

2021 PACE AWARD WINNERS

CAMPAIGNS				
Community Relations Campaign	"Know It Before You Throw It" Campaign	Güd Marketing	Michigan Department of Environment, Great Lakes, and Energy	PINNACLE
Community Relations Campaign	Seasonal weight restrictions app, updated website and communication plan	County Road Association of Michigan	County Road Association of Michigan	EXCELLENCE
Crisis Communications Campaign	Holiday booze in jeopardy	Martin Waymire	Republic National Distributing Company	EXCELLENCE
Crisis Communications Campaign**	RELAUNCH Greater Lansing: Economic Rehabilitation Task Force	Lansing Regional Chamber of Commerce	Lansing Regional Chamber of Commerce	ACHIEVEMENT
Integrated Communications Campaign	Michigan 2020 Census "Be Counted" Campaign	Güd Marketing	State of Michigan	PINNACLE
Integrated Communications Campaign	Then. Now. Always.: Cultivating Unprecedented Community Support in an Unprecedented Year	Piper & Gold Public Relations	Ronald McDonald House of Mid-Michigan	EXCELLENCE
Integrated Communications Campaign	SET SEG Family Healthcare Center	SET SEG	SET SEG	ACHIEVEMENT
Marketing Consumer Products & Services Campaign	"Thrive from Home" Campaign	Güd Marketing	Build Up Michigan	PINNACLE
Marketing Consumer Products & Services Campaign	Storytelling to support Downtown East Lansing's businesses	Piper & Gold Public Relations	Downtown East Lansing	EXCELLENCE
Organizational Relations Campaign	COVID Care Heroes	Martin Waymire	The Michigan Health and Hospital Association	PINNACLE
Organizational Relations Campaign	Gas Safety Management	Consumers Energy	Consumers Energy	EXCELLENCE
Organizational Relations Campaign	Return to Work	Michigan State University Infrastructure Planning and Facilities	Michigan State University Infrastructure Planning and Facilities	ACHIEVEMENT
Public Affairs Campaign	Michigan Independent Citizens Redistricting Commission	Güd Marketing	Michigan Department of State	PINNACLE
Public Affairs Campaign	Greenhouses Safe Reopening Plan	Resch Strategies	Michigan Greenhouse Growers Council	EXCELLENCE
Public Service Campaign*	"Futures for Frontliners"	Güd Marketing	Department of Labor and Economic Opportunity	PINNACLE
Public Service Campaign	Defeat the Breach Coalition 2020 Cybersecurity Awareness Campaign	Truscott Rossman	Defeat the Breach Coalition	EXCELLENCE
Public Service Campaign	I Vaccinate Campaign	Martin Waymire	Franny Strong Foundation and the Michigan Department of Health and Human Services	ACHIEVEMENT
Shoestring Budget Campaign	GRNoir Opens Jazz Club & Wine Bar in Midst of Pandemic	Martin Waymire	GRNoir	PINNACLE
Social Marketing Campaign	Stay Well: Supporting mental health for Michiganders	Piper & Gold Public Relations	Michigan Public Health Institute	PINNACLE
Social Marketing Campaign	Calling for for College Completion Coaches	Piper & Gold Public Relations	Michigan College Access Network	EXCELLENCE
Social Marketing Campaign	Michigan Wildlife Council Microcampaigns	Güd Marketing	Michigan Wildlife Council	ACHIEVEMENT

*Notes Best of Show

**Notes People's Choice Campaign

2021 PACE AWARD WINNERS

TACTICS				
Annual Reports	Strength in Community: 2020 Annual Report	Piper & Gold Public Relations	Capital Area Michigan Works!	PINNACLE
Annual Reports	Todd Martin Youth Leadership Annual Report	Resch Strategies	Todd Martin Youth Leadership	EXCELLENCE
Editorials/OP-ED Columns	No white saviors in social work	Piper & Gold Public Relations	National Association of Social Workers - Michigan	PINNACLE
Editorials/OP-ED Columns	Being a CEO does not make me immune to racism	Piper & Gold Public Relations	Capital Area Michigan Works!	EXCELLENCE
Feature Stories	Grayling are poised for a comeback	Güd Marketing	Michigan Wildlife Council	PINNACLE
Innovative Tactics	#Your20forOur20: Finding space for celebration and support amidst the pandemic	Piper & Gold Public Relations	Ronald McDonald House of Mid-Michigan	PINNACLE
Innovative Tactics	10-10-10 Birthday Tour	Piper & Gold Public Relations	Michigan College Access Network	EXCELLENCE
Magazines	The Michigan Veterinarian	Michigan Veterinary Medical Association	Michigan Veterinary Medical Association	PINNACLE
Media/Press Kits	Using PR to Connect Undocumented Students to Education	Piper & Gold Public Relations	Michigan College Access Network	PINNACLE
Newsletters	'Spread Hope, Not COVID' Coalition Newsletter	Martin Waymire	Michigan Department of Health and Human Services	PINNACLE
Newsletters	MESSA DiscoverYou	MESSA	MESSA	EXCELLENCE
Research	"Know It Before You Throw It" Campaign Research	Güd Marketing	Michigan Department of Environment, Great Lakes, and Energy	PINNACLE
Research	MSU Broad Museum: Seeking Understanding	Piper & Gold Public Relations	MSU Broad Art Museum	EXCELLENCE
Social Mediums	I Vaccinate: Sharing Real Family Stories Through Social Media	Martin Waymire	Franny Strong Foundation and the Michigan Department of Health and Human Services	PINNACLE
Social Mediums	"It's Christmas. Keep it Real." Social Media Campaign	Güd Marketing	Michigan Christmas Tree Association	EXCELLENCE
Special Purpose Publications	2020 Güd Marketing Holiday Card	Güd Marketing	Güd Marketing	PINNACLE
Student Campaign	Shape the Future. START HERE. Campaign : Michigan State University's PRSSA 2020 Bateman Case Study Submission	MSU Public Relations Student Society of America	MSU Public Relations Student Society of America	PINNACLE
Television PSA	Michigan Census TV PSA Featuring Claressa Shields	Güd Marketing	State of Michigan	PINNACLE
Video Programs	"Know It Before You Throw It" Community Videos	Güd Marketing	Michigan Department of Environment, Great Lakes, and Energy	PINNACLE
Video Programs**	DTMB Employee Touchpoints	Michigan Department of Technology, Management & Budget	Michigan Department of Technology, Management & Budget	EXCELLENCE
Websites	Big Changes Ahead Auto No-Fault Changes Website	Martin Waymire	Michigan Health & Hospital Association	PINNACLE
Websites	Coronavirus Resource Page Shares Practical Information to Businesses at a Nimble Pace	Foster Swift Collins & Smith, PC	Foster Swift Collins & Smith, PC	EXCELLENCE

**Notes People's Choice Tactic