

# 2011 Savvy Competition Finalists Judge's Comments

## TV and Videos - Education/Training

### **SAVVY**

Roswell, GA

### **CORE - Admin Department Video**

Simply outstanding. The video was very creative and fun. A perfect icebreaker.

### **SILVER CIRCLE**

Irving, TX

### **I Win: The Pitch**

A well produced fun and informative approach to the subject. Great use of "real" people.

### **AWARD OF EXCELLENCE**

Austin, TX

### **2010 Transportation Bond Video**

Very well produced, shot and edited. Excellent use of natural sound. I vote yes!

## TV and Videos - Interview/Talk Show/News Programming

### **SAVVY**

Jefferson County, CO

### **Jefferson County Insights**

Presented a problem and solution to that problem. Well done in all aspects! The script, music, and video come together nicely to produce a very engaging program. The host is very comfortable, and a great presenter. The collaboration is excellent and would have loved to have seen the additional videos that were talked about in the application. Great work!

### **SILVER CIRCLE**

Greeley, CO

### **Real or Rumor**

Great concept! Greeley nailed it! The talent is lively and engaging. The entire team loved this entry!

### **AWARD OF EXCELLENCE**

Irving, TX

### **City Source**

This is how you do it! It's informative, fast, and entertaining. Wow! The anchor is engaging and allows dialogue to flow naturally.

## TV and Videos - Regularly Scheduled Programming

*Population: 0 - 180,000*

### **SAVVY**

Bristol, TN

### **Then & Now - The Bristol Sign**

Fantastic product, short and concise, yet packed with good info. Did a lot with little "present-day" video. Well done!

### **SILVER CIRCLE**

Eagle County, CO

### **Eagle County's People & Places - County Attorney**

Did a good job of taking an employee with a less than glamorous job, and making it fun. Nice job.

### **AWARD OF EXCELLENCE**

Edmond, OK

### **The Edmond Way Video Series**

Fascinating stories, nice to have actual officers tell the tales. Textbook shooting (the video not the officer) and nice job using old photos.

*Population: 200,000 and up*

**SAVVY**

Austin, TX

**Dare to Go Zero**

Technical compilation and flow was well done. Concept was unique and use of citizens was interesting. Brings home the point of how we feel about our trash. Excellent production values. Very original content for government programming.

**SILVER CIRCLE**

Port of Long Beach, CA

**Pulse of the Port**

Neatly packaged segments from beginning to end. This show successfully communicates the importance and scope of the Port. Well thought-out concept with interesting personalities.

**AWARD OF EXCELLENCE**

Chesapeake, VA

**Horizons**

Well done! The concept for this show is timely and well intentioned. There's also a respectful attention to detail with each highlighted business. Good production value, too.

**TV and Videos - One-time Special Programming**

*Population: 0 - 93,500*

**SAVVY**

Wilson, NC

**Troubled Waters**

his video is pretty much perfect. It takes a complicated issue, tells the full story, but never loses our attention or becomes burdensome to watch. The tone is easy to understand without talking down to the audience. Great research, amazing production value, and interesting pacing. This video grabbed our attention and held it. Results were also impressive.

**SILVER CIRCLE**

Richland, WA

**Undercover City Manager**

Great concept and use of music. The audio was very well done. Script, pacing, and varied visuals kept us interested and educated.

**AWARD OF EXCELLENCE**

College Station, TX

**Halloween on 19**

Fantastic production value. Exciting, eye catching, very well done.

*Population: 103,000 and up*

**SAVVY**

Tallahassee, FL

**Pet-ertainment Tonight**

Incredibly well produced. Exceptionally creative. Fantastic results.

**SILVER CIRCLE**

Carlsbad, CA

**City at Your Service**

Very well done. Good timing, scripting, and editing. Great information in a digestible time frame.

**AWARD OF EXCELLENCE**

Boulder, CO

**Boulder's Hydros - Using the Natural Power of Water**

Great use of graphics. Conveys a complex message terms that are understandable.

## TV and Videos - Public Service Announcement

*Population: 0 - 107,000*

### **SAVVY**

Edina, MN

### **You Know How it Ends**

Very impressive use of reversed footage that the audience doesn't pick up on til about 30 seconds in ... Makeup is disturbingly realistic  
Very well done!

### **SILVER CIRCLE**

Fargo, ND

### **Now, do you get it?**

Wow! This trio of spots are each individual in their message and delivery but all stark in their frank messaging that distracted driving results in death. Special effects of the kid running in front of a speeding vehicle with a texting driver was particularly jarring (especially for parents).

