

2019 Savvy Judging Comments

Savvy Award

New Mexico Counties, NM

New Mexico Counties Rebrand Campaign

Finding a brand that united 33 organizations is daunting. You rocked it! Simple yet reflective of the individual elements. I love the color scheme that you picked. I can only imagine how intricate it must have been to get all 33 counties to agree on the logo.

Silver Circle Award

Linn County, IA

Linn County Logo Redesign & Rebranding

Impressive use of in-house resources. Colorful design. An inclusive process delivered value to all departments and the county. This is definitely a stand out for me. The color palate and the logo are very appealing to my eyes. I'd have loved to see samples of your newsletter using the red and the orange instead of the blue / green. Love the new look.

Award of Excellence

City of Kent, WA

City of Kent - Mission Vision Values Goals

Appreciated the passion and creativity here. Valentines were TOO CUTE. Video was engaging and showed buy-in across the organization.

The valentine's day cards are a standout for me. I think they are so clever and it shows that, even though, we work in government, we can have a sense of humor. Great marketing/look!

Marketing and Tools - Economic Development

Savvy Award

City of Sierra Vista, AZ

Economic Development Booklet

Good value for budget. Liked putting it online for broader outreach. It can be easily updated and have a longer shelf life with the inside back cover picket...good thinking! Liked the slogan. With multiple partners, got good back for their buck. Good photography. Well thought out and definitely aimed at different audiences. Good design, easy to read. Produced very economically.

The separate fact sheet that could be easily updated is an innovative idea and helps keep the piece relevant! The piece is laser focused on a specific audience.

WOW, gorgeous publication! This entry is an excellent example of how to wisely invest government funds. Sierra Vista's strategy was very thorough that included the right sized document with the right amount of information. However, the final publication and entry writeup are superb.

The piece is well done both graphically and in terms of editorially. I also like that you can customize the Fact Sheets that go in the back--not a novel concept--but one that works nonetheless in the cost efficient times. I think the brochure is done very well as are the Fact Sheets. Both are very appealing, concise and a nice campaign.

Silver Circle Award

City of Santa Clarita, CA

City of Santa Clarita- Innovate SCV

Good clean website. A little skeptical of the budget numbers. Achievements excellent. Detailed description of project. Results outlined good metrics.

The return on investment and use of resources are impressive on this project. A great example of how government can take the initiative to serve a specific group. The website is very informative and is a great resource for the tech community and others interested in learning more about Santa Clarita innovation efforts. Very impressive that more than 40 percent of traffic came from returning visitors to the site.

The campaign was in total a great way to promote the city and its offerings in a nice, concise, well-rounded way. Every facet seemed to be considered. Clear objectives and nice, measurable results!

Award of Excellence
City of Dublin, OH

Dublin Reality Check

The metrics were good as was the outreach. Reasonable value for the budget. Appeals to specific audience. Hits its goal for the most part. Focused on particular market.

The metrics were clear and measurable. It sounds like they did their job of getting the word out about what a great place Dublin is to relocate for a job.

The Dublin Reality Check campaign is very creative and well thought out. The campaign included great messaging and the core tactics- the website and videos- were well executed. The entry also included significant metrics that identified the campaign as a success. This is a fun campaign. Audience is clearly defined with good objectives.

Marketing and Tools - Marketing Event

Savvy Award

Town of Marana, AZ

Marana Cape Chase - Superhero Adaptive Fun Run Marketing Materials

What a fun idea! Love the custom creative. This was an awesome project. The graphics and pictures look great. Not to mention, the intent is one that touches the heart. Great job!

This campaign is very innovative and wonderful! In the intended outcome section, defining the measurable goals is helpful.

The graphics are some of the most intentional and well executed I've seen (government or private sector) in a while. The images of the real participants mirrors the event graphics in a way that illustrates that the intended message was clearly conveyed. Nice budget breakdown.

Silver Circle Award

City of Corpus Christi, TX

City Hall in the Mall

Great idea and great results. Very nice. I really loved all the supporting documents. This was a very innovative way to bring city government to the people. Good job overall! Good results. The coordination to get all those departments together is a feat by itself! Intriguing partnership.

Award of Excellence

City of Homestead, FL

Homestead Station Construction Kick Off

Wow. Just wow. Sounds like an amazing event! I really liked your movie-themed idea. It is original and borrows from pop culture. Very creative! Love the idea of construction trucks being on parade next to pyrotechnics and fireworks!!

How brilliant to incorporate such a theatrical kick-off for what would soon be home to many more theatrical moments. This was

really innovative and different from your regular turn the dirt type of event. Pulling off something of this magnitude is a feat. Reading the entry made me sad I missed the party - and to think that it was a construction kickoff! Truly impressive effort and excellent results.

Marketing and Tools - Government Service Delivery/Community Issue (Population 0 - 99,000)

Savvy Award

City of Mansfield, TX

Mansfield Volunteer Program

This project was a great way to bring the community together. The videos showcased the projects and participants and can help as a recruiting tool to obtain more volunteers. Great job!

This volunteer program is a great way to take a problem (code non-compliance) that affects the whole area and have people come together to solve it and feel a strong sense of community. Social media was an effective way to reach the volunteer audience and to offer kudos and satisfaction to them afterwards.

The piece truly shows what a community can do when they come together! Awesome!

Silver Circle Award

Town of Queen Creek, AZ

Town of Queen Creek General Plan Update

Congrats on the 84% passage! All of your hard work was worth the positive votes. The multi-phase strategy was very effective in getting the community engaged and garnering input. I am amazed at the 84% passage rate and the engagement numbers. Great infographics. This team really did their due diligence! Every step of the project was taken into account, and it showed on its return! With an 84 percent approval rate by the general public, the message was received extremely well!

Award of Excellence

City of Bozeman, MT

City of Bozeman Public Safety Center

Congrats on the passing of the Public Safety Center Bond! The success of this communication endeavor is clear with 60% of the voters in favor of the bonds, especially after two previous failures at the polls. The cost of the marketing consult and the time invested by staff in speaking engagements was well worth the effort.

You did a phenomenal job trying to convince the general Public to approve this to move forward. Public Safety should always be number one, and this project shows! Great Job!

Marketing and Tools - Government Service Delivery/Community Issue (Population 100,000 and Up)

Savvy Award

City of Tallahassee, FL

Southside Farmers Market

Very detailed plan and report. Tallahassee is to be commended for tackling a large public health issue in their community with good communications tools.

Congratulations on an outstanding program. Your research, planning and implementation efforts are exemplary. An excellent public outreach campaign, thoroughly researched, and an excellent model for how to do a public outreach plan right. The program's catchy title, "Me me at the market," complemented by the theme "You are what you eat, so be real, fresh and local" was nothing short of AWESOME! Congratulations on a fabulously well designed and executed outreach program that obviously made a huge difference in the community!

Silver Circle Award

City of Santa Clarita, CA

City of Santa Clarita-Heads Up! PSA Teen Contest

Excellent way to educate youth about texting and driving and get them involved in the solutions. The winning videos were very well done and impactful.

Appropriate research combined with a fun idea to get teens involved resulted in an effective outcome. Having the winning video play in local movie theaters was a good idea.

Texting while driving is an epidemic among high school drivers. This program was a great way to create awareness and a bit of peer pressure to put away the phone and pay attention. Giving scripts for high school students to read at their daily announcement was a great way to generate a buzz! And what kid wouldn't want to go to the movies with friends and family to see their video on the big screen! Inspiring.

Award of Excellence

City of Arlington, TX

Via Rideshare Launch

Congratulations on the great press coverage covering your innovative program. A huge win for the city of Arlington, Tx with the CBS This Morning coverage. The announcement video was fun, easy to watch and kept your attention providing just the right information. Everything about this outreach program was first class.

Marketing and Tools - Best Use of Humor

Savvy Award

Skagit County, WA

Skagit County's PoopSmart Campaign

By far one of the funniest and clever campaigns I have seen. Excellent use of play on words and phrases to keep things light and humorous for an otherwise odious and unpleasant topic. Honestly,

this had me rolling on the floor--especially the Yoda "Doo or do not" one. Great call to action regarding the necessity of potentially shutting down fishing areas if bacteria levels get too high. Also loved the "Poop in the News" section in the Toolkit. Fantastic job!

Skagit County did their "dooty" with this effective campaign! This website and social media campaign is fun and compels users to read and learn more. The simple graphics and text is nothing short of "pooptacular!"

The website was designed so well. I would have read every section of this just for fun even if I wasn't working! I loved the funny made-up quotes scattered throughout. ("Dogs are angels full of poop!") The illustration style matches the funny tone of the writing. Looks like you are well on your way of reaching your goal of helping the public understand the water pollution happening in this county.

So creative and fun! I think this campaign is eye catching, a little silly but so effective. Great job.

Silver Circle Award

City of North Liberty, IA

The Trashelor

Great theme for this campaign, very creative, well done and a lot of fun to watch! "The Trashelor" is a great parody -- all the more impressive since it was done by a small town on a budget of about \$50! This entry gets the judges' red rose!

The teaser was the best part about this entry. Perfectly written to entice people: "Three containers. One choice. Which bin did residents pick for their families? The City of North Liberty, Iowa found out during the most dramatic season ever of The Trashelor."

I think this campaign is super creative and fun. I laughed the whole way through. Great job!

Award of Excellence

City of Pflugerville, TX

#NationalGrammarDay - Proper Use of Pf in Pflugerville

Uniquely humorous approach to a well-known regional issue of the town's name mispronunciation. Clever and fun...nicely done!

"Pfantastic" video and execution that's completely on brand. It's clear the Pflugerville Communications team can be responsive and turn around quality projects quickly, all while having a lot of "pfun!"

Good job using National Grammar Day for this pfun post! It's clever and more unexpected to have a post linking to National Grammar Day. So fun! I think the release of this video was perfect timing and effective. Great work!

Marketing and Tools - Best Use of a Promotional Item

Savvy Award

City of Corpus Christi, TX

Recycle Right Trading Cards

Masterful idea at such a low cost to residents. Well-done, clever, educational campaign. Loved all the characters used---appeals to all ages. Particularly liked how the campaign translated to the various media from trading cards to PSAs to the Customer Guide.

