service their “dual-role” Fire Department is proud to provide. In addition to connecting community with the Fire Department, this project connects the Burnsville Fire Department with potential candidates for employment.

<https://www.youtube.com/watch?v=dBOBcVXWrw8>

### **Award of Excellence**

Brewing is Booming in Saint Paul

City of St. Paul

Mike Reardon, [mike.reardon@ci.stpaul.mn.us](mailto:mike.reardon@ci.stpaul.mn.us)

Brewing is Booming takes an in-depth look at the emerging craft brewery market in Saint Paul after changes were made to state laws and city ordinances. It focuses on three up-and-coming breweries and two established breweries.

The goal was to inform the public about these exciting new cultural experiences coming to the city and to have a video for economic development staff to use when microbreweries were inquiring about opening a taproom in the city.

<https://www.youtube.com/watch?v=mHtnNCOYciY&feature=youtu.be>

### **Award of Excellence**

Cafesjian’s Carousel

City of Saint Paul

Mike Reardon, [mike.reardon@ci.stpaul.mn.us](mailto:mike.reardon@ci.stpaul.mn.us)

The iconic Cafesjian’s Carousel is a Saint Paul, Minnesota institution. This local gem lived at the Minnesota State Fairgrounds for decades, but found its permanent home in Saint Paul’s Como Park, where it entertains kids of all ages to this day. This video coincides with the Carousel’s 100th Birthday and tells the story of how this treasure was almost lost then saved thanks largely to the efforts of one local couple.

<https://www.youtube.com/watch?v=sfUa3Vy9Q8A>

### **Award of Excellence**

Twin City Model Railroad Museum

City of Saint Paul

Mike Reardon, [mike.reardon@ci.stpaul.mn.us](mailto:mike.reardon@ci.stpaul.mn.us)

The video serves as an introduction to both the Twin City Model Railroad club and its museum of the same name. The Club and museum have been delighting visitors for nearly 80 years. The video, which at times, takes you for a ride within the model railroad display located at Saint Paul's Bandana Square. Host Nick Nelson interviews TCMRM board member Paul Gruetzman.

<https://vimeo.com/114904993>

#### **Award of Excellence**

Hopkins Highlights – Program Choice

Hopkins Public Schools

Megan Nouis, [Meagan.Nouis@hopkinsschools.org](mailto:Meagan.Nouis@hopkinsschools.org)

This video project is the second episode of a four-part series titled “Hopkins Highlights.” In this video, we feature the incredible variety of courses available at Hopkins High School. Whether students want to earn college credit, build skills for an academic future, or discover their elective interests, there is something for everyone.

<https://vimeo.com/116895809>

#### **Award of Excellence**

Trade Show 101

Minnesota Department of Agriculture

Margaret Hart, [Margaret.hart@state.mn.us](mailto:Margaret.hart@state.mn.us)

Tradeshow 101 is an informational video designed to give Minnesota food companies a taste of large-scale tradeshows. The project was filmed in May of 2014 at the National Restaurant Association show in Chicago.

Minnesota companies attending the show were interviewed to provide helpful advice to burgeoning companies aspiring to exhibit at huge national shows. The four-day show hosts 44,000 buyers from around the world and can easily intimidate food companies. This quick informative video provides tips and tricks, and lays out a scale for our companies to judge if they're ready for the big leagues.

<https://www.youtube.com/watch?v=ODBMblhx69o&feature=youtu.be>

#### **Award of Excellence**

Safe Drinking Water Act 40<sup>th</sup> Anniversary Video

Minnesota Department of Health

Stew Thornley, [stew.thornley@state.mn.us](mailto:stew.thornley@state.mn.us)

A six-minute video in conjunction with the 40th anniversary of the signing of the federal Safe

Drinking Water Act. The purpose was to demonstrate the significance of the Act while also highlighting the importance of safe drinking water along with the ongoing issues and challenges related to maintaining safe drinking water into the future.