### **AWARD OF EXCELLENCE**

Charlottesville, VA

### **Love Somebody**

Only entry this year featuring an Academy Award winner, this piece clearly exemplifies the value that celebrity brings to the message.  
Well done.

*Population: 110,000 and up*

### **SAVVY**

Corpus Christi, TX

### **Revive the Budget**

Inventive and imaginative in conveying the dire nature of the City's financial situation, without losing a sense of humor. The message reaches citizens with a call to action for getting involved. Nice job!

### **SILVER CIRCLE**

Winston-Salem, NC

### **Every Butt Hurts**

Elegant, yet direct in conveying the problem of cigarette litter in the downtown area. I don't want to be the person that had to count the butts, "but" good job by all in reaching the target audience, resulting in a reduction in litter.

### **AWARD OF EXCELLENCE**

Cincinnati, OH

### **5916000.com**

Nice walkthrough for customers of how to use the online alternative to their telephone CRM system. Well presented and explained.

## TV and Videos - Promotional Video

*Population: 0 - 66,000*

### **SAVVY**

Lake Oswego, OR

### **We Love Lake Oswego**

If you want to engage people in a comprehensive plan update--this is the way to do it. Beautifully shot--great depth of field visually, compelling testimonials, consistent branding,--all excellent!

### **SILVER CIRCLE**

Goodyear, AZ

### **Goodyear's 2010 "Leading Edge" Promotional Video**

Impressive application--clear, concise, yet full of detail. Loved the vibrant and vivid colors and upbeat tempo. Good variety of testimonials. Starting a business would surely lead to "good years" by locating to Goodyear, Arizona.

### **AWARD OF EXCELLENCE**

Decatur, GA

### **Welcome to Decatur**

Mayor's a great storyteller and narrator. Really sells the lifestyle. Loved the line about "people love arts, food, and their neighbors."  
Packed a lot into five minutes without overwhelming the viewer.

*Population: 71,000 - 182,000*

**SAVVY**

Bryan, TX

**The Good Life, Texas Style**

Very nice production value that gave the viewer a great view of Bryan without overdoing the sell. Smooth transitions allowed for seamless storytelling of what the town has to offer. We may pay Bryan a visit just for the view after our stay in Austin!

**SILVER CIRCLE**

Cabarrus County, NC

**Channel 22 Promo**

Attention grabbing graphics were able to showcase a variety of programming for Channel 22. Clear message that the station now offers a variety of programs and not just government access. Great voice montage of host that kept the pace going and keeping the audience wanting more.

**AWARD OF EXCELLENCE**

Miami Beach, FL

**Lady Google**

The only place this video would have been appropriate to come out of is Miami Beach. An amazingly clever way to get Google's attention and it obviously took a great deal of in house creativity and make up. Now can somebody get that song out of my head. Please. :-)

*Population: 200,000 and up*

**SAVVY**

Southern California Association of Government

**SCAG Regional Conference & General Assembly**

Successfully producing a video to represent the nation's largest Metropolitan Planning Organization and Council of Governments is no easy task. A professional production from concept to completion... excellent work!

**SILVER CIRCLE**

Winston-Salem, NC

**Legacy Music Video**

A wonderfully creative collaboration... "One hundred thousand people, where will they go? Planning won't be a problem after seeing this video!"

**AWARD OF EXCELLENCE**

Minneapolis, MN

**We Want You Back**

An engaging behind-the-scenes look at a hard-hitting video that really draws attention to the Minneapolis High School dropout crisis. Congratulations on your production work as well as your re-enrollment efforts!

**Printed Publications - Reports**

*Population: 0 - 55,000*

**SAVVY**

Eagle County, CO

**Eagle County 2010 Annual Report**

Beautiful photography throughout. The piece is well designed with a nice, clean layout using a reader-friendly font. We love the "Quick View" sections.

**SILVER CIRCLE**

Washington Township, OH

**2009 Washington Township Annual Report**

Modern annual report with short, engaging content displayed in a clean layout. Great job including information that is useful, but will still draw the attention of residents. Nice use of color, particularly in the graphs and charts near the end.

**AWARD OF EXCELLENCE**  
Newton, KS

**City of Newton Popular Annual Financial Report**  
Impressive publication created by one person on a small budget. The small size makes it easy to handle and hang on to for future use.

*Population: 82,000 and up*

**SAVVY**  
Port of Long Beach, CA

**2009 Annual Report**  
High-quality piece that seems to do exactly what it's meant to do. Beautiful photography with nice charts and graphs. Love the half-page design element. Liked the reiteration of "project, progress, creating jobs" in the "Jobs" section.

**SILVER CIRCLE**  
Pasadena, CA

**2009 City of Pasadena Annual Report**  
First-ever annual report produced in less than a month? Wow! Photos, layout, organization and text are all top-notch. Love the use of color. Love the full-page photos.

