

2020 PACE AWARD WINNERS

Campaigns			
<i>Organizational Relations</i>			
Field Days Podcast Holiday Wellness Series	Michigan Department of Corrections	Michigan Department of Corrections	ACHIEVEMENT
Hometown Leaders	Lansing Board of Water & Light	Lansing Board of Water & Light	EXCELLENCE
Help. Connect. Solve. - the official rollout of the DTMB strategic plan	Michigan Department of Technology, Management & Budget	Michigan Department of Technology, Management & Budget	PINNACLE
<i>Integrated Communications</i>			
Know it Before You Throw it	Michigan Department of Environment, Great Lakes & Energy	Güd Marketing	PINNACLE
<i>Shoestring Budget</i>			
Increasing the Yield of Juris Doctor Applicants	Michigan State University College of Law	Güd Marketing	EXCELLENCE
#ArtEL: A Downtown Takeover	Downtown East Lansing	Piper & Gold Public Relations	PINNACLE
<i>Public Affairs</i>			
Developing policies to make Michigan the best place in the country to have and raise a child	Early Childhood Investment Corporation	Piper & Gold Public Relations	PINNACLE
<i>Special Events</i>			
A SMASHing grand opening at Impression 5 Science Center	Impression 5 Science Center	Piper & Gold Public Relations	ACHIEVEMENT
empowHER Leadership Retreat	empowHER Leadership Retreat	PMSI Marketing Group	EXCELLENCE
Polysilicon Trade Briefing Before the U.S. House Manufacturing Caucus	Hemlock Semiconductor Operations (HSC)	Martin Waymire	PINNACLE
<i>Social Marketing</i>			
Future Automotive Career Expo 2019	Michigan Department of Labor & Economic Opportunity	Güd Marketing	EXCELLENCE
Growth: Merging Data and Science for Social Success	Michigan Apples	Piper & Gold Public Relations	PINNACLE
<i>Marketing Consumer Products & Services</i>			
MiABLE's "I Will Never Lose" Campaign	MiABLE	Güd Marketing	PINNACLE
<i>Public Service</i>			
Weed Facts	Ingham County Health Department and Barry-Eaton County Health Department	Edge Partnerships	ACHIEVEMENT
Look Twice. Save a Life. Motorcycle Safety Campaign	Michigan Department of State	Güd Marketing	EXCELLENCE
I Vaccinate Campaign	Franny Strong Foundation and the Michigan Department of Health and Human Services	Martin Waymire	PINNACLE

Tactics			
<i>Social Mediums</i>			
The Masked Singer - Recycling Raccoons Edition	Michigan Department of Environment, Great Lakes & Energy	Güd Marketing	EXCELLENCE
I Vaccinate: Sharing Real Family Stories Through Social Media	Franny Strong Foundation and the Michigan Department of Health and Human Services	Martin Waymire	PINNACLE
<i>Annual Reports</i>			
Connected Together: Capital Area Michigan Works! 2019 Annual Report	Capital Area Michigan Works!	Piper & Gold Public Relations	EXCELLENCE
Advocacy Report on the 99th Michigan Legislature	Michigan Catholic Conference	Michigan Catholic Conference	PINNACLE
<i>Editorials/Op-Eds</i>			
Opinion: Michigan Program Offers Support to Pregnant Women	Michigan Catholic Conference	Michigan Catholic Conference	EXCELLENCE
<i>Websites</i>			
2019 MSU IPF Facilities and Infrastructure Report Website	MSU Infrastructure Planning and Facilities	MSU Infrastructure Planning and Facilities	EXCELLENCE
HereForMiOutdoors.org Website	Michigan Wildlife Council	Güd Marketing	PINNACLE
<i>Magazines</i>			
The Michigan Veterinarian	Michigan Veterinary Medical Association	Michigan Veterinary Medical Association	EXCELLENCE
<i>Innovative Tactics</i>			
Localized maps highlight crumbling roads in every Michigan legislative district	Michigan Infrastructure & Transportation Association	Martin Waymire	EXCELLENCE
#ArtEL: A Downtown Takeover	Downtown East Lansing	Piper & Gold Public Relations	PINNACLE
<i>Television PSA</i>			
Lt. Gov. Garlin & Ellen Gilchrist II Support Saving with MET	Michigan Education Trust	Güd Marketing	PINNACLE
<i>Research</i>			
The PR Dream: Leveraging research for Barr Engineering Co.'s strategic communications	Barr Engineering Co.	Piper & Gold Public Relations	EXCELLENCE
Your story matters: Munson Healthcare's listening and learning experience	Munson Healthcare	Piper & Gold Public Relations	PINNACLE
<i>Video Programs</i>			
40+ Year Careers	Lansing Board of Water & Light	Lansing Board of Water & Light	EXCELLENCE
Michigan's Recycling Raccoon Squad Videos	Michigan Department of Environment, Great Lakes & Energy	Güd Marketing	PINNACLE
<i>Newsletters</i>			
FOCUS- Clean and Affordable Water for All, Catholic Charities—Uniting Children with Loving Families, Advocacy on Behalf of Those in Need	Michigan Catholic Conference	Michigan Catholic Conference	EXCELLENCE
Reaching the Wider Campus with the Facilities Focus Newsletter	MSU Infrastructure Planning and Facilities	MSU Infrastructure Planning and Facilities	PINNACLE
<i>Feature Stories</i>			
Magnificent moose: The comeback story of Michigan's Upper Peninsula herd	Michigan Wildlife Council	Güd Marketing	PINNACLE
<i>Brochures</i>			
Welcome to Clinton County: Growing innovation, growing families.	Clinton County	Piper & Gold Public Relations	PINNACLE
<i>Special Purpose Publications</i>			
Every Michigan legislative district's roads are crumbling, Republican and Democrat alike	Michigan Infrastructure & Transportation Association	Martin Waymire	EXCELLENCE
MDOC Strategic Plan	Michigan Department of Corrections	Michigan Department of Corrections	PINNACLE
<i>People's Choice - Tactic</i>			
The Masked Singer - Recycling Raccoons Edition	Michigan Department of Environment, Great Lakes & Energy	Güd Marketing	EXCELLENCE
40+ Year Careers	Lansing Board of Water & Light	Lansing Board of Water & Light	EXCELLENCE
<i>People's Choice - Campaign</i>			
Know it Before You Throw it	Michigan Department of Environment, Great Lakes & Energy	Güd Marketing	PINNACLE
<i>Best of Show</i>			
Growth: Merging Data and Science for Social Success	Michigan Apples	Piper & Gold Public Relations	PINNACLE

<i>George Brown Memorial Scholarship Recipient</i>
Hadley Kerr
<i>2019 New Professionals Award Recipient</i>
Breanna Moore