Silver Circle Award

City of Grandview, MO

It's in the Bag!

Great use of public funds. Very clever. Clever execution for gaining food drive donations.

Award of Excellence

City of Carrollton, TX

9th Annual Festival Wrapped Guitars

Very cost effective use of resources. Wrapping the guitars is a very creative and innovative execution. Nice graphic design.

Most Creative Activity with Least Dollars Spent (Population 0 - 150,000)

Savvy Award

City of Boynton Beach, FL

#HooverisHappy Social Media Campaign

I howled when reading this entry. This campaign highlights clever, creative, and resourceful use of a four-legged friend to help deliver an important safety message. Hoover became the city's quiet zone safety ambassador, much the same way other iconic animal figures have in the past. Woodsy Owl, Smokey Bear, etc. Excellent campaign. Kudos for seeing and seizing this wonderful "op-paw-tunity". This entry was a clear winner!

This campaign was a great way to tie in the community to changes made in the community. Having a K9 spokesperson who had a social presence was a win for Boynton Beach!

I also thoroughly appreciated the paw-some puns scattered throughout the entry. What a clever way to bring levity and a message that "sticks" to a serious issue. Everyone loves pets - they're always our biggest social media draw - and partnering with a local business to celebrate an achievement is a great show of collaboration.

Silver Circle Award

City of Winchester, VA

Combat the Cat Campaign

Nice graphic development and clever use of the iconic cat burglar image. A good match for the message. Well delivered using a variety of tactics. Overall, creative, cute, and clever.

This simple message really drove results for the community. This campaign is proof that simple methods can make a big difference if executed in the right way.

If you want to catch motorists' attention, roadside signs are the "purr-fect" way to do it. The cat character (love the slogan stitched into the sweater) and cheesy video combine for a light-hearted approach that makes a serious message easy to remember.

Award of Excellence
City of Carrollton, TX

2019 Carrollton Pet Photo Calendar

A fundamental rule of PR: You can never go wrong with animals and kids. Love the pet pics, especially the cover, and June's Quinn - - and I'm not even a dog person. A touching way to benefit shelter animal. Loved the success stories. Liked the use of the runner-up photos as insets. Also love the idea of a pooch pool party -- what a great place to sell the calendars. You just can't go wrong with cute pets.

While the calendar idea is not new to fundraising for pets, the execution really sold it. I especially appreciated the success stories at the end of the calendar. The inclusion of runner ups in the squares was a great idea as well.

Staff developed and implemented some very clever ideas to make the calendar pay for itself and raise money for the animal shelter as well. Photo quality is always dicey when submissions are sought from amateur photographers (aren't all of our pets adorable?), but the results here speak otherwise.

Most Creative Activity with Least Dollars Spent (Population 151,000 and Up)

Savvy Award
City of San Antonio, TX

Where Does It Go?

Great campaign that clearly understands the need to create a more digestible message for their intended demographic. From the overall need to address single-stream recycling content to the nuanced use of non-specific-ethnicity character/POV, the public sector agency did a really good job of thinking this through.

The price-point for printing is fantastic, especially for such a small print job. Great success working with a tight budget to produce a tangible item to educate. The title is a fabulous lure-in. By asking a question one is intrigued to open the book. This project was successful in utilizing in-house talent.

Silver Circle Award
City of Fort Collins, CO

Find your MORE with Recreation

Great premise of the project, to learn about how they engage with the entity; to learn better how they can evaluate their reach. This shows a desire to quantify their progress.

The campaign appeared to use a well-rounded approach with different mediums to advertise. The metrics used were good and well-reasoned. (Some of their metrics are fantastic and provide a

good benchmark for peers) By setting a target of increasing revenues, the department acknowledges the financial relevance of marketing and results-based decisions for future campaigns (if only as a means of convincing budgeting officers of the worth). Mention of coordination and collaboration between Recreation and the Communications team is good to know - shows that the department knows how to amplify their efforts and/or knows the importance of staying on message.

Award of Excellence
Linn County, IA

Linn County Logo Redesign & Rebranding

Clearly defined issue/statement of purpose. Appreciated the notation of how small the communications department is. It gives a good perspective of how daunting the task would be to create cohesion among that many independently elected officials and ~750 employees. Great work by only 2 people! Logo Usage Request Form for external/3rd-Party entities is a new paradigm for our government entities to consider. Great work on the part of the applicant. Good mention of the scope of what was purchased for the external work. Easy to see the value-added component of the project that way. A very poignant and relatable issue, so I particularly appreciated the scope and thorough nature of the description.

With a logo being an important part of an organization's brand, unifying all brandable elements under the same logo successfully impacts the company's public perception. This was achieved creatively and within budget.

Most Innovative

Savvy Award
City of Santa Clarita, CA

City of Santa Clarita- "Stolen Collection"

This was a clever and unique campaign to reduce property crime. Doing the research to understand their target audience, as well as employing a well-designed visual campaign to execute the message was great in itself, however, also setting a goal to understand if the campaign worked, was key. I also loved the website which was a great way to further educate the audience when they were curious about the new "Stolen Collection". Great job!

What a creative campaign! The campaign elements are memorable and humorous, contributing to the success of this program. This deserves all the praises on creativity and innovation it can get. The designers on this project did such an extraordinary job. This is a problem every city has, you have created such a memorable campaign.

Silver Circle Award
Town of Fuquay-Varina, NC

It's Time to Play Quiz the Quay-State of the Town Edition
I really loved this concept. It is truly difficult to continue to find innovative ways to reinforce a state of the town/city/county address or highlight accomplishments in a way that is engaging. The use of the social media gameshow was brilliant, witty, and fun.

Creative way to provide information! Good idea to incorporate local celebrities that could help boost viewership. Great break out of goals and outcomes.

This was a bold move and paid off. Doing something different is always hard on the people that have done it the same way. It takes a strong team to sell the idea and implement when everyone is wondering if it's going to work. It was creative and seemed to have helped with your social outreach numbers, which is always a bonus!

Award of Excellence
Port of San Francisco, CA

Embarcadero Seawall "Makers" Partnerships
This was a great example of employing public/private partnerships to communicate and educate residents about a problem, especially when there is a need for immediate action on their part. Partnering with local businesses to create innovative ways to inform residents about the need was impressive, especially considering those entities invested money into the marketing on their own.

Clearly identified the problem/opportunity. Creative partnership with the coffee company and brewery. Great use of showing success of the initiative in creating awareness.

Wow. I'm blown away. The hardest thing to do in government is to grow awareness for something that the government has very little knowledge of. This project has such a long life span that the people voting for the budget allocation will barely feel it themselves. Bringing in local businesses that has an actual monetary stake in the wall, not being cared for was genius. That's a win-win which is the only way a government can do business with the private sector in my opinion.

Photography - Multi-Image Use

Savvy Award
City of Gresham, OR

Food Stories: The Rockwood Community Cookbook
Very creative and impressive job! I love the idea of uniting people through a cookbook. The photos are amazing. To capture a still object is one thing but I really feel connected to the people making the food in the cookbook pages as well. It's amazing how many cultures exist in such a small area.

This is one of the most inspiring, purposeful, meaningful projects I've seen. Getting the backstory about each of the recipes makes this one of the most complete cookbooks I've ever seen.

Let's not forget to talk about the innovation, talent, creativity, and heart that went into this project. All the long hours are evident, as is the passion that was put into creating the cookbook itself. The photography, simplistic yet impactful design and the diversity in the selections are the perfect ingredients in this "recipe" for success. (Sorry, I couldn't resist that one.)

I can't say enough about this project, and the write-up was thorough, informative, heartwarming, and transparent (especially where the budget is concerned.)

Applause, applause, applause on a great project. I'm going to go order my cookbook now, and a few extras for Christmas gifts. Hopefully, they're still available.

Silver Circle Award
City of Sierra Vista, AZ

Sky Islands Summit Challenge Photography

Makes me want to travel from Florida to do the challenge... This entry definitely demonstrates the talent PIOs bring to the table. This entry clearly demonstrates that a significant amount of planning and passion went into this project, as evidenced by the imagery shared. Action photos are tough. The photographer definitely has some mad photography skills. Congrats on such beautiful photos. I feel inspired to visit Sierra Vista, especially when I read the words "mountain bikers."

It was very smart to consider both the immediate and long-term needs to maximize time and efficiency. And, kudos for the six-mile hike not just once, but multiple times, to capture the perfect shots. I also enjoyed the variety in the images themselves. Overall, great entry, including the supporting materials and links.

Award of Excellence
City of Round Rock, TX

Lens on Engagement: Photography as the Engine to a Strong "Sense of Place" Strategy

Great photos that clearly meet the goals outlined in your submission. From reviewing this submission, I've gotten a good sense of the community. Great photos of your lovely town! Nice composition. I love that a key focus of this project was collaborating with the residents and empowering them to share their vision of "place" in their community through their own photos. What an engaging way to showcase your community.

Photography - Single-Image Use

Savvy Award

City of Greenville, NC

Fireworks Over the Town Common

This is a stunning photo! This is a remarkable image. As a photographer, I know the difficulty of capturing an image like this and this is just a splendid photo of what looked like an awesome event. Amazing job.

Silver Circle Award

Anthem Community Council, AZ

Anthem at Dusk

The colors and view are absolutely striking! What a wonderful way to showcase your community. Beautiful shot! Very well done.

Award of Excellence

City of Greenville, NC

G.K. Butterfield Transportation Center

An absolutely gorgeous photo - making transportation facilities far more interesting and attractive than we typically see. Quite an achievement to share!

Printed Publications - Annual Report (Population 0 - 99,000)

Savvy Award

Town of Flower Mound, TX

2017 Town of Flower Mound Annual Report

Outstanding document. Excellent publication, graphics and readability. The most successful component of this report was the section and display that explains how resident's tax dollars are being spent--it was clear, concise and designed in an aesthetically pleasing way. I believe this report was successful in that it generated easy readability. Outstanding report that incorporates graphics and visuals that capture your eye and make it very easy to read and understand. This is a beautiful report. Great colors, layout and use of charts.