**AWARD OF EXCELLENCE**  
McKinney, TX

**2010 Annual Report -- A Unique Perspective**  
Neat theme! Layout and design was clean, but safe and easy. Very informative publication with beautiful photos. Very professional finished piece that accomplished what the staff desired.

## Printed Publications - Calendars

**SAVVY**  
Southfield, MI

**2011 Annual Report/Calendar**  
Appreciated that in addition to the calendar, budget info and elected officials descriptions were included. Good use of funds--using advertising to offset printing cost in tight economy. Balance of great product with limited funds.

**SILVER CIRCLE**  
Largo, FL

**2011 Mission Vision and Values Calendar**  
This calendar was beautiful. Nice layout and great photos. Kudos to this team - wow.

**AWARD OF EXCELLENCE**  
Cathedral City, CA

**SCRAP Gallery Calendar**  
Appreciated that calendar was used to creatively relay a message rather than only be pretty pictures. Loved the tag lines above the pictures. Simple, effective, relayed a message in short simple language. Good photography.

## Printed Publications - External Publications

*Population: 0 - 83,000*

**SAVVY**  
Decatur, GA

**Decatur Focus**  
This beautiful publication soars to the top of its category with well-written articles about city programs, services and events, as well as a wealth of other information. A complete redesign this year is a standout, and judges especially liked the paper, chosen for its "green" properties. This is an outstanding entry with impressive documented results.

**SILVER CIRCLE**

Mansfield, TX

**The Mansfield Citizen**

Great photos and a crisp, clean layout make this publication easy on the eyes and a pleasure to read. The "Road Report" is something that should be in every city newsletter or magazine.

**AWARD OF EXCELLENCE**

Bloomington, MN

**Briefing**

This publication also gets high marks for its clean layout and colors that are soothing and inviting to the reader, as well as good stories and interesting information. Kudos for promoting website keywords at the end of stories, instead of long URLs.

*Population: 84,000 and up*

**SAVVY**

Port of Long Beach, CA

**re:Port**

This entry is a runaway winner from start to finish. An excellent descriptive letter outlines clear goals that have been achieved in style with a publication that is well-designed and incorporates great photos and interesting stories. The regular "Beyond The Port" feature gets a nod for illustrating the port's reach beyond its physical boundaries.

**SILVER CIRCLE**

Johnson County Library, KS

**Experience Johnson County Library Newsletter**

Staff took a great idea and ran with it, producing a top-notch newsletter that is fun, interesting and right on target for its intended audience. Great idea to include stories that help taxpayers understand the value of library services. And we loved the idea of including a reply envelope with each edition, garnering the unexpected bonus of donations.

**AWARD OF EXCELLENCE**

Carlsbad, CA

**Carlsbad Currents**

A clean look, easy-to-read layout and relevant information add up to a publication that is sure to be picked up. The methods of distribution are creative and cost-effective.

**Printed Publications - Catalogs/Guides****SAVVY**

Albany, OR

**Activate!**

I love the graphics in this piece; they are very effective in grabbing readers' attention and encouraging participation. Great improvement! Layout is easy to read and navigate. Statement well written.

**SILVER CIRCLE**

Miami Beach, FL

**Miami Beach Recreation Review**

This publication has high ROI thanks to the creative use of advertising dollars. Love the summer pull-out section! Very well written descriptive letter. Great publication!

**AWARD OF EXCELLENCE**

Cathedral City, CA

**Refuse & Recycling Guide**

Great publication! Extremely informative, easy to follow and effective. I want to replicate this for my City. Great, informative piece! Effectiveness was clearly laid out/goals met.

## Printed Publications - Internal Publications

### **SAVVY**

Bloomington, MN

#### **Insider**

Bloomington has come up with an effective way to grab the reader's attention, provide important information, and acknowledge employees for their outstanding work with this attractive employee newsletter, "Insider." The newsletter is first rate, offering appealing design, graphics and photos as well as compelling writing. Hats off to Bloomington!

### **SILVER CIRCLE**

Port of Long Beach, CA

#### **Dock Talk - Employee Newsletter**

Dock Talk meets this city's goal of providing important information while focusing on the target audience – the employees! The judges were impressed with the newsletter's style, color, graphics and creative photos. Well done, Port of Long Beach!

### **AWARD OF EXCELLENCE**

Austin, TX

#### **Street Talk**

Austin Public Works found a creative and effective way to communicate with employees throughout the various divisions about activities and accomplishments as well as opportunities for advancement and city benefits. Street Talk is fun, full of flare and packed with useful information. Fantastic publication!

