



List of Northern Lights Awards 2016

Here are some of the aspects of the Northern Lights Contest that were introduced in 2016.

- This year marks the first year for a ranked award system, with first through third place awards and the potential for one or more awards of merit in each category. The ranked awards reflect MAGC's mission for the Northern Lights awards contest: to celebrate the best in government communications.
- It also marks the debut of the Northern Lights Award, an acrylic trophy for first-place finishers.
- Awards must receive an average score of 70 and higher (out of 100) from the category's judges to be eligible for an award.
- Awards are assigned using "standard competition ranking" (like the Olympics). This means, for example, that if there is a tie for first place, two first-place awards are given. The third finisher receives a third-place award, because there are two entries with higher scores.
- Awards of Merit are given to any award that scores 90 or higher (out of 100), and to any fourth-place finisher whose score falls within one point of the third place finisher.



Communicator of the Year 2016

Sergeant John Eastham of the [Ramsey County Sheriff's Office](#) was challenged to perform all dimensions of a Public Information Officer's duties in 2015. He tackled this role professionally and honorably – his achievements made more impressive considering 2015 was his first full year in this role.

On call 24/7, Eastham responded situations and inquiries at all times of day all over the county – from high-profile incidents to high-speed chases, reopened cold cases and challenging personnel matters. A former Ramsey County Adult Detention Center employee, Eastham used his storytelling skills and sense of humor to share personal stories about his time in the [soon-to-be demolished county jail](#) – including his role in [thwarting an escape attempt](#) – during tours with the news media.

Eastham wrote, narrated, filmed and edited a series of short anti-drunk driving social media videos entitled "[Avoid Our Doors](#)". The series consisted of an offender's journey from squad door to jail door to ambulance door to cell door and provided a sobering case to instead take a sober trip. The series won credit and was promoted by both the State and National Offices of Traffic Safety. Always a reliable communications partner, Eastham worked with Metro Transit and other public safety agencies to raise awareness of additional law enforcement details and free transit rides on St. Patrick's Day through media events and other outreach.

For these and other achievements in 2015, Sergeant Eastham was awarded a Class C Medal of Commendation from the Ramsey County Sheriff's Office in March 2016 for "overall performance and commitment as the Sheriff's Public Office Information Officer."





Promotional or Informational Brochure or Pamphlet

Category 01

Northern Lights Award

Weddings in the Parks Brochure

Three Rivers Park District

MAGC Silver Award

Roadway Safety Institute Biennial Report

University of Minnesota Transportation

MAGC Bronze Award

Experienced Officials: 2016 Leadership Conference Promotional Flyer

League of Minnesota Cities



Logo, Illustration or Graphic

Category 02a

Northern Lights Award

Holiday Vehicles

Best of Show Nominee

Metro Transit

MAGC Silver Award

Minnesota Go Mobile

MnDOT

MAGC Bronze Award

Minnehaha Creek Preserve Signage

Minnehaha Creek Watershed District

Award of Merit

Eden Prairie Liquor Direct Mail Postcard

City of Eden Prairie

Award of Merit

Respect the Ride Campaign

Metro Transit

Award of Merit

Teamwork Photo-Illustration

MnDOT



Photography

Category 02b

Northern Lights Award

Minnesota Project WET

Department of Natural Resources

MAGC Silver Award

Drinking Water Soon!

Met Council

MAGC Bronze Award

Birding at Blue Mounds State Park

Department of Natural Resources



One-Page Layout

Category 02c

Northern Lights Award

MCWD Permitting Handouts

Minnehaha Creek Watershed District

There are no other awards in this category.



Multipage Layout

Category 02d

Northern Lights Award

2015 Hennepin County Bike Map

Hennepin County

There are no other awards in this category.