Silver Circle Award

City of Pico Rivera, CA

Pico Rivera 2017-2018 Accomplishment Book

This report was captivating eye-catching because of the incredible photography featured that capture the essence of this city and the goal of this project. An incredible blend of beautiful art an info-graphics!

I think that it did an excellent job of generating positivity by communicating/reminding the residents of all of the great achievements found within the area in-light of the impactful economic changes.

I think that this report achieved its goal of providing more transparency of government projects, and did so in an easy-to-read/ aesthetically pleasing way. Great Job!

Your wide distribution of this report is commendable. Very nice documentation of your community's achievements.

Award of Excellence
City of Dublin, OH

A Connected Community – 2018 Annual Report

I am glad this descriptive letter was prefaced with the fact that this community has experience working on annual reports and is always looking for new ways to improve. One of the highlights of this report was the photography and the way it captured the essence of this city and its citizens! The report had a beautiful layout and was an excellent means of communicating/launching the campaign "A Connected Community". Great work! Nicely done. Although there is much copy, it is informative and easy to read.

Printed Publications - Annual Report (Population 100,000 and Up)

Savvy Award
City of Norfolk, VA

The City of Norfolk Department of Information Technology 2018 Fiscal Year Highlights & 2019 Operating Plan

The combination of the FY18 Highlights & 2019 Operating Plan is a really good idea. This document should be of great use to all departments!

Information technology can often be a difficult area for people to understand as it is the foundation behind so many things. This report has taken what was a previously misunderstood area and made it tangible, measurable, and relevant. This was easy to read and provided a clear understanding of the department's value to the city. I loved the description of staff roles and the Information Technology by the numbers section. An attractive and informative publication. Well done!

I enjoyed the use of spot color and the photos of your employees. I enjoyed the 2019 plan section! You effectively used infographics and presented your goals. The "Information Technology by the Numbers" pages are great. A reader that looked at those two pages alone would still go away understanding the vast size of the infrastructure and system and the time that the IT staff must work to protect these resources. These pages transfer information in a creative and effective way.

Silver Circle Award
Linn County, IA

Linn County Popular Annual Financial Report

This is a good piece for residents. Short and easy to understand. The use of graphs and charts makes what might otherwise be complex content very straightforward. I appreciate the use of color and graphics to make a financial report more exciting. Budgeting was well-handled and demonstrates fiscal responsibility to the taxpayer.

What a great idea to combine the county's CAFR with an annual report! I like the efficiency! This was a well-designed publication utilizing a fresh, new brand! Photos were high quality and the

graphical elements seemed to match the items with which they were paired. This report is clearly written in a friendly and simple format for residents to be able to read about and, more importantly, understand the financial business of Linn County. The designers used the perfect amount of graphs to transfer information to the public without being repetitive and confusing. Great Job!

Award of Excellence

Georgia World Congress Center Authority, GA

Focal Point: Annual Report 2018

This is a nice report. The effort taken to move this from a black and white paper publication to something that is aesthetically appealing is evident here. Some of the highlights include the listing of upcoming events already booked for the GWCCA, the list of awards and recognition received, and the extensive list of current accomplishments. I really enjoyed the interactive aspect of the click through videos and animations. The financial information was simple and easy to understand and the inclusion of the partner center in Savannah only adds to demonstrate the value of this organization. Moving all production (aside from printing) in-house shows tremendous attention to fiscal responsibility and should be commended. Well done!

Overall this is a clean, well-organized publication. I enjoyed the A-Z feature. I enjoyed the feature on pages 12 and 13, nice photos and it connected to something in real life to which I could relate. The links to videos were a good idea! This report does an excellent job of tying the past to the future: this is where we were, this is where we are, this is where we are going. This tie between the foundation of the past and the plan for the future is visible in every article within the report. Well done!

Printed Publications - Calendars

Savvy Award

City of Boynton Beach, FL

2019 Calendar

Love the idea of the community superheroes! Shazam! Super job on this calendar that featured the superheroes in their community. The colorful calendar was not only a tool to engage and educate the community but demonstrated that the city really cares about its community members. The creative, visual design execution was spot on -- WOW!

Silver Circle Award

City of Carrollton, TX

Carrollton Pet Photo Calendar

I love the how the photography contest tied into the calendar. Judges were howling at the overall success of this calendar. Not only did the calendar feature community fur babies through a pet photo contest, it rallied the community to raise funds for a good cause and achieved excellent results. Great use of images and well-designed.

Award of Excellence

Not Given for This Panel

Printed Publications - Catalogs/Guides

Savvy Award

City of Chamblee, GA

Come and See Chamblee!

I was highly impressed with this entry. The publication felt "up market" I love the innovation of using an Instagram approach for a publication. I think the landscape design made the publication feel more expensive and lent itself to making you want to flip through the pages.

Beautiful publication. Great use of photos as well as the use of clean and simple design. Each photo and description made me want to visit these locations.

Silver Circle Award

City of Redmond, WA

Redmond Parks and Rec Activity Guides

ISSU is a professional publication that uses images that convey community and represent all people in Redmond. It has a clean layout that is easy to use. The results and increased participation demonstrates its impact on the community. Liked the use of lots of fun and engaging photos. Colors used throughout the publication really popped.

Award of Excellence

City of Orlando, FL

The Fabric of Our Communities: Black Historical Locations Map

I think this was a creative solution to encouraging people to learn about Black History year-round. I think the format worked for the intended purpose. I appreciate that there is a very specific use for the piece and that audience was at the forefront of design.

I really like the engaging aspects of a historical walking tour. The objective was to celebrate Black History Month past the month of February and I believe that this tour and map does exactly that. Residents and visitors to the area can learn about the important history of the Orlando area in a really interactive way.

Printed Publications - External Publications (Population 0 - 41,000)

Savvy Award

City of Shaker Heights, OH

Shaker Life Magazine, Spring 2019 Issue

The creativity within this publication is amazing. It's great to see government communications thinking outside the box. Cities struggle to attract and retain residents all over the United States. Making a publication that has articles about the people and the community is a great solution. Well done!

Exceptional photography and layout. Outstanding use of photography throughout the entire publication. The documentation of interactions with the community response is

appreciated and admired. Great amount of revenue ratio to budgeted costs.

Silver Circle Award
City of Tucker, GA

InTucker Magazine

First, amazing job on this publication and citizen interaction. It's fabulous you listened to what the citizen's preferred to read about. You've make this into a joy to read and my favorite submission to judge. Again, great job.

As you know, your unique views and page views have consistently increased since October 2018, making it alone a successful publication. I also think it's great that you have a small subscription base of printed newsletters for those that want a hand-held visual. Making it subscription based decreases waste.

The design and layout is one of the best I've seen within this competition. The design is geared toward digital; the font choices are perfect for digital digestion along with the wider layout justification and negative space. The design is clean. Also, all photos are unique to the City of Tucker; there are new if no stock photos.

Overall, great work. I'm excited to see more from Tucker in the future. The community response to the piece after only being established in this format for such a short time is noteworthy. The "Ask Rip" section is a unique way to inform and answer questions related to Parks and Recreation. Great use of thoughtful photography for each section.

Award of Excellence
City of Merriam, KS

Merriam Highlights and Recreation

This piece is colorful and eye-catching and has nice use of photography and color. The typography and layout are well suited to the piece and also help with readability. Topics discussed throughout the publication are wide-ranging and would appeal to many residents.

Printed Publications - External Publications (Population 42,000 - 85,000)

Savvy Award
City of Eden Prairie, MN

"Life in the Prairie" Newsletter Redesign

Love the short, most important messaged stories with the ability to go find more. It also drives traffic to the website, where you can post articles throughout the year and keep up communication!

One of the most pleasant and remarkable uses of photography for the cover.

What a visually engaging publication! I like the short "blurb" style of the stories. Reading it was easy, I feel as though average citizens could easily understand complex issues.

Silver Circle Award
City of Kannapolis, NC

Village Park Brochure

Absolutely on the MARK!!!! This is proper Design, Spacing, Photography, and Typography. As a designer, I am very impressed with what they pulled off. The brochure made me want to visit village park! Good use of pictures along with the text.

Award of Excellence
City of Sierra Vista, AZ

Vistas Newsletter

More cost effective measures to reach more people is always a great path to take with local government, and your community is better served with this approach. Gorgeous and engaging covers with perfect spacing and content load. I found myself excited to read Vistas after reading the descriptive letter! And then I found myself envious of the product once I looked at the issues. It's visual and engaging, and loaded with important content. This is a stellar product, and I hope the community realizes how lucky they are to have such a professional publication.

Printed Publications - External Publications (Population 86,000 and Up)

Savvy Award
City of Gresham, OR

Food Stories: The Rockwood Community Cookbook

What a beautiful cookbook!! I admire the creative and innovative project approach which appears to have been a labor of love. Wow! This is absolutely phenomenal. There is so much I could say about this, but I will talk about just a few of my favorite things. The first thing I love is that the larger problem of food insecurity is being addressed so proactively and with diversity in mind. I am familiar with this area and just how diverse it is. It would be easy to just publish an "Americanized" cookbook of fresh foods and cooking tips. To go beyond that and ensure that the kaleidoscope of culture in Rockwood is recognized demonstrates a City government that is both in touch with and cares about its citizens.

While all the food included sounds delicious, My favorite parts of this cookbook are the personal stories of each of the contributors. This personal touch makes the project relatable to its consumers as they may see their own stories reflected there. Pairing this project with charitable efforts and the creation of a community center where all can feel welcome is just an added bonus. This was a remarkable effort completed with a limited budget.

I think I will be contacting Gresham city hall for my copy! Well done! Overall a very well done project! This was a big undertaking and staff pulled off a great piece! I loved the combination of a story with each recipe. These stories create community. Well done.

Silver Circle Award
City of Bloomington, MN

Bloomington Briefing

Application was well put together and the quality of the publication is indicative of why there would be a strong desire to increase the frequency of publication. The publication is not only great for Bloomington residents, but it also serves as a great marketing piece for the community. It definitely accomplishes the goals!!