## Printed Publications - Advertising

### **SAVVY**

Mesquite, TX

#### **Revitalization and Rebranding: Mesquite's Real. Texas. Turn-Around**

Nicely done, Mesquite! Great theme, nice job rebranding - survey results showed measurable improvement. News insert very attractive - makes the city seem like a good place to live. Well-thought-out initiative!

### **SILVER CIRCLE**

Bristol, TN

#### **Farmers Market Posters 2010**

Creative idea! Campaign really proved to be successful in increasing attendance. Loved the posters and taglines! Attractive collector's item. Liked the concept of using collectable posters and the unexpected outcome.

### **AWARD OF EXCELLENCE**

Round Rock, TX

#### **Round Rock CVB - Sports Drink Campaign**

Cool campaign! Catchy, attractive, well done! Off-beat and a very appealing way to sell the Sports Capital of the World. A very creative idea. Really liked the ads where the drink becomes a sports illustration - nice design!

## Printed Publications - Other Collateral

### **SAVVY**

Carlsbad, CA

#### **Welcome to Carlsbad**

This entry has a very effective use of trim size and an excellent fold-out map. The overall look and feel is very inviting and makes you want to move to the city. The layout is well designed, and the fact that it is mailed to new residents is a big plus.

**SILVER CIRCLE**

Avondale, AZ

**Avondale's Rack Card Series**

The rack cards are an effective and efficient means of communicating information. With multiple uses and bilingual where needed, the cards have many methods of distribution and also many uses with the end user.

**AWARD OF EXCELLENCE**

Sandy Springs, GA

**Our City**

The book is enjoyable to read and use, and it is a nice keepsake. We liked the idea of it being a commemorative piece. The photographs were interesting and of high quality.

**Digital Interactive - Overall Website**

*Population: 0 - 25,999*

**SAVVY**

Plumas County, CA

**Plumas County Website**

Outstanding design from Plumas County. Lots of useful content that's easy to find. Design is simple and attractive. Updated photos and information from the wildfires demonstrate that a government site can be credible, yet nimble. Well done!

**SILVER CIRCLE**

Decatur, GA

**City of Decatur Website**

Highly attractive website with great use of graphics and photos. The colors are pleasing and consistent. The layout is inviting and easy to navigate. We can see why your traffic is up. Great job.

**AWARD OF EXCELLENCE**

Erie, CO

**Town of Erie Website**

Erie effectively accomplishes its primary goals, as stated. Great presentation of entry with use of graphics to show improvements to the site. Site is easy to navigate, and the tools are terrific. Well done!

*Population: 26,000 - 50,000*

**SAVVY**

Enid, OK

**City of Enid Website**

Enid has a very good site that provides useful tools for communications with residents. This site does a great job of showing that web traffic should be two-way, not one-way. Good job!

**SILVER CIRCLE**

Richland, WA

**Richland Website Design**

Beautiful design and appealing colors. Homepage is inviting. Good job creating intuitive navigation. Good integration of social media. Well done!

**AWARD OF EXCELLENCE**

Charlottesville, VA

**Charlottesville.org: Going from Good to Great on a Shoestring Budget**

Outstanding website. Attractive, intuitive and functionally-sound. Love the news headlines. Very good redesign that is noticeably better without appearing to have a huge price tag. Good job!

*Population: 66,000 and up*

**SAVVY**

Athens-Clarke County, GA

**athensclarkecounty.com**

Excellent site - a clear standout. Makes a powerful statement that simpler is better. Achieving simplicity in a government website is no easy task - bravo! Placing the search feature front and center is a bold and proactive commitment to the user experience. Well-designed, user-friendly, well thought-out.

**SILVER CIRCLE**

Temple, TX

**ci.temple.tx.us**

Clean and crisp design and clear functionality make this a standout among the entries. Well organized home page makes it easy to find what you're looking for, be it business, residential, etc. Citizen Action Center is a great idea.

**AWARD OF EXCELLENCE**

Plymouth, MN

**ci.plymouth.mn.us**

Fun, friendly, simple and very attractive - Plymouth has really done it right. By keeping the site simple and easy to navigate, Plymouth has created a strong example for other agencies to follow. Great first impression via the home page.

## **Digital Interactive - Issue Specific Website**

**SAVVY**

Decatur, GA

**Tourism Bureau Website**

Excellent use of color/graphics. Eye-catching. Judges specially liked the graphic layout options for copy and use of videos. Also, the drop-down menus on the top offer a wealth of information about the city and its attractions.

