

Northern Lights Awards List 2021

Creative Achievement

Illustration or Graphic

Burnsville Tour De Flavor	AE2S Communications and City of Burnsville	Northern Lights Award
Fall into Winter with Parks Scavenger Hunt	Ramsey County	Silver Award
Mask Up, Edina	City of Edina	Bronze Award

Logo, Icon or Icon Set

City of Rochester Branding Project	City of Rochester	Northern Lights Award
COVIDaware MN logo	Minnesota IT Services	Silver Award
Quit Partner logo	Minnesota Department of Health	Bronze Award

Photography

Wolf Pup Roundup	Minnesota Conservation Volunteer	Northern Lights BOS nominee
Old Growth: Interstate State Park	MN Department of Natural Resources	Silver Award
Recycling & Energy Center Photography	Ramsey/Washington Recycling & Energy	Bronze Award
Snowy Sunset Over Lake Phalen	Metropolitan Council	Award of Merit
Champion Cyclist: Alexandra Houchin	Minnesota Department of Natural Resources	Award of Merit
SnowBLAST Photo Series	City of Columbia Heights	Award of Merit

Writing

In Search of the Cabbage Rocks	Minnesota Conservation Volunteer	Northern Lights BOS nominee
Rethinking Areas of Concentrated Poverty	Metropolitan Council	Silver Award
News Release – Nikki Niles to lead Olmsted County’s new	Olmsted County	Bronze Award
St. Paul to City Hall: “How Are You Doing—Really?”	League of Minnesota Cities	Award of Merit

Publications

Annual Report

Focus on Burnsville, Our 2020 Report to the Community	City of Burnsville	Northern Lights Award
2019-2020 LMC Annual Report	League of Minnesota Cities	Silver Award
2020 Annual Report	City of Fridley	Bronze Award

Multipage Publication

Yesterday and Today: Columbia Heights Centennial Calen	City of Columbia Heights	Northern Lights Award
Ramsey County 2021 State Legislative Priorities	Ramsey County	Silver Award
Minnesota IT Services Strategic Plan	Minnesota IT Services	Bronze Award

Newsletter or Magazine

Trailblazer	MN DNR, Parks and Trails Division	Northern Lights Award
Bloomington Briefing	City of Bloomington	Silver Award
Hometown Messenger	City of Shakopee	Bronze Award

One-Page Publication

Factors of Success Infographic	Minnesota Department of Natural Resources	Northern Lights Award
COVID-19 Vaccine Basics	Minnesota Department of Health	Silver Award
Food Waste Prevention Fliers	Ramsey/Washington Recycling & Energy	Bronze Award

Program or Catalog

Nature Center Spring Guide	City of Maplewood	Northern Lights Award
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Video

Agency, Event, Program or Service Video

Understanding your property taxes and values video	Ramsey County	Northern Lights Award
The Maplewood Leadership Bunch	City of Maplewood	Silver Award
2020 50th & France Holiday Tree Lighting	City of Edina	Bronze Award
Pay It Forward	City of Saint Paul	Award of Merit
Metro Transit Technician Program	Metropolitan Council	Award of Merit

Community Interest Video

It Takes a Valley	Captivate Media + Consulting	Northern Lights Award
Cycle Therapy: Woodbury Man Bikes Every Road in Washi	City of Woodbury and SWCTC	Silver Award (tie)
Public Art Profiles	City of Edina	Silver Award (tie)
Sustainability at the Sculpture Garden	Mississippi Watershed Management Organization	Award of Merit
Bloomington Yesterday: Pahl Family Farm	City of Bloomington	Award of Merit
Metropolitan Council's Future Forest Art Shanty	Metropolitan Council	Award of Merit

Instructional Video

Buckthorn Bust: How To	City of Bloomington	Northern Lights BOS nominee
Turning Food Scraps into Compost	Ramsey County	Silver Award
2020 Board and Commission Training video	City of Northfield	Bronze Award