First, I was incredibly impressed with the supporting materials uploaded in the Descriptive Letter. The time and effort put into making that an actual publication was impressive. National Citizen Survey Data was well used, and it is clear that the citizens of this community really value the newsletter.

This is an impressive newsletter! To produce something so packed with information on a monthly basis is quite the undertaking and you do it well! I enjoyed the quality (and I'm assuming original photos), the consistent fonts, the photo with each column from the Mayor as well as the Bloomington Bike item. The amount of information about Bloomington packed into each issue is outstanding. The combination of real photos, human-interest stories, news, and events draws the reader in. After reading an issue, I feel like I've visited Bloomington.

Award of Excellence
City of Cedar Rapids, IA

Our CR Magazine

I thought that using themes was an interesting idea and well done. Publications are visually appealing and provide good information. I found the content of Our CR to be interesting and informative. I am particularly fond of the History Preserved issue and am certain that it was a very popular topic. The use of photos from city staff is a great asset. I know as a resident, I would rather see actual photos from events in my city than stock photos. The continual presence of the City directory is also a big plus. Overall, a strong publication with lots of interesting information!

This is an innovative publication! Kudos to staff for finding a unique way to present their content! Organizing each issue by theme is risky, but it paid off! Solid ratio of text to photos and graphics, too. Well done!

The use of photography not only enhances the articles, but it catches the reader's attention.

Printed Publications - Other

Savvy Award
City of College Station, TX

2018 Public Communications Year in Review

What a great idea! Love that this is shared with internal folks who can use this knowledge to their advantage. Very well Designed. Modern layout. Very good Font choice. I Love how the OFFICE OF

PUBLIC COMMUNICATIONS is empowered: Bold statements and pictures.

Silver Circle Award
Maricopa County, AZ

The MCAO K9 Unit Guide to Court Coloring and Activity Book
This is SO GOOD! What a fantastic way to introduce children to a scary situation. Love the use of the dogs as the heroes of the story, as well as nighttime superheroes (of COURSE). Beautifully done. Great idea to help reach children in a difficult setting, circumstance or hard time. Very innovative way to communicate and help educate a child. It is very creative and well done designed. This project shows boldness and thinking out of the box. Great Job!

Award of Excellence
City of Florence, KY

Florence's Public Services Brochure
Love the illustration! We too have a difficult time explaining all that our Public Works Department does for our citizens. This piece will definitely serve as inspiration! I'd describe this as crisp, clean and easy to read - and worth reading! Nice job, great graphics and layout. LOVE the "map" inside and the by the numbers page. Very nice update to a somewhat overlooked department and group.

Very well done. Modern and very easy to comprehend the information. Very visually appealing infographic. Good color choice: A good combination of Navy and Yellow.

NAVY conveys importance, confidence, power, and authority, as well as intelligence, stability, unity, and conservatism. YELLOW has energy and is associated with freshness, happiness, positivity, clarity, optimism, enlightenment, remembrance, intellect, honor, loyalty, and joy.

Printed Publications – Reports

Savvy Award
City of Cedar Rapids, IA

Paving for Progress 5-Year Report
Great idea and event greater approach to show progress, educate on the process and keep the community informed. Great use of graphics and colors too. Wonderful presentation and concept; very well done. Including public testimonials and news stories of the project's successes is a great addition, providing some context around the progress and its impact on the community.

Silver Circle Award
City of Avondale, AZ

Avondale Budget in Brief (BiB)
Translating a 300-page budget document into a 8-page, visual and easy-to-read publication is not an easy task and you did it well. I specially appreciate the tone, friendly yet informative. Good use of graphics to illustrate various concepts from the city budget. By letting the graphics drive most of the publication, it's easy and quick to see what information is available, and it is an effective

means of serving the publication's purpose: a snapshot of a complicated issue.

Award of Excellence

Village of Glencoe, IL

Village of Glencoe Fiscal Year 2020 Budget in Brief

Good idea to present the complexity of a city budget on a 6-page document available to all residents. I also applaud the effort to make it available in print and digital versions. The graphic presentation does a good job providing a simple overview to a complex issue. The inclusion of the short tidbits at the bottom of the pages (e.g., number of calls for public safety services and number of golf rounds played) is a great addition to show both the importance of the budget and its impact on residents' lives without getting too tied up in dollar figures.

Resident Participation (Population 0 - 115,000)

Savvy Award

City of Charlottesville, VA

Flicker Jingle Sing-along Contest

Unique, fun and creative way to generate safety awareness using a well-known character in the community. The leverage you gain with the TV station partnership was smart too. Your minimal investment paid off big time with those numbers of impressions and response in general. Well done!

Clever method of engaging the community and building new audiences. This campaign is an excellent example of how to take an existing, established and well-known communications tool and expanding its impact through engaging various communities through traditional and evolving media.

Silver Circle Award

Sandy City, UT

Connect With Sandy City Campaign

Streamlining information for the busy citizens is always a great idea. The more accessible make information to them, the better. Creative way to build audiences on multiple platforms. The impressive numbers on e-notification sign-ups, app downloads and new users shows that there was a public demand for such a centralized information hub and that the methods used to direct people to this new source were effective and far-reaching.

Award of Excellence (Tie)

City of Brentwood, MO

Brentwood Bound Community Engagement

I appreciate the comprehensive approach that was taken, particularly the use of both traditional and digital ways of contacting people. The video did a good job illustrating the potential positive impact of the project. I was unclear how it was funded via the information supplied in the budget section. The investment of the community task force in the outreach and engagement really shows in the commitment to reach all residents and in the end results of a successful ballot measure.

Award of Excellence (Tie)
Town of Queen Creek, AZ

Town of Queen Creek General Plan Update

Impressed by the educational aspect of your outreach hence the high percentage of voter approval. Demonstrates a well-executed campaign to reach residents about an esoteric concept. The extensive use of social media and strong engagement numbers show an awareness of reaching people where they are and adapting to new means of outreach. I especially like the succinct and prominent "It's Your Future" moniker to grab attention.

Resident Participation (Population 116,000 and Up)

Savvy Award
City of Santa Clarita, CA

City of Santa Clarita- Heads Up! PSA Teen Contest

The most impressive concept of this entry was the inclusion of public participation in the actual creation of the public service announcement. Many times, as communicators we focus on public participation before the project and the engagement once the project is completed; however, it was so refreshing to see how you engaged the public in the actual creation of the project. This method alone increases awareness and engagement. Well done!

This is wonderful, all your supporting data really proves this was a success!! I love the format to which you set for the videos, it seems like all the teens participating new the overall key messages and incorporated similar branded messages throughout!

A fantastic way to involve teens in a campaign for and by teens tackling a problem that affects teens. Great turnout with video submittals and great partnerships with the schools and local theaters.

Silver Circle Award
City of Roseville, CA

EngageRoseville

Well done! The passing of a half-cent general sales tax measure is directly correlated with the efforts of this initiative. I really enjoyed all the measurable outcomes and data you provided. The education portion of this campaign seems like it really was the "homerun" as that is so hard to do with such a large population but judging by all your data and the VOTE seems like you really did it.

I love the design of the logo and that it is close to your city logo design. A very comprehensive approach to taking the "bull by the horns" to turn a potentially catastrophic negative situation and prevent it from taking over the entire organization. The positive focus on engagement and listening to the community helped to demonstrate that the organization and the residents are in it together. A high price tag given the budget deficit; however, money well spent to involve the community and keep the message positive.

Award of Excellence
Loudoun County, VA

Smart Scale Public Engagement: Crowdsourcing Map

I have to say this entry displayed outstanding amounts of creativity and innovation. Well-done! The tool developed is super functional and seems to have worked exactly for the purpose. A smart way to use GIS data to engage the public on the decision-making process for upcoming projects. Simple format allows for the public to easily navigate and comment on projects, which encourages participation. Impressive numbers!

Social Media - Best Campaign Use (Population 0 - 199,000)

Savvy Award
City of Champaign, IL

Champaign Fire Department - Meet Ember the Elf

Absolutely brilliant! You took a wildly popular holiday character and turned it into a city-wide learning lesson, and not just for children. The content is engaging and the photos make you want to see more of Ember's life. Great job! I thoroughly enjoyed the creativity of this campaign! It was something fun for adults and their children. Great job! This is comical and informative! This engages the community by bringing flare to serious topics but also keeps them searching for more updates from, Elmer. Great job!

Silver Circle Award
City of McKinney, TX

City of McKinney Unique by Nature Instagram Contest

Love this! The human factor; creating a contest for your users; excellent use of Instagram! Not only did you get user generated content (UGC), but you received wonderful stories to build upon. This project was clearly explained and is a great example of community involvement! I really enjoyed this. This is a fun and engaging campaign that allows citizens to share their favorite spots in their city. It also encourages getting outdoors to create memories and capture snapshots of your events with family and friends. Great job getting your community involved!

Award of Excellence
Fort Collins Utilities, CO

#WeAreUtilities Campaign

The human factor is a beautiful thing! Not only do your users get to know city employees, but your employees get to know one another, too! The human factor builds trust. Great job! This was nice because it added human interest to an area in which people are not recognized or known. This is well done and truly defines connectivity. It ensures your community of the importance of respecting one another and the importance of each vital role that each employee plays to continue to build a high functioning and safe environment.

Social Media - Best Campaign Use (Population 200,000 and Up)

Savvy Award

Charlotte Water, NC

Pipes Hate Wipes

By far the most impressive social media campaign. Using a light-hearted approach to bring awareness and action to a real problem. Great engagement. I LOVE these videos! This is exactly what social media in government is for - creating entertaining ways to engage and educate the community on mundane topics. This is a well-thought out and executed campaign, job well done. A perfect score from this judge! It was informative, creative, humorous and necessary. Who knew that these wipes are such a problem? I enjoyed the costumes, the use of multiple locations and the reactions of bystanders. Now I want more videos from this Odd Couple; can you say "sitcom!" The stats looked very good. While the budget was huge, this is a huge problem and the money wasn't flushed down the drain. If the problem is reduced then the money was well spent. You've convinced me; now I hate wipes, too! I thoroughly enjoyed the commercials for this campaign. The production value was high and well done.