**SILVER CIRCLE**

Port of Long Beach, CA

**Centennial Website and Forum**

Absolutely floored by the detailed pictures from the past 100 years – excellent addition to site and visual storytelling. Favorite part of site was the 'automated' timeline of the Port – clean, great photos/stories and ease of use! The timeline on this website was functional and aesthetically pleasing.

**AWARD OF EXCELLENCE**

Mesquite, TX

**Revitalization and Rebranding: Mesquite's Real. Texas. Turn Around.**

Excellent collaboration between community entities to brand and share successes. The personal stories about the community were a fabulous touch. This site successfully incorporated appealing and informative technical and visual elements. Great job! The graphics on the website were visually pleasing, and the drop down menus were organized in a clean and functional way.

## **Digital Interactive - Electronic Newsletters**

**SAVVY**

McKinney, TX

**Electronic Newsletter**

Beautiful header images, clean layout, integrated cross promotion to increase subscribers - great job McKinney!

**SILVER CIRCLE**

Lacey, WA

**Newsletter Redesign**

Great design, easy to read colors draw you in to spend time with it. Lacey, WA hit a homerun with this redesign!

**AWARD OF EXCELLENCE**

Round Rock, TX

**Rock Beats**

Geared toward busy employees by using short summaries. Creative keys to customer service success. Fun "listen" feature that profiles an employee singing. Congratulations on a job well done!

**Digital Interactive - Customer eGovernment Services****SAVVY**

Overland Park, KS

**Let it Snow**

So successful it overwhelmed the servers. Innovative and helpful. Served citizens and reduced requests for information. Done completely in-house using city departments.

**SILVER CIRCLE**

Arlington, TX

**Smartphone App and Mobile Website**

Dual purpose: Citizens could use their smartphones to not only report problems, but get city information. Not just a mobile version of their website, but an economic development tool that included local businesses and hotels. Handy for visitors and residents on the go, even accepting mobile payments for traffic tickets. Hoping they didn't pay while driving :)

**AWARD OF EXCELLENCE**

Sandy Springs, GA

**COSSpotter**

Customer service is the key for this newly-formed city who's residents wanted better response from traditional government. This app for smartphones delivers service to citizens on the go 24/7.

**Digital Interactive - Social Media (General)****SAVVY**

Austin, TX

**Austin Energy Social Media**

Great use of the interactive nature of social media. Design is consistent across all sites; blog easily sends readers to Facebook and Twitter and allows social media sharing as well. The coordination is impressive, the development of templates is a great idea to help conformity and ease-of-use, and I like all of the graphics on the site. I wish my local electrical utility was so connected!

**SILVER CIRCLE**

Catawba County, NC

**Citizen Interaction in a 140 Character World**

Nice integration of multiple social media sources and a great use of Foursquare and QR codes! This government "gets" digital communication and uses a constantly evolving approach. I love the video summary of the upcoming council meeting; so much more informative than trying to wade through a typical agenda with attachments.

**AWARD OF EXCELLENCE**

Reno, NV

**City of Reno Social Media Program**

Awesome use of a wide range of social media outlets. Glad to see they have a good policy and are updating all accounts regularly. Lots of interaction on Twitter with just the right amount of posts, retweets and hashtag uses.

**Digital Interactive - Social Media (Specific)****SAVVY**

Tallahassee, FL

**Click for the Stars**

Excellent work! I love seeing a comprehensive communications plan for a campaign. So many creative ideas -- no wonder it was a winner, just like the 1,072 pets that were adopted!

**SILVER CIRCLE**

Marietta, GA

**Facebook Response to Historic Winter Storm**

This submission did a great job of showing the impact and effectiveness of Facebook during severe weather events. There were clearly defined goals and outcomes and much more two-way communication than most Facebook accounts.

**AWARD OF EXCELLENCE**

Austin, TX

**@austintexasgov**

Very well done. This jurisdiction "gets" Twitter. They understand the benefit of using it for conversation rather than a virtual bulletin board. Live postings from public meetings is a trend that will only grow more important in the future.

**Marketing and Tools - Community Issue****SAVVY**

Tallahassee, FL

**Reaching For The Stars**

All judges were unanimous that this "Entertaining" piece was a "howling" success. Planning, implementation, innovation, involvement, imagination and documentation - it has it all.

**SILVER CIRCLE**

Carmel, IN

**Connecting Carmel**

This entry was only a split hair from winning the Savvy - this was a methodically implemented 3-year project that was perfectly executed, keeping the Carmel community apprised of all construction activities and ultimately winning over their hearts, and did we mention it's a roadway!

**AWARD OF EXCELLENCE**

Wheaton, IL

**Coexisting with Coyotes**

Wheaton's "Campaign To Educate Residents" did just that - all with factual research presented in a stylish, easy to read manor. Excellent marketing tools used to assist residents, government and the environment.