<https://www.youtube.com/watch?v=inLZwGZSvSc&feature=youtu.be>

### **Award of Excellence**

Wild Bee Surveys in Prairie-Grassland Habitats  
Minnesota DNR  
Denny Behr, [denny.behr@state.mn.us](mailto:denny.behr@state.mn.us)

In July 2014, I had the opportunity to go into the field with Crystal Boyd, DNR entomologist, while she collected specimens as part of a two-year study on native bee populations on select native prairie sites and restored grasslands in Minnesota. Her goal was to begin gathering data to fill in an unfinished bee species list from 1919. The study has a sense of urgency given the decline of nonnative honeybees, and the potential effect of pesticides and loss of habitat on native bees and other pollinators.

<https://www.youtube.com/watch?v=EF3qZgsyw50>

### **Video – Instructional**

#### **Award of Excellence**

Just Outdoors – Deer Processing Start to Finish  
Itasca Community Television (ICTV)  
Jennifer Vail-Storrs, [jvs@watchictv.org](mailto:jvs@watchictv.org)

This segment of Just Outdoors provides a comprehensive “how-to” for processing venison. It was created to provide information on the safe handling of wild game by an experienced butcher. Venison is a vital part of the food chain for rural Minnesotans and this video helps them maximize their use of their game. The host is a retired conservation officer with a wealth of experience who has been helping ICTV produce relevant outdoor shows for 10 years.

<https://www.youtube.com/watch?v=wQtfnMyWZaE>

### **Video – Promotional**

#### **Award of Merit**

Made in Bloomington: Nechville Musical Products  
City of Bloomington  
Janine Hill, [jhill@bloomingtonmn.gov](mailto:jhill@bloomingtonmn.gov)

Tom Nechville loves manufacturing and music, and he managed to make a living out of his two passions with his Bloomington business. Nechville Musical Products is a small shop many people may not be aware of, but Nechville banjos have been in the hands of famous musicians like Steve Martin and Keith Urban. The story was part of an ongoing segment called Made in Bloomington. It's meant to highlight the City's thriving economy that creates local jobs and a good tax base for residents.

<http://youtu.be/5gx1VrBZbgY>

### **Award of Merit**

Meet Laurie

City of Bloomington

Janine Hill, [jhill@bloomingtonmn.gov](mailto:jhill@bloomingtonmn.gov)

An old favorite got a new face with Bloomington Today's new host Laurie Schulte. The City introduced her with a promotional video showcasing Bloomington's natural beauty, booming business community and rapid development.

<https://www.youtube.com/watch?v=R2UMj9dr1DI>

### **Award of Merit**

What's New at the Q

QCTV

Karen George, [Karen.George@qctv.org](mailto:Karen.George@qctv.org)

What's new at the Q is a promotional video designed to highlight recent content produced by Quad Cities Television (QCTV). What's new at the Q is a segment that is produced quarterly, and for this submitted episode, we injected humor into the promo by placing a dog on a couch, who is watching our channel engaged by the television. The idea is that the dog is engaged by watching our promo, and the slogan at the end reads, "Expanding our audience", hence the dog watching TV. The promo received acclaim from the community, and is a great and charming way to promote our content.

<https://www.youtube.com/watch?v=BvVNs8Ejg>

### **Award of Excellence**

Staying Active Has No Age Limit

City of Bloomington

Janine Hill, [jhill@bloomingtonmn.gov](mailto:jhill@bloomingtonmn.gov)

Susan Lighter is 79 years old, but she doesn't let her age stop her from doing activities she loves. She proves staying active truly has no age limit. Not only does she work out in group fitness classes several times a week, but she also works at Chico's women's clothing store in Eden Prairie. Bloomington Public Health employees said Lighter is living proof that these types of activities can play a huge part in keeping both your mind and body healthy.

<https://www.youtube.com/watch?v=wR9N94WVKU>

### **Award of Excellence**

Fall Into E-TV

City of Eagan/E-TV

Jeff Ongstad, [jongstad@eagan-tv.com](mailto:jongstad@eagan-tv.com)

We wanted to create a spot to show potential Community Producers some of the things they could do at E-TV other than just the standard talk shows. We wanted to inform viewers of the classes that E-TV had to offer, as well as the some of the things they could possibly learn.