Newsletter or Magazine

Category 03a

Northern Lights Award

Insider

City of Bloomington

MAGC Silver Award

Briefing

City of Bloomington

MAGC Bronze Award

Burnsville Community Guide—2015/2016

City of Burnsville



Program or Activity Catalog

Category 03b

Northern Lights Award

Hopkins Public Schools High School Course Catalog
Hopkins Public Schools

MAGC Silver Award

St. Louis Park Parks and Recreation Brochure
City of St. Louis Park

MAGC Bronze Award

The Greenbook
Minnesota Department of Agriculture



Writing

Category 04

Northern Lights Award

Introducing Aspiring Mechanics to a Career in Transit

Metro Transit

MAGC Silver Award

Room at the Table

White Bear Lake Schools

MAGC Bronze Award

Imagine a Day Without Water

Saint Paul Regional Water Services



Public Service Announcement

Category 05a

Northern Lights Award

The Facts—Texting and Driving PSA

BEC TV

MAGC Silver Award

Organics Recycling PSA

City of Minneapolis

TIE: MAGC Bronze Award

Shut It Off

City of Woodbury

TIE: MAGC Bronze Award

Free Tax Preparation

MN Department of Revenue



Instructional Video

Category 05b

Northern Lights Award

Highwater Video

Best of Show Nominee

Minnehaha Creek Watershed District

MAGC Silver Award

Organics Recycling How-To

City of Minneapolis

MAGC Bronze Award

Commercial Animal Waste Technician (CAWT) Applicator Training

Minnesota Department of Agriculture



News Magazine Programming

Category 05c

Northern Lights Award

Bloomington Today

Best of Show Nominee

City of Bloomington

MAGC Silver Award

Enterprise Edina

City of Edina

MAGC Bronze Award

Beyond the Badge

City of Edina



Promotional Video

Category 05d

Northern Lights Award

Welcome to the Twin Cities: Greater & Greener 2017
City of Saint Paul

MAGC Silver Award

Eagan Police 50th Anniversary
Eagan TV

MAGC Bronze Award

Braemar Arena Promotional Video
City of Edina

Award of Merit

"Welcome to the Huburb" Video
City of Brooklyn Park



Video Campaign or Series

Category 05e

Northern Lights Award

MnDOT Enhance Interstate 694 Animated Campaign

Best of Show Nominee

MnDOT

MAGC Silver Award

Public Art Profiles

City of Edina

MAGC Bronze Award

Art in the Loop

City of Bloomington



Live or Live-to-Tape Event

Category 05f

Northern Lights Award

68th Annual Pumpkin Bowl: Centennial @ Anoka Football

Best of Show Nominee

QCTV

MAGC Silver Award

U.S. Hockey Hall of Fame Game: Minnesota v. St. Cloud State

CTV North Suburbs

MAGC Bronze Award

Live and Local: Wargo Nature Center

QCTV



Educational or Informational Video

Category 05g

Northern Lights Award

Hearing Loss Matters: A Documentary Film

Best of Show Nominee

Commission on Hearing

MAGC Silver Award

We Are Burnsville Public Works

Burnsville Public Works

MAGC Bronze Award

Water Fee Increase Explained

Eagan Television



Special Event

Category 06a

Northern Lights Award

Bagnado

Winner: Best of Show Award!

Minnesota Pollution Control Agency

MAGC Silver Award

Library Grand Opening

Ramsey County

MAGC Bronze Award

Minnesota State Fair Booth Design

MN Department of Revenue



Public Information Project

Category 06b

Northern Lights Award

Ramsey Recycles Campaign

Ramsey County

MAGC Silver Award

Give Death the Finger

City of Golden Valley

MAGC Bronze Award

Swimmable, Fishable, Fixable?

Minnesota Pollution Control Agency



Annual Report

Category 07

TIE: Northern Lights Award

Heading Home Hennepin Annual Report, Year 9, 2015

Best of Show Nominee

Hennepin County

TIE: Northern Lights Award

2015 Report to the Community

Hopkins Public Schools

TIE: MAGC Bronze Award

Corporate Report to the Community 2015

City of Bloomington

TIE: MAGC Bronze Award

MnDOT 2014-15 Annual Winter Maintenance Report

MnDOT



Marketing, Crisis or Communications Plan

Category 08

Award of Merit

EP Bill Pay Rollout Communications Plan

City of Eden Prairie

There are no other awards in this category.



Website Design or Redesign

Category 09a

Northern Lights Award

Ramseycounty.us Website Redesign

Best of Show Nominee

Ramsey County

MAGC Silver Award

Rice Creek Commons Website

Ramsey County

MAGC Bronze Award

Stpaul.gov Redesign

City of Saint Paul



New Website Feature

Category 09b

Northern Lights Award

Hearing Loss Matters: A Website for Viewers of the Film
Commission on Hearing

There are no other awards in this category.



Social Media and Engagement

Category 10

Northern Lights Award

Mining Old Photos in Search of Facebook Gold

City of Bloomington

MAGC Silver Award

"That's Why I Ride" Hashtag Campaign

Metro Transit

MAGC Bronze Award

City of Edina Social Media

City of Edina



Best for Least

Category 11

Northern Lights Award

Audubon Cooperative Sanctuary Interpretive Signs

Best of Show Nominee

City of Burnsville

There is only one Best for Least award each year.

This year's entries included outstanding projects from:

- *City of Burnsville*
- *City of Bloomington, Minnesota*
- *City of Edina, Minnesota*
- *Metro Transit*
- *QCTV*
- *Ramsey County*