



# **2019 PACE Award Winners** CAMPAIGNS

Be the & Pride campaign  Shoestring Budget  Piper & Gold Public Relations  Excellence	ENTRY TITLE	CATEGORY	ORGANIZATION(S)	RESULT
Non-Dues Video Program Shoestring Budget Michigan Association of School Boards Pinnade Yes on Proposal 2: Rally to #TerminateGerrymandering Special Events Martin Waymire, Voters Not Politicians Excellence Imagine the Avenue: Transforming community feedback into an immersive expensence Mott Community College Recruitment Campaign Marketing Consumer Products & Services Mis SoundBoard Marketing Consumer Products & Services Mis GoundBoard Marketing Consumer Products & Services Mis GoundBoard Marketing Consumer Products & Services Martin Waymire, Michigan College Access Network Achievement Heads Up, GRI Pedestrian Safety Campaign Public Service Martin Waymire, Michigan College Access Network Achievement Heads Up, GRI Pedestrian Safety Campaign Public Service Martin Waymire, Franny Stong Foundation, Michigan Department of Health & Pinnade Department of Martin Waymire, Franny Stong Foundation, Michigan Department of Health & Pinnade Good Food Challenge: Buy. Eat. Ask. Social Marketing Piper & Gold Public Relations, Michigan Apple Committee Excellence Recruitment for Michigan Advanced Training Program Social Marketing Piper & Gold Public Relations, Michigan Apple Committee Excellence Michigan Primary Care Association Relation Monagement and Reenergizing Campaign: CPAN Organizational Relations Michigan Primary Care Association Rebrand Organizational Relations Michigan Primary Care Association Primade Greater Lansing - A Welcoming Community for ALL Community Relations Güd Marketing, Michigan Primary Care Association Primade Greater Lansing - A Welcoming Community for ALL Community Relations Güd Marketing, Michigan Primary Care Association Primade Greater Lansing - A Welcoming Community for ALL Community Relations Güd Marketing, Michigan Primary Care Association Primade Greater Lansing - A Welcoming Community for ALL Community Relations Güd Marketing, Michigan Primary Care Association Primade Greater Lansing - A Welcoming Community for ALL Community Relations Güd Marketing, Michigan Primary Care Association Primade Foreste	Maple Syrup Festival	Shoestring Budget	Güd Marketing, Fenner Nature Center	Achievement
Yes on Proposal 2: Rally to #TerminateGerrymandering Special Events Martin Waymire, Voters Not Politicians Excellence Imagine the Avenue: Transforming community feedback into an Immersive experience Mott Community College Recruitment Campaign Marketing Consumer Products & Services Services Mi SoundBoard Marketing Consumer Products & Services Mi SoundBoard Marketing Consumer Products & Services Mi SoundBoard Marketing Consumer Products & Services Michigan Association of School Boards Prinnacle Increasing the number of college graduates in Michigan Public Service Marketing, City of Grand Rapids Public Service Marketing, City of Grand Rapids Public Service Marketing, City of Grand Rapids Vaccinate Campaign Public Service Marketing, City of Grand Rapids Piper & Gold Public Relations, Center for Regional Food Systems Achievement Products Services Piper & Gold Public Relations, Center for Regional Food Systems Achievement Products Campaign: Get Fresh with Michigan Apples Social Marketing Social Marketing Piper & Gold Public Relations, Michigan Apple Committee Excellence Recruitment for Michigan Advanced Training Program Social Marketing Gold Marketing, Michigan Talent Investment Agency Pinnacle Lucerne International Steel Tariffs Crisis Communications Truscott Rossman, Lucerne International Prinnacle Michigan Primary Care Association Rebrand Organizational Relations Monsail North, Coalition Protecting Auto Nor-Fault Excellence Michigan Primary Care Association Rebrand Organizational Relations Gidd Marketing, Michigan Primary Care Association Prinnacle Michigan Primary Care Association Prinnacle Michigan Primary Care Association Prinnacle Michigan Affacting, Michigan Primary Care Association Prinnacle Michigan Primary Care Association Prinnacle Prinnacl	Be the & Pride campaign	Shoestring Budget	Piper & Gold Public Relations	Excellence