Interview, Talk Show or News Magazine Programming

Agenda: Edina	City of Edina	Northern Lights BOS nominee
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Promotional Video

Eagan Firefighters Profile	Eagan Television	Northern Lights Award
Public Works Week	Eagan Television	Silver Award
Visual Translations Art Exhibit	City of Bloomington	Bronze Award

Public Health or Public Safety Video

COVID Ref campaign	St. Louis County	Northern Lights Award
PAR360: Invisible Danger	Town Square Television	Silver Award
Stay One Lee Vague Apart	City of Woodbury and SWCTC	Bronze Award

Video Campaign or Series

MnDOT Minute	Minnesota Department of Transportation	Northern Lights Award
Lock It, Shakopee	City of Shakopee	Silver Award
Council Minute	City of Bloomington	Bronze Award
Masks Are Easy - Short Video Series	Minnesota Department of Health	Award of Merit
Three Rivers Park District Virtual Programming	Three Rivers Park District	Award of Merit
Fire Safety With Burny Bear & Saint Paul Fire Department	City of Saint Paul	Award of Merit
Our Saint Paul	City of Saint Paul	Award of Merit

Video Short/Social Media Campaign

Ranger Territory	Captivate Media + Consulting	Northern Lights Award
More Snow? Here's How you Can Help Plow Operators	City of Cottage Grove and SWCTC	Silver Award
Bike Lanes in Burnsville!	City of Burnsville	Bronze Award

Plans and Projects

Crisis Response

Small Business Relief Fund and Employment Support	Ramsey County	Northern Lights Award
COVID-19 Crisis Response	Minnesota Department of Health	Silver Award
Metro Mobility Essential Health Worker Transportation	Metropolitan Council	Bronze Award
Metropolitan Council COVID-19 employee communication	Metropolitan Council	Award of Merit
State of Minnesota Remote Work Transition	Minnesota IT Services	Award of Merit

Marketing or Communications Plan

City of Burnsville Communications and Engagement Plan	AE2S Communications and City of Burnsville	Northern Lights Award
Olmsted County Elections Communication Plan	Olmsted County	Silver Award

Public Information Project

Saint Paul "Slower is Safer" Speed Limit Campaign	City of Saint Paul, Department of Public Works	Northern Lights Award
2020 Elections Campaign	Ramsey County	Silver Award
Animals Are Coming to the Washington Avenue Ramp	U of M Parking & Transportation Services	Bronze Award (tie)
Stay Safe MN Website	Minnesota IT Services	Bronze Award (tie)
Temporary Water Treatment Facility Project	City of Woodbury	Award of Merit
Lawns to Legumes Public Outreach Campaign	Minnesota Board of Water and Soil Resources	Award of Merit

Special Event

SnowBLAST	City of Columbia Heights	Northern Lights BOS nominee
The Great Minnesota Outdoor Adventure (Virtual State Fair)	Minnesota Department of Natural Resources	Silver Award
Metropolitan Council Virtual Employee Recognition	Metropolitan Council	Bronze Award

Digital Communications and Engagement

Community Engagement

The Wandering Naturalist Podcast	Three Rivers Park District	Northern Lights Award
Night to Unite 2020	City of Burnsville	Silver Award
Black History Month: Know Your History	City of Edina	Bronze Award

Social Media Engagement

Write a Love Letter to a Regional Park	Metropolitan Council	Northern Lights Award
"Chalk Your Walk" Contest	City of Eden Prairie	Silver Award
Mask up, Bloomington!	City of Bloomington	Bronze Award

Website Design or Redesign

League of Minnesota Cities Website Redesign	League of Minnesota Cities	Northern Lights Award
Quit Partner website	Minnesota Department of Health	Silver Award
Economic Development web platform	Hennepin County Housing and Economic Development	Bronze Award

Excellence in Smaller Organizations

Community Engagement

Minnesota Coronavirus Prevention: MN Sports Style	City of Farmington	Northern Lights Award
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