Silver Circle Award

City of Phoenix, AZ

PHX Summer Safety

Coordinating one unified message from the City was a very smart idea to maximize the exposure for this campaign. The way social media was used to target audiences and amplify the message promoted through other forms of communication worked very well. Good effort to get everyone to work together on one campaign instead of multiple messaging strategies. The graphics are great and making them available to everyone, including the media was a good plan. Your application is very thorough and it looks like you nailed all of your objectives. Your website and all of its resources is outstanding. This is a well done campaign. This strategy is well-built and well-executed. The level of detail, number of graphics and options for sharing create ease for media, constituents and government to rebrand a tried and true message and bring awareness to a very populated city.

Award of Excellence

City of Santa Clarita, CA

City of Santa Clarita- Firefighter and Puppies

Firefighters AND puppies: you can't go wrong. I really liked how the team got creative after the previous years' campaign was not meeting goals. Social media is meant to make information fun and I think this is a perfect example of making an unengaging topic relatable.

The campaign acknowledges that safety messages can often be repetitive and boring and the public will tune them out ... unless you mix in some cute puppies! But the pups aren't just throw-ins for this message, dogs and other pets can be victimized by the revelry of July 4th. This is a perfect pairing, firefighters and pups,

mega-cuteness with a strong emotional appeal. And BONUS ... pet adoptions! The budget was relatively low and the increase in social media traffic was well documented, including a "making of" video. This very nice, well-rounded campaign is nothing to bark at.

I love the usage of a well-known fact. People love firefighters and people love helping adoptable dogs. The combination is unstoppable. The pivot of campaign direction and thought put into positivity and support for the community is very well done. The graphics are heartfelt and share an important message while keeping the tone light. Highlighting keeping animals safe, especially adoptable dogs, and the important role FD has during these holiday seasons was a home run.

Social Media - Best Use of Facebook (Population 0 - 100,000)

Savvy Award

City of Mont Belvieu, TX

I-10 Shudtown

Fast thinking on your part + zero dollars for execution = successful promotion with remarkable results! Wow! The simple, yet creative, message was ON POINT! Very clever content and simple, but clear, graphics made this message resonate with so many people, the majority of whom weren't even an intended audience....never know what's going to go viral, right! Great job! I love the way the post uses humorous language to convey an important message.

Silver Circle Award

City of Mont Belvieu, TX

Space It Out, MB!

Genius! Loved the idea! Good Results! Good statistics. Mont Belvieu sure has some creative talent in its MarComm department! Kudos on another very impressive and successful campaign! The overall creativity was "out of this world!" =) Very creative campaign that seemed to resonate well with residents (with no budget!). Can't beat that.

Award of Excellence

City of Southlake, TX

Humanizing the Badge

Fantastic and creative! I especially liked the Cone Obit. The use of pop culture was genius for this social media campaign. I am sure that your outcome far exceeded your goals and objectives. Is Officer Uptmore available for freelance copywriting? I love the letter to Crystal - the language definitely resonated beautifully with pop culture, especially including the emojis. The cone obituary was genius - very well done, and a great reminder for the public to drive safely around school zones.

Social Media - Best Use of Facebook (Population 101,000 and Up)

Savvy Award

New Hanover County, NC

Facebook and Hurricane Florence

No one can ever completely plan for a disaster, which is what makes this response impressive. The analytics and numerous

examples you give show how you had done as much planning as possible before this happened as well as your ability to perform under pressure. It's never easy to manage the communications surrounding a sweeping and quickly evolving event such as a hurricane. Yet Wilmington's social media response leading up to, during and after Hurricane Florence was comprehensive, timely and superbly executed under pressure. The content Facebook Live videos, cross-platform news releases, status updates and safety posts, gave your constituents access to the information they needed at a most difficult time. I can only imagine the effort it took to create content, monitor reactions, correct misinformation and staff the EOC/JIC for the duration of an extended event such as this. Congratulations on a difficult job well done!

Excellent work in leveraging the power of social media to inform the public before, during and after the hurricane. The 13 Facebook Live events each day served as great resources and were very timely for residents who were likely already using the platform and could easily tune in for updates. Your engagement is impressive and your communication efforts are commendable! Great job!

Silver Circle Award
City of Orlando, FL

Orlando Police Department "In My Feelings" Challenge

This is an excellent way to combat negative associations and coverage of police in general. Well executed video that achieves its goals by giving your police an opportunity to show they are human and diverse, and have a fun-loving side. The dance moves, music, and boisterous video editing seem well suited to engage a younger audience and support recruiting efforts. The engagement metrics and media coverage underscore the video's effectiveness. Great work! Orlando - You scored with incredible engagement on social media! It is quite an achievement to reach 1.4 million views. This well-produced and nicely edited video really helped you in achieving your goals. Nice work!!

Award of Excellence
City of Fort Collins, CO

Code Brown

The short video loop is an excellent way to draw attention in a simple manner that gets the message across. A (moving) picture is worth 1,000 words! This is a fun way to deal with a situation that at some point every municipal pool has to manage. I liked the use of the costume to bring some humor to Fort Collins's communications. Wow! This is a super way to engage and inform the public about a not-so-nice topic. I laughed out loud at your creative entry documentation. Loved this idea for social media. Nice job!

Social Media – Other

Savvy Award

City of Tempe, AZ

Tempe Instagrammys 2019

Photos are a great way to bring out the passion in your community because everyone is a photographer now. This campaign underscored that opportunity. Resourcing hundreds of unique photos for your digital platforms is priceless. And Tempe was clearly creative in tapping the business community to provide prizes and other support that made the contest a true event.

Wow! The Tempe Instagrammys sound like a home run! The city was able to gather more followers, user generated content, influencers, media attention, and get people who are usually behind a phone in a room together! This entry also did an excellent job laying out the goals and providing documentation to show its achievement. Well done Tempe!

Silver Circle Award (Tie)

Thurston County, WA

Best of YouTube - Live-streaming Agenda Settings

Thurston County should be applauded for jumping into YouTube with millions of other businesses and individuals. This free delivery system is easily justifiable, easy to use and what customers expect. YouTube is often a social media platform that is ignored or lightly used by local government and Thurston County gives a great example of an outside the box way to use it. The entry also gave clear goals and achievements. Well done Thurston County!

Silver Circle Award (Tie)

County of Marin, CA

Winter Storm Response

This is an example of why government should be in the social media space every day. One day there will be a crisis or incident that turns all eyes your way. If you have a plan and can devote resources to the platform(s) it will pay PR dividends down the road. Marin County did a great job utilizing Twitter to get the word out about a major event. The impression and reach numbers they had were impressive and is a good example of how social media can be used in emergency situations.

Award of Excellence

City of St. Petersburg, FL

City of St. Petersburg Instagram + Flickr

The pictures are beautiful. The photos on St. Petersburg's Instagram page are beautiful and their number of followers is very impressive!

Special Events - One-Time Event (Population 0 - 75,000)

Savvy Award

City of Brentwood, TN

Brentwood Celebrates 50 Years

So many moving parts here to analyze, but the approach and engagement numbers are impressive. The video is spot on, really capturing the spirit of the community. The branding and collateral are terrific, and the media coverage shows how a community not

in the primary target of traditional media can attract coverage by being strategic and packaging an event smartly. Loved the commitment to social media engagement for this project and the way it was executed. A great blueprint for future events. Clearly a successful event with a lot of forethought and planning contributing to great outcomes. I especially appreciated the articulation of the latter.

Silver Circle Award
City of Kannapolis, NC

Let's Play Ball!

Taking an admittedly corny approach works when you go "all in." The City had to ignore roadblocks that sprung up and move ahead, championing the long term goal. The media coverage was golden - not focused solely on a new stadium, but carrying the City's broader message. Definitely a home run entry. This event has all the hallmarks of a successful event delivering positive outcomes for the project and city.

Award of Excellence
Mansfield, TX

Turkey Palooza

This is a textbook case of a small event reaching beyond its targeted audience. Great job of bringing multiple departments to the table, too, helping those in attendance get a sense of how our municipal services can all work as a team. Impressive social media reach beyond the attendees! I loved the strategy of leveraging the holiday into a fun event that engages your residents in the work of your city departments. A well thought out and creative one-time event! Congrats!

Special Events - One-Time Event (Population 76,000 and Up)

Savvy Award
County of Athens-Clarke, GA

National Mayor's Challenge for Water Conservation

You clearly know your audience and know how to get your community involved and to listen to your message! Great way to take a topic that normally wouldn't get much traction and turn it into a successful win for your community.

I really loved that they took advantage of the football rivalry in their community to help gain pledges and market conservation. This was a unique way to draw attention to their efforts.

A very ingenious way to conserve water and create a challenge. Creative way of engaging people over a normally less engaging cause.

Silver Circle Award
OC Parks, CA

OC Parks Silent Night

What a well thought out and planned event for the autism community. What a lovely idea. I loved this team's effort to provide an event specifically designed for children with special

needs. A very good event for a very good cause. Innovative, caring, inspiring. They lead by example.

Award of Excellence

City of Boynton Beach, FL

Civic Center Demo - Watch Party

Loved the play on food for the event and how it all tied together! Loved the tiny details like the cuties for the wrecking ball and providing employees with a brick. Very clever idea for the project and way to include the employees and citizens.

Special Events - Recurring Event (Population 0 - 99,000)

Savvy Award

City of Johnston, IA

Smokin' Heroes Smoke-Off

I enjoyed getting to see how the marketing materials and strategies came together to create such a successful inaugural event. Great job!

Silver Circle Award

City of Pflugerville, TX

Pflugerville Pfall Chili Pfest

This event was my favorite! I love a good bowl of chili, and a great event to show off chili cooking skills. It sounds like it was a very successful, well-attended, and well-marketed event.

Award of Excellence

City of Venice, FL

Make a Difference Day

I loved getting to see how the City involved its community to improve and beautify its parks. A great way to engage residents to care for their City!

Special Events - Recurring Event (Population 100,000 and Up)

Savvy Award

Maricopa County, AZ

2018 NACo Achievement Awards

Very clever!

Silver Circle Award

City of Arlington, TX

2018 State of the City

Nice use of a super cool venue!