<https://www.youtube.com/watch?v=bb4hva5Rlfi>

### **Video – Campaign or Series**

#### **Award of Merit**

Sustainability Man

City of Burnsville/Burnsville Community Television

Marty Doll, [marty.doll@burnsvillemn.gov](mailto:marty.doll@burnsvillemn.gov)

In 2012, the City of Burnsville introduced “Sustainability Man” a tights-wearing superhero in search of “green projects, and sustainable resources.” Since his introduction, Sustainability Man has interviewed nearly a dozen individuals on topics related to the environment, recycling, natural resources, etc. He has also made several public appearances and been part of promotional spots. This quirky and entertaining series of short segments is shot on a quarterly basis. Each episode focuses on a different topic related to “Sustainability.” The episodes are then uploaded to the City’s YouTube channel ([www.YouTube.com/cityofburnsvillemn](http://www.YouTube.com/cityofburnsvillemn)) and played on the City’s local cable channels.

Insert URL here

#### **Award of Merit**

A Tale of Two Libraries

City of Saint Paul

Mike Reardon, [mike.reardon@ci.stpaul.mn.us](mailto:mike.reardon@ci.stpaul.mn.us)

This series of three videos documents focused on the year-long transformation of two neighborhood branches of the St. Paul Public Library – Highland Park and Sun Ray – as they underwent extensive remodeling and renovations in order to meet the needs of twenty-first century library users.

“Chapter 1 Highland Park and Sun Ray Libraries Get Makeovers” outlines the architectural plans and public reaction;

“Chapter 2 Renovations at Two Saint Paul Libraries Near Completion” shows the work in progress and tells viewers how they can contribute to a donor wall;

and “The Final Chapter Highlights From Sun Ray and Highland Libraries Grand Re-openings ” celebrates the grand re-opening events at both libraries.

<http://youtu.be/gy1vFiyur4>

<http://youtu.be/bcOJaPHZnYo>

<https://youtu.be/OGP47FBrrZY>

#### **Award of Merit**

MPCA Project No Waste

Minnesota Pollution Control Agency

Jeanne Giernet, [Jeanne.Giernet@state.mn.us](mailto:Jeanne.Giernet@state.mn.us)

Three animated videos created as a part of Project No Waste, a partnership between the Science Museum of Minnesota and the Minnesota Pollution Control Agency, to increase recycling of the paper, plastic and food waste generated by the museum and its visitors. The videos were on display in the lobby of the museum in conjunction with a composting exhibit, and worked with new bins and signage throughout the museum to raise awareness and to encourage visitors to participate in Project No Waste.

[http://youtu.be/F2pyi\\_SUhgQ](http://youtu.be/F2pyi_SUhgQ)

<http://youtu.be/v37Woeo7ik>

<http://youtu.be/oQn0dLYuoco>

#### **Award of Merit**

New Principal Video Series

White Bear Lake Area Schools

Marisa Vette, [marisa.vette@isd624.org](mailto:marisa.vette@isd624.org)

The video series was produced to introduce two brand new principals to their school communities, and to the district community as a whole.

<https://whitebear.wistia.com/medias/mvossxzxye>

<https://whitebear.wistia.com/medias/oq9xon014f>

### **Award of Excellence – nominated for Best in Show**

Edina Public Art Profiles

City of Edina

Scott Denfeld, [sdenfeld@edinamn.gov](mailto:sdenfeld@edinamn.gov)

Edina’s public art has long been a source of pride for artists and residents. We wanted to create a series of videos that offer an insight into the people and stories behind some of the most beloved public art displays around the city.

