

Regularly Scheduled Programming 0-75,000

Savvy Winner

Bedford Police Recruiting Series

City of Bedford, TX

Judges' Comments

"Beautifully produced and an effective recruiting tool. Beautifully composed pieces with dynamic shot selection, good audio and excellent storytelling. It's no wonder the pieces did well. But good videos are nothing without good strategy - it was great to see you exceed your goals."

Silver Circle Winner

Choose Hilliard Economic Development Series

City of Hilliard, OH

Judges' Comments

"Very effective in promoting this business area and the use of the drone and moving shots add a lot to the videos. Great graphics and I really feel like I know much more about your business community."

Award of Excellence Winner

Explore New Albany

City of New Albany, OH

Judges' Comments

"They concisely describe the purpose and result. The video work was very well done. Good shots, good editing, very personal presentation to make it more interesting for the viewer."

Regularly Scheduled Programming 75,000-150,000

Savvy Winner

Mansfield City Council Recaps

City of Mansfield, TX

Judges' Comments

"This is how you create an award-winning entry!! Well done, Mansfield. Everything from your main problem, to the goals, production, and engagement from your

community is impressive. Who wants to watch a 5 hour long Council meeting? Not me. But will I watch the Mayor providing a three minute video with the main impacts to me? Absolutely! Great work."

Silver Circle Winner

Notable Neighbor Series

City of Bloomington, MN

Judges' Comments

"I love that this series was taken a step further and the mayor invited those who were featured to come up during the State of the City. An awesome way to keep the conversation going. The b-roll and audio is well done on this series. I think the timing of them is perfect - it's a good amount of information, but not too long where you get distracted and uninterested. Fantastic work highlighting the incredible people in your community! Also, Lloyd is absolutely incredible - protect him at all costs!!"

Award of Excellence Winner

McAllen Welcomes Kitty Internship

City of McAllen, TX

Judges' Comments

"GREAT video and programming. I love this idea, and watching the employees interact with the kittens kept me engaged throughout the whole video. I would have loved to see an interview and follow-up with someone who adopted a kitten by participating in the program - a great happy ending to the story."

Regularly Scheduled Programming 150,000+

Savvy Winner

This is What I Do: People Serving People video series

City of Raleigh, NC

Judges' Comments

"The proactive approach to shed light on City activities is fantastic. It's great to see a focus on connecting residents with services and programs, celebrating staff, and promoting employment opportunities. The proactive series initiated by the Communications Department is a fantastic effort to bring visibility to the vital work done throughout the City. By connecting residents with services and programs, celebrating staff, and promoting City employment, this series serves multiple important

functions. The high engagement on YouTube, Facebook, and Instagram, along with recognition from Univision, underscores its success and broad appeal. Producing this series in-house demonstrates resourcefulness and dedication."

Silver Circle Winner

Using Employee Profiles to Tell the County's Story
Sarasota County, FL

Judges' Comments

"Developing a plan to celebrate, promote, and help recruit and retain employees is excellent. Showcasing the value of employees to the organization, economy, and community helps build public support and humanizes the county's service delivery. Sharing employees' personal stories of survival, volunteerism, and sacrifice adds a compelling and relatable element to the campaign. It helps the community see the human side of public service. Overall, your project effectively celebrates and promotes county employees, enhances community support, and boosts recruitment efforts. Great job!"

Award of Excellence Winner

The Amarillo 100th Police Academy
City of Amarillo, TX

Judges' Comments

"You've identified a great opportunity to highlight the rigorous training and impact of academy recruits. Showcasing various training aspects and the camaraderie among recruits gives an inspiring view of academy life. Overall, your project effectively combines valuable insights with engaging storytelling to celebrate the Amarillo Police Department's milestone and inspire future recruits. Great job!"