Award of Excellence

City of McKinney, TX

Home for the Holidays Festival

Great idea to encourage folks to shop local. Love the graphics used to promote the event. Gives a very hometown feeling! The weekend after Thanksgiving is probably a big competition for shopping dollars and attendees so great job to get folks into your town!

Video - Education/Training (Population 0 - 60,000)

Savvy Award

City of Farmers Branch, TX

Farmers Branch Employee Safety Briefing

This was a very effective and informative video that focused on the immediate safety of City employees and on what could be done in emergency situations. Very nice presentation. The change of music between instances was excellent in indicating a different

situation. The two narrators were very good; and, their walking scenario was effective in keeping the video moving and engaged. A great presentation for an ambitious undertaking. The video itself was great.

Wow, just wow. This was clearly a gargantuan effort and so well executed by a large team of people. Well done! This video should be sent to all workplaces for employee safety training even if they've never heard of Farmers Branch, Texas given the relatability of the environments and settings (and potential emergencies). Even in the script, the instructors tell the viewer to take a moment and think about what they would do in their own office setting. Superb. Great work by all!

Silver Circle Award

Town of Hillsborough, NC

Hillsborough Winter Weather Operations

Nice approach that definitely gives the feeling of winter, yet treats the topic in a fun manner. The message goes at a good pace; and, the social media response was very good and definitely minimized complaints. The graphics are a unique way to tell the story and make a well-rounded, informative presentation. Really nice presentation.

I loved the video and thought it was a great way to bring the information to the citizens. Very cute and informative. I like that it has something for many audiences. I also appreciated the effort to inform and help mitigate frustration from community members as well as reduce staff time in answering questions from residents.

Award of Excellence

City of Brentwood, MO

Brentwood Bound

All of them seemed to convey their message in simple direct imagery and narration. The aerial overview of the flood before and after the proposed project was very effective in getting the idea across. The focus was on the benefits and enhancements. Those were displayed well; and with excellent visuals. The video campaign was a success, no doubt, and well done.

I thought the video explaining how funds were to be raised did a great job. The Brentwood Bound Overview (3:00) was great context and the 1:00 video was probably the most digestible for social media, but I found the Funding Overview to be the most interesting and informative. Additionally, great quotes/sound bites from the citizen on the task force, and a great way to get that resident voice front and center.

Video - Education/Training (Population 61,000 - 150,000)

Savvy Award

Town of Flower Mound, TX

Call It, Log It, Track It, and Resolve It - 539.SERV

Such a fun video! I've watched it several times already. Your residents are definitely going to remember what number to call! Hope this video goes viral.

Very clever and well put together. The song was catchy and fun. I found myself smiling and dancing to the song while watching it. The blooper at the end was priceless.

Very well-choreographed. The project length was just right and didn't take itself too seriously, therefore keeping my attention span the entire time.

Silver Circle Award

City of Johns Creek, GA

Roundabout Intersections

This video was very well done from a production point of view. The narration was always audible with the background music helping to movie the story but not be overpowering. The use of multiple perspectives should good ingenuity in camera work.

This video was very well put together. The camera work was amazing and color balance was accurate. The video does a great job at taking an ordinary topic and getting to the point without being boring.

Award of Excellence

City of Round Rock, TX

Blueprint for Success Budget Video

Round Rock never fails to produce high quality informative videos! Great job! Video was very well made. The blueprint graphics morphing into real structures were very nice. The video was very informative and kept my attention the entire time.

Video - Education/Training (Population 151,000 and Up)

Savvy Award

Orange County Sanitation District, CA

OCS D Tour Video

Great production quality. Very informative, with interesting visuals and personable actors. An overall slick new tour video that is sure to be useful for many years to come.

The mixture of humor and information was outstanding. I loved the usage of graphics and information to show the important facts and statistics. The variety of shots from closeups, to b-roll to drone shots was amazing and well composed. Colorful, entertaining summary. Good use of humor.

This video is fun to watch, informative, and provides a professional appearance to the Orange County Sanitation District. This production is professional quality and a great asset to use for

public education. Great video. Very informative, entertaining and well done.

Silver Circle Award
City of Arlington, TX

FY2019 Budget Video

Great use of graphics combined with the video. Presenting the information from an average family's perspective is an effective means of explaining where taxpayer money ends up. Great job!

Taking something like a budget and making a video that kept my interest the entire time is no easy task. I loved loved loved the concept of relating it to a typical family in the community and the comparing services to the cost of common subscriptions such as Amazon Prime. The variety of shots and the story line was superb. This video makes me want to move to Arlington!

Interesting approach to explaining the city budget for many audiences. Very educational and well done, interesting to watch and really high quality production. Great job. I really like how you related city services to things residents willingly pay for like alarms services. The video was shot well with great sequences, composition, and audio.

Award of Excellence
Hennepin County, MN

Child Protection Workers: In Their Own Words

Such a powerful video. Allowing child protection workers the opportunity to voice their care and compassion makes for a truly moving statement. Using minimal backgrounds and dramatic lighting helps to draw focus on their stories.

The message that was portrayed through this video was awesome. The emotions and raw answers from the social workers was impactful. This video brought light to the work they do and the purpose behind what they do. Good use of staff stories to describe work.

This video is really well done, the production matches the topic well and is very high quality. What makes this video stand out is the content, the honest interviews of the staff, which addressed common myths and misconceptions of their work. I enjoyed hearing directly from the social workers. Great idea to let others know the social workers are just like us. I like that you used two cameras and were able to cut between the two.

Video - Interview/Talk Show/News Programming (Population 0 - 99,000)

Savvy Award
City of Farmers Branch, TX

Economic Development Updates

The program is a very polished production with good, current information for each episode. These videos are an informative and entertaining way to present your quarterly economic update!

The intros are great, wonderful music, great use of 3-D illustrations and very visually appealing. There are a great mixture of events and updates, and the episodes are enjoyable to watch. Great job!

Silver Circle Award
City of Edina, MN

On The Job

Wonderful comments from viewers! Entertaining way to humanize government and talk about city services. I liked that the documentation of achievement was tied to survey results.

Great animations throughout the video! It is definitely engaging and fun to watch! Love the concept of doing the job, even if it is done very poorly! Ha! Great b-roll, great editing, and very entertaining! Also, the measurement of achievement by using the city surveys is such a great way to measure success! Great job!

Award of Excellence
City of Farmers Branch, TX

Council Countdown

Great job producing a news program based on the upcoming council agenda. The set is very professional. Good documentation of specific achievement on social media.

This program does an excellent job of breaking down the council agenda and making it more accessible. Showing maps and visuals for agenda items, as well as some history, allows citizens to be more informed on the decisions their city makes. Audio is balanced and visually it is balanced and consistent. Good job!

Video - Interview/Talk Show/News Programming (Population 100,000 and Up)

Savvy Award
City of Aurora, CO

Aurora Now

Amazing production quality as well as great formatting branding! Incredible that you have the resources and staff to make this beautiful news program happen! Impressive, sets the gold standard for other Cities in need of a local news show. Nice job! Fun way to highlight issues and activities in the community.

Silver Circle Award
City of Arlington, TX

"At the Park with Chuck"

Great baseball esthetic while still being informative. read well-being online but i could easily see how it would also fit in playing on the big screen at the game. great job! Great host, great length and great content that helps residents get excited for what's to come in their community! Love the opening graphic of the baseball flying through the air. Great host.

Award of Excellence
City of St. Petersburg, FL

Est. 1903

LOVE THIS. great use of taking historical fact and putting them in a casual social media package that the perfect balance of witty and informative. Absolutely love this series - really feel personality and

whimsy of the City through this series. Great way to connect community to the reason why they live there. Talk show format is fun. I liked the informal approach to the video. Nice graphics and use of old photos.

Video - One-Time Special Programming (Population 0 - 64,000)

Savvy Award

City of Corvallis, OR

Corvallis Fire Department Rooftop Rescue

Stunning visuals and a compelling story. Production and editing is first-rate. Use of slow-mo, tight crops, changes in depth of field & focus all work just great.

Closeups of firefighter boots, the very lucky cat swatting a toy, the survivor running her fingers through her hair -- all worth welling up over. Good use of maps, still shots, dispatcher workplace footage. Lighting for interviews is perfect. Lower-third IDs super sharp. Just love it.

This was a very well put together compilation of media types that effectively told the story. The goal was clear and the results were evident by the social media analytics. There was a clear flow to the video that was well paced and had enough variety to keep viewers engaged. This is a good example of using video to tell a story but choosing to do it in a way that is not overloaded with unnecessary details or unrelated content.

When you see story opportunity, a great PIO will seize it and that's exactly what happened here. I enjoyed the mix of first person story telling coupled with background information about 911 dispatch and fire response. Use of the cellphone video synced with call tapes brought the story to life, as though we were watching it live. Excellent use of effects to bring other assets to life (e.g., swiping through photos effect on screen). An excellent example of creativity -- really well done!

Silver Circle Award

Town of Queen Creek, AZ

Better Roads Ahead in Queen Creek

This is one of the best uses of panoramic drone footage I've seen. It really showcases your city. Very strong use of colors, fonts, graphics and pulled-out numbers on the screen. I really loved the accompanying map and green highlighted areas when showing the future road widening projects. It made it really easy to understand how much these improvements will mean to the residents. The narration style is inviting and soothing.

Great choice of spokespeople. Excellent Descriptive Letter, especially documentation of success.

The video is definitely high quality in terms of production value and overall content. It does a great job of presenting the problem

and the proposed solution, utilizing scenic visuals and well incorporated post-production graphical elements. The final shot with the soft call-to-action to visit the website was a great addition, as it encourages people to learn more.

Really effective video that draws the viewer in through story (history) telling and offering a variety of perspectives in a short amount of time. The movement of history and growing pains to current status and funding was seamless and a testament to excellent story boarding and script writing. The drone footage and placement of interview subjects by roadways worked given the subject of the film.