<https://www.youtube.com/watch?v=VWLcDEBig1s>

### **Video – Live or live-to-tape sports coverage**

#### **Award of Merit**

Maple Grove @ Anoka Boys Soccer – MSHSL State Tournament Semi-Final

QCTV

Karen George, [Karen.George@qctv.org](mailto:Karen.George@qctv.org)

This production covered one of our local sports teams in the Minnesota State High School Leagues boy’s soccer, semifinal state tournament game. With this game being held at a third party location, our coverage gave viewers from our viewing area a way to watch the game without traveling to the away site. Our production utilized our mobile production truck, which gave viewers at home four camera angles, replay video, and multiple channels of graphics to enhance their viewing experience of our broadcast.

Need URL

### **Video – Live or Live-to-tape Community Event Coverage**

#### **Award of Merit**

Live and Local: Back to School Special

QCTV

Karen George, [Karen.George@qctv.org](mailto:Karen.George@qctv.org)

This is a new series where we take our mobile production van into the community and go “live” for an hour program. This particular episode is all about District 11 and it features the educators and schools in our area. Our guests included the new superintendent of the district, several administrators, teachers, and students, as well as pre-produced packages on all day kindergarten, the district’s new website, buddy benches, and healthy after school snacks.

<https://www.youtube.com/watch?v=fdYrI9NCtY&feature=youtu.be>

### **Award of Merit**

State of Minnesota Veterans Day Program  
NDC4/Town Square Television  
Carmen Hauck, [chauck@townsquare.tv](mailto:chauck@townsquare.tv)

For the past few years, the Official State of Minnesota Veterans Day Program has been held in our city of Inver Grove Heights. The local TV news stations would come to cover the event with only a 20 second clip on the evening news, and this seemed inadequate for an official state event recognizing the service of our state's veterans.

Our TV studio took on the challenge of providing Live, multi camera TV and web coverage of this State of Minnesota event.

<https://vimeo.com/121808989>

### **Video – Other**

#### **Award of Merit**

Two Years Into Program, Burnsville Sees Decrease in Apartment Fires  
City of Burnsville, Burnsville Community Television  
Marty Doll, [marty.doll@burnsvillemn.gov](mailto:marty.doll@burnsvillemn.gov)

Since 2006, the Burnsville Fire Department has been responding to a growing number of multi-unit housing fires. Most, according to Fire Marshal Doug Nelson, are caused by unattended cooking and improperly discarded cigarettes. In 2011, public education efforts on the topic received a boost from the Federal Emergency Management Agency (FEMA) in the form of a \$47,000 grant, which allowed them to implement an aggressive fire prevention program. Two years later, the program appears to be exceeding expectations. This "news brief" outlines some of that success.

<https://www.youtube.com/watch?v=FDyv10JANYc&feature=youtu.be>

#### **Award of Merit**

2013 Year in Review  
City of Saint Paul  
Mike Reardon, [mike.reardon@ci.stpaul.mn.us](mailto:mike.reardon@ci.stpaul.mn.us)

Please note, while the video is a review of 2013, it was not finalized and made public until January of 2014.

The video highlights and showcases Saint Paul during 2013, from new business ribbon cuttings

to the various events, our beautiful parks, different activities, and unfortunately clips of a funeral from a fallen police officer. The video is set to music with a couple of sound bites throughout, along with some Nat sounds. It shows Saint Paul's diversity and creates a sense of community. I tried to make it feel like the city slogan says, "The most Livable City in America."

<https://youtu.be/UvgYql17TyI>

#### **Award of Merit**

Regional Parks & Growing Diversity  
Metropolitan Council  
Carol Critchley, [carol.critchley@metc.state.mn.us](mailto:carol.critchley@metc.state.mn.us)

Currently, regional park use is dominated by Caucasians. Research shows that communities of color are often unaware of the regional parks system. This video illustrates the causes and possible solutions to achieving a greater level of awareness and connection by all residents with our regional park system.

<https://youtu.be/KqRnjTuyP8>

#### **Award of Merit**

62.4-second Video Updates  
White Bear Lake Area Schools  
Marisa Vette, [marisa.vette@isd624.org](mailto:marisa.vette@isd624.org)

The district shares out weekly 62.4second video updates, showcasing photos and videos of activities that have taken place in the schools throughout the week, every Friday afternoon through the district's Facebook and Twitter accounts. The videos are also shared out within our biweekly internal and external enewsletters, and they are sometimes shared as standalone videos in our internal and external enewsletter video editions. (The 624 connection comes from the fact that we are Independent School District 624.)