Imagine the Avenue: Transforming community feedback into an Immersive experience Mott Community College Recruitment Campaign  Marketing Consumer Products & Scholos  Michigan Association of School Boards  Pinnacle  Michigan Association of School Boards  Pinnacle  Michigan Association of School Boards  Pinnacle  Martin Waymire, Michigan College Access Network  Achievement  Heads Up, GRI Pedestrian Safety Campaign  Public Service  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  Naccinate Campaign  Public Service  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  Martin Waymire, Franny Strong Foundation, Michigan Department of Pinnacle  Martin Waymire, Franny Strong Foundation, Michigan Apples  Social Marketing  Piper & Gold Public Relations, Center for Regional Food Systems  Achievement  Achievement  Achievement  Achievement  Achievement  Michigan Apples  Achievement  Ach	Non-Dues Video Program	Shoestring Budget	Michigan Association of School Boards	Pinnacle
immersive experience  Mott Community College Recruitment Campaign  Marketing Consumer Products & Services  Michigan Association of School Boards  Services  Michigan Association of School Boards  Services  Martin Waymire, Michigan College Access Network  Achievement Heads Up, GRI Pedestrian Safety Campaign  Public Service  Public Service  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  To Achievement Heads Up, GRI Pedestrian Safety Campaign  Public Service  Public Service  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  To Achievement Heads Up, GRI Pedestrian Safety Campaign  Public Service  Public Service  Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Pinnacle  To Achievement Good Food Challenge: Buy, Eat. Ask.  Social Marketing  Piper & Gold Public Relations, Center for Regional Food Systems  Achievement  2018 Harvest Campaign: Get Fresh with Michigan Apples  Social Marketing  Piper & Gold Public Relations, Michigan Apple Committee  Excellence  Recruitment for Michigan Advanced Training Program  Social Marketing  Güd Marketing, Michigan Talent Investment Agency  Pinnacle  Lucerne International Steel Tariffs  Crisis Communications  Truscott Rossman, Lucerne International  Pinnacle  Coalition Management and Reenergizing Campaign: CPAN  Organizational Relations  Güd Marketing, Michigan Primary Care Association  Pinnacle  Greater Lansing - A Welcoming Community for ALL  Community Relations  Greater Lansing Convention & Visitors Bureau  Achievement  2018 Get on Board Campaign  Community Relations  Güd Marketing, Interurban Transit Partnership (The Rapid)  Pinnacle  Literacy Essentials Educator Recruitment Campaign  Integrated Communications  Figer & Gold Public Relations, Ronald McDonald House of Mid-Michigan  Pinnacle  Excellence  Frince  Frince  Frinacle  Fr	Yes on Proposal 2: Rally to #TerminateGerrymandering	Special Events	Martin Waymire, Voters Not Politicians	Excellence
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Increasing the number of college graduates in Michigan Public Services Martin Waymire, Michigan College Access Network Achievement Public Service Güd Marketing, City of Grand Rapids Excellence I Vaccinate Campaign Public Service Human Services Güd Marketing, City of Grand Rapids Excellence I Vaccinate Campaign Public Service Human Services Public Relations, Center for Regional Food Systems Achievement Cond Challenge: Buy, Eat, Ask. Social Marketing Piper & Gold Public Relations, Center for Regional Food Systems Achievement Social Marketing Piper & Gold Public Relations, Michigan Apple Committee Excellence Recruitment for Michigan Advanced Training Program Social Marketing Piper & Gold Public Relations, Michigan Apple Committee Excellence Recruitment for Michigan Advanced Training Program Social Marketing Güd Marketing, Michigan Talent Investment Agency Pinnacle Lucerne International Steel Tariffs Crisis Communications Truscott Rossman, Lucerne International Pinnacle Coalition Management and Reenergizing Campaign: CPAN Organizational Relations Moonsail North, Coalition Protecting Auto No-Fault Excellence Michigan Primary Care Association Rebrand Organizational Relations Güd Marketing, Michigan Primary Care Association Pinnacle Greater Lansing - A Welcoming Community for ALL Community Relations Greater Lansing Convention & Visitors Bureau Achievement 2018 Get on Board Campaign Community Relations Michigan Association of School Boards Excellence Route 19 Launch Campaign Community Relations Güd Marketing, Interurban Transit Partnership (The Rapid) Pinnacle Literacy Essentials Educator Recruitment Campaign Integrated Communications Edge Publicom, Michigan Wildife Council Excellence Even supertheroes need a support system Integrated Communications Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan Pinnacle Midelian Carp Public Affairs Martin Waymire, Michigan Department of Natural Resources Achievement Midentifications Public Affairs Martin Waymire, Michigan Council for Maternal and Child Health Exc	Mott Community College Recruitment Campaign		Güd Marketing, Mott Community College	Excellence