Award of Excellence

City of Spruce Grove, Alberta,
CAN

City of Spruce Grove - State of the City

You must be thrilled after gambling with a new approach to presenting this information. Kudos for breaking with tradition on the type of video you normal create with this subject matter. Particularly strong shots of residents using city facilities. The closeups of faces got things off to a very good start. The mayor helps humanize/personalize the city staff. Map with graphic highlighting the roads was helpful and easy to follow.

Great video quality with some nice bells and whistles. Content wise, it has a clear structure and delivers a well-developed message for each topic it addresses. While the video obviously benefits from the flare of the professional video production company, it is clear that the in-house work was very thorough. The measurable results clearly show that it resonated with the community and accomplished the goal of growing an audience and spreading the details of their State of the City message.

Wow! There's a lot of information packed into this video. Excellent idea to make the SOTC message more accessible to all. Terrific script writing and great use of graphics to reinforce key stats shared in the video. Creative use of walking narration or rotating interview locations so scenes do not grow stale. Descriptive letter was excellent with clearly defined goals and outcomes (supplemental information was helpful, too).

Video - One-Time Special Programming (Population 65,000 - 150,000)

Savvy Award

Town of Flower Mound, TX

Flower Mound PD Lip Sync

This is well-produced, well-executed and very professional. And who knew your police officers had moves like that!? You should be proud! So much fun to watch! Excellent videography and audio.

Silver Circle Award
City of League City, TX

League City Police Department Identifies Calder Road Victims
This was a truly interesting and informative presentation. We were amazed that the detectives did so much research in trying to solve these cases. It was different and with a different tone than any other video in the category, but that's not a bad thing. The technology highlighted was impressive as was the hand drawn timelines and links. Overall, this was a compelling story that was told well.

Award of Excellence
City of Bryan, TX

2018 State of the City
This was a clever concept. I like how the accomplishments were worked in relatively seamlessly into the dialogue. Good use of humor. An incredibly creative way to deliver City accomplishments that most residents may find dry. Nice increase in viewing stats.

Video - One-Time Special Programming (Population 151,000 and Up)

Savvy Award
City of St. Petersburg, FL

It's a Great Time To Be a Dog In St. Pete
Two paws up for St. Petersburg's creative and innovative approach to highlighting their community as a dog-friendly place to live. The video was very well done. It was engaging and invoked emotion. There was a lot of creativity, the videography was great and the music was fitting.

This adorable video made me want to move with my pups to St. Pete! Great concept! It would help to have specific goals identified to know if measurable success was achieved.

Silver Circle Award
City of Fort Collins, CO

2019 State of the City Address
Creative approach that really brought the community together in a fun, collaborative way! It is always a challenge to create an engaging State of the City. This video did a great job of combining creative videography with storytelling that resulted in a quality video. Well done! Great use of a combo of still and moving shots, which kept the viewer engaged. Also the variety and number of interviews moved the story along efficiently.

Award of Excellence
City of Tallahassee, FL

100 Days
Wow, what an amazing undertaking on such a short timeline! Great quality video and storyboarding that flows nicely. The entry was a bit lengthy, but the information was important to understand the magnitude of the situation. Kudos to the team for pulling off a great video given the conditions! The video was impressive given the timeframe and production conditions! I'm so impressed that the Tallahassee team was able to produce such a high quality video in such an incredibly tight timeframe. The

pacing of the video is outstanding, with great sound, lighting and interviews.

Video - Promotional Video (Population 0 - 41,000)

Savvy Award

Town of Fuquay-Varina, NC

It's Time to Play Quiz the Quay-State of the Town Edition

High-quality production with a personality! Excellent work. This is a very different, creative, and innovative take on producing a State of the City type video. The information shared about the City was interesting. FABULOUS and extremely creative video!! Excellent job on highlighting everything about the town - in all aspects of the video (from the game show to the ads, to the side comments to the commercials)!!!

Silver Circle Award

City of Johnston, IA

Johnston's Police Recruitment

Well produced piece - liked the very personal story of Officer Yeager. The school resource officer video was the best of the 3 video series. It felt genuine and had a touching story to humanize individuals in the police field. Fantastic idea - and use - of a personal story to encourage others to join the team. Great job on getting him to open up about his past and share the story that shaped his future.

Award of Excellence

City of West Hollywood, CA

City of West Hollywood: I Sing the Body West Hollywood

Innovative piece with unique storytelling and beautiful graphics. Great job on combining lyrics and animations. The video not only tells the story but makes you feel as if you know the City, even if you have never been there.

Video - Promotional Video (Population 42,000 - 94,000)

Savvy Award

City of Brentwood, TN

Brentwood Celebrates 50 Years; Past, Present and the Future

Beautifully produced video with a rich story-line. Love the use of chapter breaks between conversations. Inspiring video for both residents. Reeks pride and honor for the city for Brentwood. Great historical piece and well produced. Has inspired myself to look at this type of work for our community as we approach are 300 year anniversary. What a great documentation piece.

Beautifully produced video. Fantastic video and photos throughout. Keen narrative and story progression. Great camera work. Perfect soundtrack to the video.

Silver Circle Award

City of Dublin, OH

Great Planning Leads to Great Places

Fantastic camera work. Love the use of text in the shots. Shows the great work planning is doing in your community! Love this video, it diverse use of spaces, places and people. Makes we want to visit and live there. High quality use of video and video

perspectives. Great job. Loved the lying text. Great use of graphic overlay and typeface in video. Fantastic video quality and feel. Smooth drone shots and aerials. Sound music choice.

Award of Excellence

City of Coconut Creek, FL

CocoMotion

Catchy song and dance - loved seeing so many folks participating throughout the entire video. Song is stuck in your head long after watching! The group dance at the end with the drone flying is a great shot! Makes me want to dance. I am left with the cocco motion earwig. Engaging, high quality, camera perspective, Outstanding video and idea...great job! Catchy video with a clear message. Fun song and easy to remember dance. Great video production and timing.

Video - Promotional Video (Population 95,000 - 250,000)

Savvy Award

City of Cedar Rapids, IA

Cedar Rapids Flood Control: Investing in a Strong Future

Great job! The video was very compelling and told the story that the City of Cedar Rapids was trying to tell to its residents. Using Mr. Pierson's testimony, the video really captured the severity and importance of this flood control funding project and how it will benefit all businesses and residents within the city.

Viewership on social media was outstanding! As mentioned, the story behind the video was amazing and very well done. The music choice was perfect. Another component I liked was the graphic of the map of Cedar River along with budget amounts to help the public understand the enormity of the project. The drone footage was also amazing. Great work.

Emotional, educational, professional and effective. That was a very moving video. I'm not sure how someone could watch that and not want to support your flood control funding. It was a great story idea to focus on a small business owner that has been directly affected by this funding, that way residents can buy in and support their small businesses and community.

Oh my gosh...I want to give them money. Talk about tugging on heart strings. Great job on the storytelling with real life impact. Professional looking graphics (especially the map.) Fantastic choice of music to help carry the viewer through the story. Overall fantastic job!!

Silver Circle Award

City of Roswell, GA

Old Mill Park Restoration

Beautifully done! The drone footage in the video was breathtaking and really showcased the beauty of Old Mill Park. By telling the story and history of Old Mill Park, viewers are truly able to understand the importance for all the upgrades and

enhancements. The viewership numbers and comments on social media really showcased the pride that residents have in this park which was portrayed so well through this video. Along with the increase of park visitors, the video proved to be a success. Great job.

Those are some fantastic numbers. The video was an excellent mix of scripted narration with off the cuff answers. It perfectly portrayed the history of the park, as well as new features that your video was trying to get across

One word...GOATS!!!! Love that you included this. Hope someone got a promotion out of the goat idea. Fantastic sustainability!!

Love the idea of protecting both the history and environment of the park. You all did a great job...felt like I was in a high quality PBS history special. Your reach on Facebook is impressive. Overall great job!

Award of Excellence
City of Aurora, CO

This Is Aurora Video

Wow! Really well executed video. As someone who is not from Colorado, it definitely made me want to come and visit.

The b-roll was well shot and edited and I love the fact that you were able to use City staff members as models. Gives it more of a personal touch. The colors used in the video as the background for the text made the city look vibrant and fun. I do love how the words told the story of the video.

Great job putting this together! Colorful and vibrant. This is a high-quality, high-production value video. The style is outstanding. Some of the camera shots are very creative!

Great video! You sense the energy, opportunity and strong idea of living in Aurora. Liked that you thought about "sound off" and not relying on voiceover. SMART. Overall really great job! Your community should be proud to call Aurora home!!

Video - Promotional Video (Population 251,000 and Up)

Savvy Award
City of Arlington, TX

City of Arlington Hype Video

Nice use of the drone! Liked the use of news audio to make the content feel current and lend the message some credence. Expert editing and photography. Solid promo piece. You hit the nail right on the head. I enjoyed the lack of commentary on the side of the City and instead using local media to tell the overall story.

Silver Circle Award
Leon County Government, FL

Hurricane Michael Video
Very well shot and edited. Great use of music with the video. I enjoyed the video and see its overall benefit. It's important to not only recognize staff who put their lives on hold to help as well as remind the community the steps staff take during times of disaster. I enjoyed the choice of music, and the person who filmed all the footage is top notch. I can also see a high level of planning with as much footage as you managed to gather. The interviews at the sand bag site were really great additions.

Award of Excellence
OC Parks, CA

OC Parks "Preparing for a Day in OC Parks" Video
Very well produced video filled with unique and creative camera angles, great use of music and understandable information. Great job! Some of the shots were really nicely done.

Overall, this was a solid job to address a problem. The B-Roll was engaging and it came off well scripted and organized. The most memorable thing for me was 32oz/hour/person of water which was shown on screen.

Video - Public Service Announcement (Population 0 - 64,000)

Savvy Award
City of River Falls, WI

In search of the perfect parking lot.
What a creative way to help solve a parking problem! The actor seemed professional and the trailer was a great idea given that it was also playing at the movies to the target audience. This is brilliant! It's really well made - short and to the point - and really funny! What a clever way to get your point across without over stating it. Love the video. Short, sweet and to the point. Love the acting, the map and graphics. Great all around. You may see others using this type video in the future. Way to lead the way River Falls!