<https://whitebear.wistia.com/medias/44zr0q31co>

#### **Award of Excellence**

Operation Raging River  
City of Minneapolis  
Matt Laible, [Matthew.Laible@minneapolismn.gov](mailto:Matthew.Laible@minneapolismn.gov)

This project was video documentation of a public safety exercise titled "Operation Raging River" held on Aug. 12, 2014 at Boom Island Park in Minneapolis. The exercise was a simulation of

radiological dispersal device explosion, or “dirty bomb,” and the resulting actions that first responders and supporting disciplines followed in addressing the incident. The video utilized three-camera documentation and captured exercise highlights in a video nine minutes in length. Documentation of exercises is necessary when using federal funds to train and exercise first responders and other disciplines.

<https://vimeo.com/105559766>

#### **Award of Excellence**

CHS Field Turf Installation

City of Saint Paul

Mike Reardon, [mike.reardon@ci.stpaul.mn.us](mailto:mike.reardon@ci.stpaul.mn.us)

The City Of Saint Paul – in partnership with the minor league Saint Paul Saints baseball club is building a 7000 seat ballpark and entertainment facility in downtown Saint Paul. The city’s Communications Service's division has documented much of its construction. One of highlights of the project was the installation in October 2014 – of the ballpark’s sod. This time-lapse video captures that turf installation.

<https://vimeo.com/108828389>

#### **Award of Excellence**

Wildlife Artist

Minnesota DNR

Denny Behr, [denny.behr@state.mn.us](mailto:denny.behr@state.mn.us)

#### **Award of Excellence – nominated for Best in Show**

In Memory of Officer Scott Patrick

NDC4/Town Square Television

Carmen Hauck, [chauck@townsquare.tv](mailto:chauck@townsquare.tv)

This was team coverage of the tragic loss of Officer Scott Patrick from the Mendota Heights Police Department.

<https://vimeo.com/104039674>

## **Public Information Projects – Special Event – One Time Event**

### **Award of Merit**

Burnsville Community Television's PSA Day  
City of Burnsville/Burnsville Community Television  
Marty Doll, [marty.doll@burnsvillemn.gov](mailto:marty.doll@burnsvillemn.gov)

Burnsville Community Television (BCTV) held its first ever "PSA Day" on Oct. 30, 2014. As part of its strategic plan, BCTV was looking for a way to reach out to local, nonprofit organizations. PSA (Public Service Announcement) Day provided an opportunity for these community organizations to visit the BCTV studio and create a video thirty seconds or less – to highlight their organization.

BCTV offered three options for the PSA, and edited the final project for each organization to use on social media or their website. Videos also played on Burnsville Community Channel 14 and Burnsville's YouTube channel, [www.YouTube.com/cityofburnsvillemn](http://www.YouTube.com/cityofburnsvillemn).

### **Award of Excellence**

Protect Minnesota Pollinators  
Minnesota Department of Agriculture  
Margaret Hart, [margaret.hart@state.mn.us](mailto:margaret.hart@state.mn.us)

The Minnesota Department of Agriculture launched the "Protect Minnesota Pollinators" public awareness campaign at the 2014 Minnesota State Fair to increase awareness of the importance of pollinators in agriculture and food production. The campaign included customized flower seed packets, a bumblebee headband, and handouts for both children and adults. Fairgoers were encouraged to make a "pollinator promise". The campaign was promoted via news conference, social media and traditional media distribution.

Hard copy materials submitted via mail include:

- 2) BMP brochures;
- 1) headband;
- 1) seed packet;
- 1) children's handout;
- 1) printout of larger poster.