## Marketing and Tools - Branding/New Logo

### **SAVVY**

Dunwoody, GA

#### **City of Dunwoody Brand**

The pure simplicity of this logo/branding campaign made this entry a winner in the eyes of the judges, who described the logo as "clean and sharp," and "memorable." Well defined applications for the brand ensures that it adheres to the "smart" identity the community has created, yet it's versatile enough to be used in all sectors, from tourism to business.

### **SILVER CIRCLE**

Skokie, IL

#### **Skokie Downtown Reinvented**

The judges called this a "very effective means of celebrating and reinventing an older district of the city." This was a well-designed campaign, with eye catching colors and graphics. The strong focus on the local businesses was a great strategy for this campaign.

### **AWARD OF EXCELLENCE**

Goodyear, AZ

#### **Leading Edge**

This was a beautiful entry, very attractive in its presentation. An eye-catching campaign, the sharp logo coupled with great photography and graphics, makes this an outstanding entry.

## Marketing and Tools - Other

### **SAVVY**

Tallahassee, FL

#### **Ready. Set. STOP!**

This creative and innovative public outreach campaign "Ready. Set. STOP!" earned 5s on all scoring criteria. It's an outstanding example of successful partnerships among a variety of local stakeholders including city employees residents, students and media. The myriad of education actions for raising public awareness and the wide range of diversified marketing tools ensured the successful implementation of the communication plan. This is a cost-effective public awareness campaign with obvious outcomes and a long-lasting impact on community safety. Awesome job!

### **SILVER CIRCLE**

Goodyear, AZ

#### **Leading Edge**

By creating a superb brand and developing a multi-faceted campaign, the city of Goodyear successfully reached its target market. The diversity of marketing tools such as a specific logo and brand, brochures, banners, pop-up invitations, promotional videos, award plaques, signage, goodie bags, PowerPoint presentations and media coverage led the city to amazing outcomes.

### **AWARD OF EXCELLENCE**

Santa Clarita, CA

#### **Think Santa Clarita**

The advertising and marketing campaign was well-planned and implemented. They used many non-traditional mediums to reach their goals, including airport advertisements and commuter bus wraps. This program is a good example of multi-media that did its job and achieved outstanding results.

## Special Events - One-Time Event

### **SAVVY**

Slidell, LA

### **The Blue Dog Days of Summer**

Excellent submission and great project. Outstanding use of theme even down to the "blue-themed" food! Judges praised the creativity, uniqueness and involvement of residents and businesses along with the ultimate sustainability of this homegrown event.

### **SILVER CIRCLE**

Pierce County, WA

### **U.S. Amateur Championship**

This event was well-planned, researched and executed and included thorough documentation that exceeded all goals. Congratulations on a job well done - the PGA should be quite pleased with Pierce County and eager to return. Judges were impressed that volunteers would pay to volunteer!

### **AWARD OF EXCELLENCE**

Lancaster, CA

### **BooLVD Halloween Celebration on the BLVD**

The compelling, clearly stated problem resulted in a fun festival and successful marketing that in turn created a supportive public who came out in droves to participate. Great job in bringing life back to an area and we love the name!

## Special Events - Recurring Event

### **SAVVY**

Farmers Branch, TX

### **Liberty Fest 2010**

Amazing! The goal was exceeded by 10k and the event was well organized. The problem was clearly identified and the solution was perfectly executed. The collateral looked great and complimented the event.

### **SILVER CIRCLE**

Houston, TX

### **Glowarama New Year's Eve**

Love the collateral! Great, defined results. Houston did a great job with this recurring event!

### **AWARD OF EXCELLENCE**

Grand Island, NE

### **Council and Youth Collide Event**

Cool event on a limited budget! Superb! Grand Island took an innovative approach to make this event a success!

## Photography

### **SAVVY**

Port of Long Beach, CA

### **2009 Annual Report**

Great color balance and vibrant images throughout. The judges also liked how the half-page images broke up the brochure to keep it visually appealing. The tenor of the photographs provided an optimistic and uplifting tone, making it a truly valuable piece. Wonderfully thought out and followed through.

### **SILVER CIRCLE**

Mansfield, TX

### **Rockin' 4th of July**

At first glance, a very good photograph. But look deeper and you will find a brilliant piece of patriotic art from the beacons of light, to the flags to the community members who are obviously caught up in the moment. A wonderful community snapshot.

**AWARD OF EXCELLENCE**  
Coral Springs, FL

**Orchid-Park - Coral Springs Magazine Cover**  
Innovative use of a photographic style that works on all levels. A perfect way to capture the natural setting of the bridge. The judges see this becoming an iconic image for the City. Well done.