Heads Up, GRI Pedestrian Safety Campaign Public Service Güd Marketing, City of Grand Rapids Excellence I Vaccinate Campaign Public Service Human Services Human Services Good Food Challenge: Buy. Eat. Ask. Social Marketing Piper & Gold Public Relations, Center for Regional Food Systems Achievement 2018 Harvest Campaign: Get Fresh with Michigan Apples Social Marketing Piper & Gold Public Relations, Michigan Apple Committee Excellence Recruitment for Michigan Advanced Training Program Social Marketing Güd Marketing, Michigan Talent Investment Agency Pinnacle Lucerne International Steel Tariffs Crisis Communications Truscott Rossman, Lucerne International Pinnacle Coalition Management and Reenergizing Campaign: CPAN Organizational Relations Moonsail North, Coalition Protecting Auto Nor-Fault Excellence Michigan Primary Care Association Rebrand Organizational Relations Güd Marketing, Michigan Primary Care Association Pinnacle Greater Lansing - A Welcoming Community for ALL Community Relations Greater Lansing Convention & Visitors Bureau Achievement 2018 Get on Board Campaign Community for ALL Community Relations Michigan Association of School Boards Excellence Route 19 Launch Campaign Community Relations Güd Marketing, Interurban Transit Partnership (The Rapid) Pinnacle Literacy Essentials Educator Recruitment Campaign Integrated Communications Edge Publicom, Michigan Wildlife Council Excellence Even superheroes need a support system Integrated Communications Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan Pinnacle Block Asian Carp Public Affairs Güd Marketing, Michigan Council for Maternal and Child Health Excellence	MI SoundBoard		Michigan Association of School Boards	Pinnacle
Public Service Martin Waymire, Franny Strong Foundation, Michigan Department of Health & Human Services  Good Food Challenge: Buy. Eat. Ask.  Social Marketing Piper & Gold Public Relations, Center for Regional Food Systems Achievement  2018 Harvest Campaign: Get Fresh with Michigan Apples  Social Marketing Piper & Gold Public Relations, Michigan Apple Committee  Excellence  Recruitment for Michigan Advanced Training Program  Social Marketing Gid Marketing, Michigan Talent Investment Agency  Pinnacle  Lucerne International Steel Tariffs  Crisis Communications  Truscott Rossman, Lucerne International  Pinnacle  Coalition Management and Reenergizing Campaign: CPAN  Organizational Relations  Moonsail North, Coalition Protecting Auto No-Fault  Excellence  Michigan Primary Care Association Rebrand  Organizational Relations  Gid Marketing, Michigan Primary Care Association  Pinnacle  Greater Lansing - A Welcoming Community for ALL  Community Relations  Greater Lansing Convention & Visitors Bureau  Achievement  2018 Get on Board Campaign  Community Relations  Michigan Association of School Boards  Excellence  Route 19 Launch Campaign  Community Relations  Gid Marketing, Interurban Transit Partnership (The Rapid)  Pinnacle  Literacy Essentials Educator Recruitment Campaign  Integrated Communications  Edge Publicom, Michigan Wildlife Council  Excellence  Even superheroes need a support system  Integrated Communications  Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan  Pinnacle  Block Asian Carp  Public Affairs  Martin Waymire, Michigan Council for Maternal and Child Health  Excellence	Increasing the number of college graduates in Michigan	Public Service	Martin Waymire, Michigan College Access Network	Achievement
Human Services  Good Food Challenge: Buy. Eat. Ask.  Social Marketing Piper & Gold Public Relations, Center for Regional Food Systems Achievement Piper & Gold Public Relations, Michigan Apple Committee Excellence Recruitment for Michigan Advanced Training Program Social Marketing Güd Marketing, Michigan Talent Investment Agency Pinnacle Lucerne International Steel Tariffs Crisis Communications Truscott Rossman, Lucerne International Pinnacle Coalition Management and Reenergizing Campaign: CPAN Organizational Relations Moonsail North, Coalition Protecting Auto No-Fault Excellence Michigan Primary Care Association Rebrand Organizational Relations Güd Marketing, Michigan Primary Care Association Pinnacle Greater Lansing - A Welcoming Community for ALL Community Relations Greater Lansing Convention & Visitors Bureau Achievement 2018 Get on Board Campaign Community Relations Michigan Association of School Boards Excellence Route 19 Launch Campaign Community Relations Güd Marketing, Interurban Transit Partnership (The Rapid) Pinnacle Literacy Essentials Educator Recruitment Campaign Integrated Communications Edge Publicom, Michigan Wildlife Council Even superheroes need a support system Integrated Communications Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan Primacle Block Asian Carp Public Affairs Martin Waymire, Michigan Council for Maternal and Child Health Excellence	Heads Up, GR! Pedestrian Safety Campaign	Public Service		Excellence