Electronic video submission of the MDA State Fair Exhibit "Protect Minnesota Pollinators" news conference: <https://www.youtube.com/watch?v=xclcwIEhRM>

### **Award of Excellence**

World's Largest Wad of Paper  
Minnesota Pollution Control Agency

Jeanne Giernet, [Jeanne.Giernet@state.mn.us](mailto:Jeanne.Giernet@state.mn.us)

Guinness World Record holder for the world's largest ball of paper. We constructed a 10-foot ball of paper to showcase the amount of paper Minnesotans throw away every 30 seconds. The exhibit was on display at the Minnesota State Fair.

Official surveyor results:

- Weight: 426 lbs.
- Height: 9'7"
- Circumference: 32'2"

### **Award of Excellence**

Keller Golf Course Grand Reopening: Media Preview Event

Ramsey County

John Siqveld, [john.siqveld@CO.RAMSEY.MN.US](mailto:john.siqveld@CO.RAMSEY.MN.US)

Keller Golf Course reopened in July after an extensive 21-month, \$12 million renovation. To promote the grand reopening and drive old and new customers to the course, Ramsey County held a media preview day on Thursday, July 17 prior to the public grand reopening celebration on Saturday, July 19. Local and national media were invited to play the course, tour the new clubhouse, and interview county leaders, recreation staff, the course architect and club members.

## **Public Information Projects – Special Event – Recurring Event**

### **Award of Merit**

2014 State of the City – Bloomington, MN

City of Bloomington

Janine Hill, [jhill@bloomingtonmn.gov](mailto:jhill@bloomingtonmn.gov)

Bloomington Communications wanted create a memorable, engaging presentation for the 2014 State of the City event. The theme, "The Art of Creating Community" was a perfect tie for not only celebrating the arts community, but also for communicating the skill that goes into creating community with new development and transportation initiatives, the schools, community events, services and financial information. The theme also gave us the creative inspiration that we were looking for.

### **Award of Excellence**

Hopkins Royal Opportunity Day

Hopkins Public Schools

Jolene Goldade, [Jolene.goldade@hopkinsschools.org](mailto:Jolene.goldade@hopkinsschools.org)

On Saturday, Nov. 15, Hopkins Public Schools hosted its first-ever Hopkins Royal Opportunity Day for fifth- and sixth-grade students and their parents. The event was designed to build excitement about the transition to junior high and high school. Students met future teachers and experienced three mini classes based on actual classes offered at the high school. Meanwhile, parent toured the high school, listened to presentations from building leadership, heard alumni testimonials and were able to get all their questions answered.

## **Public Information Projects – Other**

### **Award of Merit**

“We’re Making It Easier to Get Up and Down France Avenue”

City of Edina

Jennifer Bennerotte, [jbennerotte@EdinaMN.gov](mailto:jbennerotte@EdinaMN.gov)

## **Annual Reports**

### **Award of Excellence – Nominated for Best in Show**

2014 Corporate Report to the Community

City of Bloomington

Janine Hill, [jhill@bloomingtonmn.gov](mailto:jhill@bloomingtonmn.gov)

Each year the City develops a theme for its annual report that is incorporated in other annual reports and State of the City presentation. Creating a similar look and feel to these reports ties together key themes and issues, increasing recognition and readership.

## **Plans – Crisis/Risk Communications**

### **Award of Merit**

Minnesota Department of Human Right’s First Same-Sex Marriage Discrimination Case

Minnesota Department of Human Rights

Christine Dufour, [Christine.dufour@state.mn.us](mailto:Christine.dufour@state.mn.us)

Due to the August, 2013 Same-Sex Marriage law, there was intense interest in the Minnesota Department of Human Right’s first same-sex wedding case involving discrimination in public accommodation based on sexual orientation for refusing to host a same-sex wedding. To accommodate this interest, to prevent protests of the wedding, and to provide increased awareness of public accommodations, MDHR implemented a multiagency coordinated communications plan.

For the first time, MDHR developed a news release in partnership with both parties involved, including interviews and

quotes. This allowed the couple, who married shortly after the release and media availability, to enjoy their wedding.