Silver Circle Award
Town of Windsor, CT

Golf Ball PSA
Taking a simple problem to a humorous extreme makes this PSA memorable. You can't help but smile as the consequences from hitting a golf ball escalate. I absolutely loved this PSA. It hit the right tone and got information out in a light-hearted way. I think that the whole idea really hit the mark. It was a cost-effective way to reach people and Rich now has a fan-base! So cute. Made me smile. Poor golf ball guy.

Award of Excellence
City of West Hollywood, CA

Reefer Madness
The target audience is much more likely to learn the information through this humorous approach than to see a list of "don't do this" rules.

West Hollywood always blows me away with their creativity and production quality of their campaigns. They know their community and know how to get the message out in a way that engages their audience. I'm a "fan-girl" when it comes to this team!

Love the feel of this video. Good job West Hollywood. It's to the point and gets your message across.

Video - Public Service Announcement (Population 65,000 - 150,000)

Savvy Award

Pack Your Bags, Pondweed!

Pack Your Bags, Pondweed!

Love this! Great concept...so cute! But informative at the same time. Overall, great job!

Overall, I really enjoyed this entry. Providing the specific budget was helpful. Providing some measurable outcomes was also helpful. And, it looked like the video got the attention of local media outlets, which helpful further your outreach. It was a very good entry.

What a clever way to share information on a topic that is not so interesting to many citizens. It was also great that you use such little resources and got such a great return on your video including media coverage.

Superb! This video caught and kept my attention. It clearly showed the issue and impending impacts in a positive way and shared why this was a good, necessary, caring thing to do for the good of the community. The data provided for documentation of achievement demonstrated the strong reach and impact of the video, from people seeing it to learning more about it. Can't say enough good things about this!

Silver Circle Award

City of College Station, TX

Oh, Those Yellow Bikes!

So so so so so great! Love the animation and the style...including the voice talent. Worth every penny in my opinion. Overall, a fabulous video project!

The video was cute and well animated. It also was very detailed, which was helpful. The storyboard for this video was great! This is the best! Love the animation, VO, etc. EVERYTHING! Creative, different, effective.

Award of Excellence

Athens-Clarke County Unified Government, GA

Teacher Reuse Store

Love it. Simple and straightforward is sometimes the best approach. This video helped boost awareness and activity. Great job!

I really enjoyed this entry and its video. The information provided was very helpful and seemed to have great results. The video was beautifully shot and edited, too. Great work!

What a great video! It was clean and easy to understand the program that you were promoting. Noting that you desired data but the entity didn't have it was an excellent thing to include. We all run into that and have to find balance. It helped show your professionalism and tenacity. Overall, I found the video to be heartwarming. The man who runs your center seemed to speak from the heart. I liked that he mentioned his personal drive for the mission of the store and reuse. I can see why this was so well received by the community.

Video - Public Service Announcement (Population 151,000 and Up)

Savvy Award

Tualatin Valley Water District,
OR

Game of Seasons: Winter Prep Tips

Impressive use of special effects and clever tie in to a very popular show to capitalize on the buzz. Good information shared in a funny and clever way. Goals were very clearly described. Maybe focus on the benefit to the community versus being a platform to showcase the skills of staff.

Being a huge GOT fan, this video was fantastic! It turned pretty boring but useful information into a video that was very creative and engaging. I loved how the shield was turned into water shutoffs and how people could relate to all of the scenes in how to protect their homes. The animation was great and it added great humor to the video. Fantastic job!!

I loved this submission! It definitely played on the popularity of a mainstream production to engage residents about important information that they otherwise would be less likely to care about. Great use of humor!

This is a fun way to catch residents' interest. Physically showing how to turn off water valves, etc. serves as a great visual to accompany the tips. Clearly outlining goals and outcomes made the plan easy to follow.

Silver Circle Award

City of Aurora, CO

Riding the RTD R-Line

Comments:

The specific target audiences were clearly defined and the videos were well-written and directed to the target audiences. All three videos were unique, fun, upbeat and effective. Nice job!

The first PSA was very humorous and engaging with the couples telling each other about the light rail. It shows that even the older

population can use the rail. In the other two videos. even though they were silent, you could see the comparisons clearly and for many people who use cars to get around, it showed everyday frustrations. These videos worked for all the demographics and showed how easy it is to use.

This entry was informative, and fun to watch. The three PSA videos were targeted appropriately to their audience in a creative way. The sound was well done with sound mixing, and the camera work was also done very well. Great watch!

I think the each video does a great job in appealing to its respective audience. Including relatable scenarios to each audience group was also a good choice to show how taking the metro could provide benefits that a car does not.

Award of Excellence
City of Arlington, TX

Amazon Alexa Skill PSA

The program behind this PSA is very impressive and innovative. Good choice to use a dog, as people always love puppies.

I love how creative this video is. With the use of the famous Alexa, the City of Arlington shows residents how they can use their everyday devices to their advantage. All of the graphics showing the uses and where and how to use it was very clear and concise and the animation added to the video. Great idea and well executed!

This video is a funny and informative way to inform Arlington residents about the Arlington Amazon Alexa skill. The video succeeds in showing the audience how they can use and access this feature. In addition to tracking views, administering a survey to residents before and after viewing the video regarding their use and knowledge of the skill may have been helpful in measuring the video's effectiveness.

Video - Regularly Scheduled Programming (Population 0 - 120,000)

Savvy Award
City of Round Rock, TX

Hometown Downtown

The first thing that really stood out to me in these videos is the logo branding they created for this project. I think it really takes it another level. The team did a great job of capturing compelling b-roll that really helps tell the story of each small business they highlighted. Highlighting local small businesses like this is a great way to mutually benefit the economy that will keep a town thriving. They had compelling stories to tell and let the business owners drive it all.

Great video series. Production is very well done. The videos certainly show the passion the business owners have for Downtown Round Rock. Round Rock always has great videos, and these are no exception.

These videos are amazing! Each of the videos presented tells such a unique and heart-warming story. Love that you chose to highlight business owners from Round Rock. Each video has such an authentic and genuine spirit. I want to visit these businesses and Round Rock!

Love that it was produced in house. I can see why there was so many views and engagements!!

Video quality was really impressive. Made me hungry when viewing the food establishments, made me want to go fishing....

Silver Circle Award

Town of Flower Mound, TX

Around Town

This video was engaging from the start. It was bold with its effects and captured some beautiful video of the park. The music underlying the video was upbeat and engaging, but didn't steal the show. It did a good job of conveying the information about the park, highlighting the top features and helping those interested in how to contact.

Loved the host! The touches of humor really added to the interest of the video. Sharing the comments received on social media was great. Enjoyed this video, next time share more in the series!

Great project and mission of highlighting local parks. The host is great! He has such an easy-going delivery style, and use of humor is spot on without being corny. I love the graphics used for the title of the program. The vivid colors and cutout graphic are very visually appealing.

Liked the personality that came across in the clip, thought the goal of educating about a parks' amenities and access came through.

Award of Excellence

City of Greeley, CO

You Otto Know

What I most enjoyed about these videos were the ways they allowed the City Manager to really lean in with his personality. I thought the team wasn't afraid to get creative with the graphics and took risks that would make the videos stand out to the community. There is always a fine line between making something funny and effective or cringeworthy and losing credibility. I think it definitely did the former.

Great videos! Really shows the City manager's humor. It makes him more relatable and provides a good interest for events in the community. Not everyone in his position would be willing to do pieces with that kind of humor. Great job in the description of in-house budget. Loved, loved, loved this series!

The host, City Manager Otto absolutely makes this video series! He is a natural performer and does a great job letting folks know what is coming up in the community. The videos are the right length to keep the audience's attention and provide all the pertinent information. Love the breakdown of staff time and cost for the project. Great work done with limited resources! The series is a joy to watch, very clever and informative! Would love to see two-way engagement shown on your social media platforms.

Outstanding initiative to make a key government rep to be a real live and fun human being. Very creative approach, especially for announcing upcoming community events. Would enjoy working for him.

Video - Regularly Scheduled Programming (Population 121,000 and Up)

Savvy Award

City of Minneapolis, MN

A City that Works

This video series is a home run for showing the people and jobs that make the City of Minneapolis work each day. It's so deceptively simple - have city workers talk about their jobs and take video of them working - yet so effective in capturing them and showing the viewer what they do. The length, pacing and editing of these are on point. Viewers see a diversity of ages, races and jobs.

In addition to using the videos to demystify the working of municipal government to residents, the use of the videos for job recruitment and working to share them with current employees is an excellent way to build and retain a great work force and boost morale. While the idea for these videos is not unique, the execution is excellent and the distribution efforts are models for others to emulate.

This video series had a very nice variety of topics that really elevated it. The footage was nice, and the interviews were very well done. This is a really good look at some of the jobs that people may not think of when they think of government staff. Nice job!

Silver Circle Award

City of Arlington, TX

"Arlington Dream Chapters"

Very professional and polished video. Using the person's own voice and detail shots from her life (her desk decorations, her

working at the ballpark) help paint a fuller picture of her and bring her to life. The video is a good length, long enough to get a full idea of this person but not too long to bore the viewer. The video does well at reaching its goal of highlighting the American Dream happening in Arlington.

Love the storytelling and visual fidelity. Re-hire that freelancer for sure! I really like this video series! Very well done interviews and excellent b-roll to accompany the stories. The variety of subjects and people is really nice, and it really does make Arlington seem like a great city. Very nice work!

Award of Excellence
City of McKinney, TX

Discover McKinney

This video series is a fun, creative and approachable way to promote various aspects of the city. By using a new resident as host, it has an authenticity and a voice. It's high energy and does a great job taking people to places they may never have been or knew anything about.

The series does exactly what it was intended to do - promote McKinney for residents, visitors and would-be residents - in a way that doesn't seem like a travel ad. This is a great idea that should be stolen and replicated by many communities.

I really enjoyed these videos and your host comes off as friendly and real so great job with that. I wasn't sure if you scripted or story boarded any of this but the way it was pieced together made sense. Nice work!

This is a really fun series of videos! I was skeptical at first, but the host really grew on me! He seems very genuine, and as somebody who is not familiar with McKinney, it really did a good job of informing me about what the city has to offer. Very well done!