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Recruitment for Michigan Advanced Training Program  Social Marketing  Güd Marketing, Michigan Talent Investment Agency  Pinnacle  Lucerne International Steel Tariffs  Crisis Communications  Truscott Rossman, Lucerne International  Pinnacle  Coalition Management and Reenergizing Campaign: CPAN  Organizational Relations  Moonsail North, Coalition Protecting Auto No-Fault  Excellence  Michigan Primary Care Association Rebrand  Organizational Relations  Güd Marketing, Michigan Primary Care Association  Pinnacle  Greater Lansing - A Welcoming Community for ALL  Community Relations  Greater Lansing Convention & Visitors Bureau  Achievement  2018 Get on Board Campaign  Community Relations  Michigan Association of School Boards  Excellence  Route 19 Launch Campaign  Community Relations  Güd Marketing, Interurban Transit Partnership (The Rapid)  Pinnacle  Literacy Essentials Educator Recruitment Campaign  Integrated Communications  Edge Publicom, Michigan Virtual University  Achievement  Here. For Generations. Campaign  Integrated Communications  Güd Marketing, Michigan Wildlife Council  Excellence  Even superheroes need a support system  Integrated Communications  Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan  Pinnacle  Block Asian Carp  Public Affairs  Martin Waymire, Michigan Council for Maternal and Child Health  Excellence	Good Food Challenge: Buy. Eat. Ask.	Social Marketing	Piper & Gold Public Relations, Center for Regional Food Systems	Achievement
Lucerne International Steel Tariffs Crisis Communications Truscott Rossman, Lucerne International Pinnacle Coalition Management and Reenergizing Campaign: CPAN Organizational Relations Moonsail North, Coalition Protecting Auto No-Fault Excellence Michigan Primary Care Association Rebrand Organizational Relations Güd Marketing, Michigan Primary Care Association Pinnacle Greater Lansing - A Welcoming Community for ALL Community Relations Greater Lansing Convention & Visitors Bureau Achievement Community Relations Michigan Association of School Boards Excellence Route 19 Launch Campaign Community Relations Güd Marketing, Interurban Transit Partnership (The Rapid) Pinnacle Literacy Essentials Educator Recruitment Campaign Integrated Communications Edge Publicom, Michigan Virtual University Achievement Here. For Generations. Campaign Integrated Communications Güd Marketing, Michigan Wildlife Council Excellence Even superheroes need a support system Integrated Communications Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan Pinnacle Block Asian Carp Public Affairs Martin Waymire, Michigan Council for Maternal and Child Health Excellence	2018 Harvest Campaign: Get Fresh with Michigan Apples	Social Marketing	Piper & Gold Public Relations, Michigan Apple Committee	Excellence
Coalition Management and Reenergizing Campaign: CPAN Organizational Relations Moonsail North, Coalition Protecting Auto No-Fault Excellence Michigan Primary Care Association Rebrand Organizational Relations Güd Marketing, Michigan Primary Care Association Pinnacle Greater Lansing - A Welcoming Community for ALL Community Relations Greater Lansing Convention & Visitors Bureau Achievement Community Relations Michigan Association of School Boards Excellence Route 19 Launch Campaign Community Relations Güd Marketing, Interurban Transit Partnership (The Rapid) Pinnacle Literacy Essentials Educator Recruitment Campaign Integrated Communications Edge Publicom, Michigan Virtual University Achievement Here. For Generations. Campaign Integrated Communications Güd Marketing, Michigan Wildlife Council Excellence Even superheroes need a support system Integrated Communications Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan Pinnacle Block Asian Carp Public Affairs Martin Waymire, Michigan Council for Maternal and Child Health Excellence	Recruitment for Michigan Advanced Training Program	Social Marketing	Güd Marketing, Michigan Talent Investment Agency	Pinnacle