### **Graphic Design - Art**

**SAVVY**  
Newton, KS

**City of Newton Logo**  
Graphically strong, functional, modern, innovative, subtle/simple/clean and conveys the message intended.

**SILVER CIRCLE**  
Leon County, FL

**Leon County Wellness Fair**  
Effective, visually appealing, attractive to a broad audience, vibrant!

**AWARD OF EXCELLENCE**  
Eagle County, CO

**Actively Green Logo**  
Combines the "active" and "green" images very effectively, uses easily recognizable and memorable symbols, meets objective.

### **Graphic Design - Other Promotional Items/Electronic**

**SAVVY**  
Arapahoe County, CO

**Pioneer Passport**  
The judges liked the concept, layout and historical look of the piece. Overall, a creative idea that really delivered. Frankly, this is a piece that will be picked up by many in the 3CMA membership and tailoring to their own events. The theme and character of the event were carried through with the colors, font and design. Nice job.

**SILVER CIRCLE**  
Farmers Branch, TX

**Good News Postcards**  
Classic styling. Photos and images popped against darker backgrounds and black borders. It's hard to grab attention with paper anymore, but this worked. From the choice of an oversized postcard to the very distinct coloring and clean lines, this piece did its job, and managed to impart a lot of information at the same time.

**AWARD OF EXCELLENCE**  
Eden Prairie, MN

**Grease Fire Poster**  
his entry grabbed our attention - it was startling and interesting. They say less is more, and judges like that this entry let the photos do the talking. Excellent in its simplicity. Great use of photos to convey a critical message. Yellow of flames against dark background captured attention. The text was kept to a minimum, the photos were used wisely - but still showed a very natural and quick progression of the fire.

### **Graphic Design - Publications**

**SAVVY**  
Sierra Vista, AZ

**Empire Challenge 2010 Booklet**  
Nice dramatic big images. Ink saturation is nice. Wow! A community, a commitment. This project truly reflects your tagline. Great looking, and your commitment to this project is obviously evident.

**SILVER CIRCLE**  
Santa Clarita, CA

**City of Santa Clarita "SEASONS"**

Class schedules well done, good headlines and type helps with readability. Nice work by internal staff. Lots of content, but layout and design helps reader find information. Great job. Covers are inviting, makes me want to move to your community.

**AWARD OF EXCELLENCE**  
Port of Long Beach, CA

**2011 Centennial Calendar**

Love historical references throughout; clean layout, like your logo. Nice photography - old and new. Color scheme works well. Design is attractive, appealing, makes presentation of info easy to read.

**"Go Green" Communication Program Efforts**

**SAVVY**  
Austin, TX

**Dare to go Zero**

Very creative, polished & professional - loved the idea! Production quality was excellent and the program is entertaining. A creative and unique way to engage residents! Congratulations on a job well done, Austin!

**SILVER CIRCLE**  
Cathedral City, CA

**ECD and Schools Community Beautification**

Excellent use of recycled materials turned into art - all the while engaging the youth of the community. Cathedral City knew their target audience well!

**AWARD OF EXCELLENCE**  
Sioux City, IA

**Do Your Part, Convert Your Cart**

: A highly successful campaign combined with the achievement of outlined goals set this entry apart! Job well done!

**Citizen Participation**

**SAVVY**  
Wilmington, NC

**Budget Outreach Initiative**

Loved the 'online budget challenge.' Clever concept to seek citizen input on the budget - never easy to do! Comprehensive and multi-faceted, this entry truly captured our imagination!

**SILVER CIRCLE**  
Mid-America Regional Council, KS

**Kansas City Region Hazard Mitigation Plan (Poster Sessions)**

Take a 'tough-to-grasp' concept and put it in terms citizens can relate to. Smart and effective, we want to steal this plan!

**AWARD OF EXCELLENCE**  
Fort Collins, CO

**Resourcing Our Future/Keep Fort Collins Great Sales Tax Initiative**

Excellent job of garnering citizen support at a time when many similar measures in the U.S. failed. Well-written entry!

**Community Visioning**

**SAVVY**  
Elgin, IL

**City of Elgin Sustainable Master Plan**

Successful interaction with community members to write plan. This is a great concept. Who knows a community better than the citizens? I think other communities should learn from this. Great job. Great job with getting your attention.

**SILVER CIRCLE**  
Cathedral City, CA

**ECD & Schools Community Beautification/SCRAP Program**  
This initiative is a great example of a city working together with school children to educate on the environment as well as help the students recover from a tragic loss of a classmate. Great creativity with going green. Recycling is a very important part of society today. Teaching kids and rewarding them with their own creativity is brilliant.