Michigan Primary Care Association Rebrand Organizational Relations Güd Marketing, Michigan Primary Care Association Pinnacle Greater Lansing - A Welcoming Community for ALL Community Relations Greater Lansing Convention & Visitors Bureau Achievement Community Relations Michigan Association of School Boards Excellence Route 19 Launch Campaign Community Relations Güd Marketing, Interurban Transit Partnership (The Rapid) Pinnacle Literacy Essentials Educator Recruitment Campaign Integrated Communications Edge Publicom, Michigan Virtual University Achievement Here. For Generations. Campaign Integrated Communications Güd Marketing, Michigan Wildlife Council Excellence Even superheroes need a support system Integrated Communications Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan Pinnacle Block Asian Carp Public Affairs Güd Marketing, Michigan Department of Natural Resources Achievement MI Dental Access Public Affairs Martin Waymire, Michigan Council for Maternal and Child Health Excellence	Lucerne International Steel Tariffs	Crisis Communications	Truscott Rossman, Lucerne International	Pinnacle
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2018 Get on Board Campaign Community Relations Güd Marketing, Interurban Transit Partnership (The Rapid) Pinnacle Literacy Essentials Educator Recruitment Campaign Integrated Communications Edge Publicom, Michigan Virtual University Achievement Güd Marketing, Michigan Wildlife Council Excellence Even superheroes need a support system Integrated Communications Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan Pinnacle Block Asian Carp Public Affairs Güd Marketing, Michigan Department of Natural Resources Achievement MI Dental Access Martin Waymire, Michigan Council for Maternal and Child Health Excellence	Michigan Primary Care Association Rebrand	Organizational Relations	Güd Marketing, Michigan Primary Care Association	Pinnacle
Route 19 Launch Campaign Community Relations Güd Marketing, Interurban Transit Partnership (The Rapid) Pinnacle Literacy Essentials Educator Recruitment Campaign Integrated Communications Edge Publicom, Michigan Virtual University Achievement Güd Marketing, Michigan Wildlife Council Even superheroes need a support system Integrated Communications Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan Pinnacle Block Asian Carp Public Affairs Güd Marketing, Michigan Department of Natural Resources Achievement MI Dental Access Martin Waymire, Michigan Council for Maternal and Child Health Excellence	Greater Lansing - A Welcoming Community for ALL	Community Relations	Greater Lansing Convention & Visitors Bureau	Achievement
Literacy Essentials Educator Recruitment Campaign Integrated Communications Edge Publicom, Michigan Virtual University Achievement Here. For Generations. Campaign Integrated Communications Güd Marketing, Michigan Wildlife Council Excellence Even superheroes need a support system Integrated Communications Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan Pinnacle Block Asian Carp Public Affairs Güd Marketing, Michigan Department of Natural Resources Achievement MI Dental Access Public Affairs Martin Waymire, Michigan Council for Maternal and Child Health Excellence	2018 Get on Board Campaign	Community Relations	Michigan Association of School Boards	Excellence
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Even superheroes need a support system  Integrated Communications  Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan  Pinnacle  Block Asian Carp  Public Affairs  Güd Marketing, Michigan Department of Natural Resources  Achievement  MI Dental Access  Public Affairs  Martin Waymire, Michigan Council for Maternal and Child Health  Excellence	Literacy Essentials Educator Recruitment Campaign	Integrated Communications	Edge Publicom, Michigan Virtual University	Achievement
Block Asian Carp Public Affairs Güd Marketing, Michigan Department of Natural Resources Achievement MI Dental Access Public Affairs Martin Waymire, Michigan Council for Maternal and Child Health Excellence	Here. For Generations. Campaign	Integrated Communications	Güd Marketing, Michigan Wildlife Council	Excellence
MI Dental Access  Public Affairs  Martin Waymire, Michigan Council for Maternal and Child Health  Excellence	Even superheroes need a support system	Integrated Communications	Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan	Pinnacle
	Block Asian Carp	Public Affairs	Güd Marketing, Michigan Department of Natural Resources	Achievement
Yes on Proposal 2: From grassroots campaign to national phenomenon Public Affairs Martin Waymire, Voters Not Politicians Pinnacle	MI Dental Access	Public Affairs	Martin Waymire, Michigan Council for Maternal and Child Health	Excellence
	Yes on Proposal 2: From grassroots campaign to national phenomenon	Public Affairs	Martin Waymire, Voters Not Politicians	Pinnacle