**AWARD OF EXCELLENCE**  
Beaverton, OR

**Beaverton Community Visioning**  
Like how this project engaged the community - understanding barriers such as translating into 6 languages.

## Communication or Marketing Programs

*Population: 0 - 140,000*

**SAVVY**  
Miami Beach, FL

**Operation Hookworm/Animal Control**  
Excellent entry that's thorough in approach and implementation. Audience is presented with scope and urgency of the problem, but not in an alarming way. Bi-lingual messaging, social media use and volunteer support complete the package!

**SILVER CIRCLE**  
Savannah, GA

**PIO Pitch Book**  
Finally - a PIO that markets itself! Clever, comprehensive and persuasive. Could be a textbook for all of us!

**AWARD OF EXCELLENCE**  
Wilmington, NC

**Front Street Improvement Project**  
Classic example of how a well-crafted communications plan made a potential crisis an absolute victory for everyone involved.

*Population: 181,000 and up*

**SAVVY**  
Tallahassee, FL

**Ready. Set. STOP!**  
Absolutely fabulous documentation and data presentation. Excellent entry and evidence of success. Also, sharp visuals, particularly the outdoor media. A well-executed communication plan, it was very clear they knew their target audience and took a creative approach. It was the best put together entry of the ones we judged. Easy to read, understand and follow; clearly, a benchmark for how to submit a winning campaign.

**SILVER CIRCLE**  
Johnson County Library, KS

**New Web Catalog Promotional Campaign**  
Love, love, love the tattoos. Good result for the money. Who makes a library catalog fun... Johnson County Library that's who! The tattoo was brilliant. What a great way to get staff buy in and patron participation. It's living, walking, talking social media with measureable results. Shh! I loved the attitude and originality here. You've got some bright librarians in Johnson County - with a great sense of humor that got the message across.

**AWARD OF EXCELLENCE**

Durham, NC

**Paving the Way to a Better Durham**

Very nice job of putting together a bond program in tough times. Bond referendums are tough topics any time but particularly in tough economic times. Durham initiated a thorough education campaign with great supporting documents, confirming the volume of media coverage. They didn't just start the conversation; they kept it going in a variety of forums. Love the balance of letters to editor, earned media and social media as evidence. Nice editorial cartoons and video show.

**Most Creative Activity with Least Dollars Spent**

*Population: 0 - 103,000*

**SAVVY**

Farmers Branch, TX

**No Show Gala**

his non-event was eventful! What a super idea to generate the buzz and get fabulous results for the community.

**SILVER CIRCLE**

Slidell, LA

**Farewell Flamingos Celebration**

Great idea, great execution! What a creative way to remember the past -- and look forward to the future.

**AWARD OF EXCELLENCE**

Grandview, MO

**Picture Perfect Contest**

The goal was simple -- to get photos around the city without the expense of using a professional photographer. The result was achieved -- and the contest proved to be an ideal way to generate public participation in local government.

*Population: 105,000 and up*

**SAVVY**

Tallahassee, FL

**Reaching for the Stars**

This low-cost marketing campaign was very creative in yielding great, measurable results. Unwanted animal shelter pets were adopted into a permanent home, and the city received recognition and additional funding by winning a community engagement contest for their initiatives.

**SILVER CIRCLE**

Orange County, CA

**Romeo and Juliet Eagles**

A great opportunity was taken to new heights that boosted awareness for the city zoo. The use of social media to tell the story allowed the community to get involved with a naming contest -- and the local media expanded the story -- providing big payoffs with little expense.

**AWARD OF EXCELLENCE**

Port of Long Beach, CA

**Fact Pens**

Fact pens are very creative and show a great consideration of budget. With such great distribution, it is clear that the tool was well received by the community.

## Most Innovative Communications

### **SAVVY**

Orange County, CA

### **Romeo and Juliet Eagles**

Very creative and clever to take an unforeseen opportunity and quickly spin it in a way to capture the public's and media's imagination. Good insight! Good use of social media tools. Fantastic results!

### **SILVER CIRCLE (Tie)**

Chapel Hill, NC

### **Council Orientation**

Creative approach to a common problem: how to effectively introduce new councilmember's to complexity of their new jobs and the organization. A lot of work and thought went into this program. This is one of those great 3CMA member ideas to steal!

### **SILVER CIRCLE (Tie)**

Tallahassee, FL

### **Dancing In The Streets**

Fun and effective idea! The "flash mob" video is a great way to draw positive attention to a potentially divisive, painful project (converting a four-lane road to two lanes). Comprehensive communication plan for the entire project, not just the video.