# **TACTICS**

ENTRY TITLE	CATEGORY	ORGANIZATION(S)	RESULT
2018 MASB Annual Report	Annual Reports	Michigan Association of School Boards	Excellence
Educare California at Silicon Valley Accomplishments Report	Annual Reports	Moonsail North, Educare California at Silicon Valley	Pinnacle
The Flint Community Resource Guide	Brochure	Güd Marketing, Michigan Department of Environmental Quality	Pinnacle
Justice System Should Not Treat Kids as Adults	Editorials/Op-Ed Columns	Michigan Catholic Conference	Excellence
MI Dental Access	Editorials/Op-Ed Columns	Martin Waymire, Michigan Council Maternal and Child Health	Pinnacle
Crayfish Unwelcome Michigan Visitors	Feature Stories	Güd Marketing, Michigan Wildlife Council	Excellence
Yes on Proposal 2: New York Times – "Do-It-Yourself Legislative Redistricting"	Feature Stories	Martin Waymire, Voters Not Politicians	Pinnacle
Even superheroes need a support system	Social Medium	Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan	Excellence
Good Food Challenge: Buy. Eat. Ask.	Social Medium	Piper & Gold Public Relations, Center for Regional Food Systems	Pinnacle
TRACE: A Publication from the Archives of Michigan	Magazines	Michigan History Center - Archives of Michigan	Excellence
MASB LeaderBoard	Magazines	Michigan Association of School Boards	Pinnacle
Yes on Proposal 2: Educating the press on a complex topic	Media/Press Kits	Martin Waymire, Voters Not Politicians	Excellence
Education Excellence Awards	Media/Press Kits	SET SEG	Pinnacle
FOCUS	Newsletters	Michigan Catholic Conference	Excellence
Yes on Proposal 2: Keeping volunteers informed and engaged	Newsletters	Martin Waymire, Voters Not Politicians	Pinnacle
'You Need a Tree' Jingle	Radio PSAs	Güd Marketing, Michigan Department of Natural Resources	Pinnacle
Coalition Protecting Auto No-Fault Research: Statewide Poll on Reforms	Research	Moonsail North, Coalition Protecting Auto No-Fault	Excellence
Michigan Wildlife Council Statewide Survey	Research	Güd Marketing, Michigan Wildlife Council	Pinnacle
MCC Urges a 'No' Vote on Proposal 1	Speeches	Michigan Catholic Conference	Pinnacle
Yes on Proposal 2: How a 46 second jog raised awareness about Michigan's gerrymandering problem	Innovative Tactics	Martin Waymire, Voters Not Politicians	Excellence
Community Art Project Bus Wrap	Innovative Tactics	Güd Marketing, Interurban Transit Partnership (The Rapid)	Pinnacle
ABEM Website Redesign	Websites	American Board of Emergency Medicine	Excellence
Wayne County Airport Authority Website Redesign	Websites	Gravity Works, Wayne County Airport Authority	Pinnacle
Wave Card Vignettes	Video Programs	Güd Marketing, Interurban Transit Partnership (The Rapid)	Excellence
Yes on Proposal 2: How to visually explain the wonky topic of gerrymandering	Video Programs	Martin Waymire, Voters Not Politicians	Pinnacle
Ted Agency Overview Booklet	Special Purpose Publications	Güd Marketing, Talent and Economic Development (Ted) Department of Michigan	Excellence
Connect and Collaborate: An honest conversation about #LoveLansing	Special Purpose Publications	Piper & Gold Public Relations, Tri-County Regional Planning Commission	Pinnacle

## PEOPLE'S CHOICE - TACTIC

Even superheroes need a support system	Social Medium	Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan
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## PEOPLE's CHOICE - CAMPAIGN

Even superheroes need a support system	Integrated Communications	Piper & Gold Public Relations, Ronald McDonald House of Mid-Michigan
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# **BEST OF SHOW**

Yes on Proposal 2: From grassroots campaign to national phenomenon	Public Affairs	Martin Waymire, Voters Not Politicians
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## PACE MAKER OF THE YEAR

Kate Snyder, APR

## **NEW PROFESSIONALS AWARD**

Greg Rokisky

# **GEORGE BROWN MEMORIAL SCHOLARSHIP**

Amanda Barberena