

2024 PACE Awards Winners

Campaigns

Category	Entry	Organization	Recognition
Community Relations Campaign	Movers for Moms®	TWO MEN AND A TRUCK®/International, LLC.	PINNACLE
Community Relations Campaign	Great Lakes Restoration Initiative Public Input Sessions	U.S. EPA, Great Lakes National Program Office & GÜD Marketing	EXCELLENCE
Community Relations Campaign	Michigan State University Mobility campaign for the 2023 International Detroit Auto Show	Michigan State University, University Communications	ACHIEVEMENT
Crisis Communications Campaign	Combatting misinformation about MSU's RVSM/Title IX processes and investigations	Michigan State University, University Communications	PINNACLE
Crisis Communications Campaign	August 2024 Storm: Turning the Lights Back On	Lansing Board of Water & Light	EXCELLENCE
Integrated Communications Campaign	Michigan Hospitality Foundation ProStart Program	Martin Waymire	PINNACLE & PEOPLE'S CHOICE & BEST OF SHOW
Integrated Communications Campaign	Head Start and Early Head Start Program Campaign	Easterseals of Greater Chicagoland and Rockford & GÜD Marketing	EXCELLENCE
Integrated Communications Campaign	Students unearth MSU history	Michigan State University	ACHIEVEMENT
Marketing Consumer Products & Services Campaign	Prevention and Correction: Preventing Millions from Medicaid Coverage Loss	Michigan Primary Care Association & Piper & Gold Public Relations	PINNACLE
Marketing Consumer Products & Services Campaign	Choose Your Own Adventure Campaign	Michigan Education Trust and GÜD Marketing	EXCELLENCE
Multicultural Communications Campaign	Diverse Voices Fellowship Program	Michigan State University	PINNACLE
Organizational Relations Campaign	Choose Lansing Rebrand	Choose Lansing	PINNACLE
Organizational Relations Campaign	Anderson Economic Group Strategic Earned Media Outreach	Anderson Economic Group & Martin Waymire	EXCELLENCE
Public Affairs Campaign	Expanding Michigan's Earned Income Tax Credit for Working Families	Michigan Consensus Policy Project, Michigan Future Inc., and the Michigan League for Public Policy, & Martin Waymire	PINNACLE
Public Affairs Campaign	Equal Funding for All	Michigan Chapter of Parents for School Options & Resch Strategies	EXCELLENCE
Public Affairs Campaign	Defeat the Reproductive Health Act	Michigan Catholic Conference	ACHIEVEMENT
Public Service Campaign	Public Service Campaign: MI Right to Read	Michigan Library Association & Martin Waymire	PINNACLE
Public Service Campaign	Breaking Stigmas, Building Empathy: Saving lives through Harm Reduction in Ingham County	Ingham County Health Department and Ingham Opioid Awareness & Prevention Initiative & Piper & Gold Public Relations	EXCELLENCE
Public Service Campaign	"Know It Before You Throw It" Recycling Campaign	Michigan Department of Environment, Great Lakes, and Energy & GÜD Marketing	ACHIEVEMENT
Shoestring Budget Campaign	Professional Learning Space	Michigan Community College Association & Resch Strategies	PINNACLE
Social Marketing Campaign	I Vaccinate Campaign	Michigan Department of Health and Human Services and the Franny Strong Foundation and Martin Waymire	PINNACLE
Social Marketing Campaign	Get into Energy Campaign 2023	Michigan Energy Workforce Development Consortium (MEWDC) & Piper & Gold Public Relations	EXCELLENCE
Special Events	Tourism Accessibility Summit	Choose Lansing	PINNACLE
Special Events	Michigan's University Research Corridor: Collaboration at the Detroit Auto Show	Michigan's University Research Corridor & Martin Waymire	ACHIEVEMENT
Student Campaign	Navigating Roadblocks	McLaren Greater Lansing Hospital	PINNACLE

Tactics

Category	Entry	Organization	Recognition
Annual Reports	MiSTEM Annual Report	Michigan Department of Labor and Economic Opportunity & Gd Marketing	PINNACLE
Editorials/OP-ED Columns	Opinion columns in support of expanding Michigan's earned income tax credit for working families	Michigan EITC Coalition & Martin Waymire	PINNACLE & PEOPLE'S CHOICE
Editorials/OP-ED Columns	'Civil rights include religious protection' MCC-CAIR joint op-ed	Michigan Catholic Conference and CAIR-MI	EXCELLENCE
Feature Stories	Building Tomorrow's Workforce	Michigan Department of Labor and Economic Opportunity & Gd Marketing	EXCELLENCE
Innovative Tactics	MI Right to Read: Amplifying Family Stories Supporting Public Libraries	Michigan Library Association & Martin Waymire	PINNACLE
Innovative Tactics	Multi-Media Advocacy Toolkit	Direct Care Worker Wage Coalition & Resch Strategies	EXCELLENCE
Media/Press Kits	Creating Awareness of the Citing Slavery Project	Michigan State University	PINNACLE
Media/Press Kits	Michigan Nonprofit Relief Fund Press Kit	Michigan Nonprofit Association & Martin Waymire	EXCELLENCE
Newsletters	Steelcase Foundation Partner E-Newsletter Launch	Steelcase Foundation & Martin Waymire	PINNACLE
Newsletters	Focus: A Catholic Response to Gun Violence	Michigan Catholic Conference	EXCELLENCE
Research	Michigan Wildlife Council 2023 Research	Michigan Wildlife Council & Gd Marketing	PINNACLE
Research	Research - Choose Lansing Rebrand	Choose Lansing	EXCELLENCE
Social Mediums	Michigan Hospital Careers: Closing Michigan's hospital employee gap	Michigan Health & Hospital Association & Martin Waymire	PINNACLE
Special Purpose Publications	Know Your Water Partner Toolkit	Statewide Drinking Water Advisory Council & Gd Marketing	PINNACLE
Special Purpose Publications	Focus: On Mission to Protect and Heal	Michigan Catholic Conference	EXCELLENCE
Video Programs	Wildlife Webisodes	Michigan Wildlife Council & Gd Marketing	PINNACLE
Video Programs	Sharing Stories to Improve Iowa's Healthcare Landscape	Mathematica & Martin Waymire	EXCELLENCE
Websites	Michigan Health & Hospital Association Michigan Hospital Careers Campaign	Michigan Health & Hospital Association & Martin Waymire	PINNACLE
Websites	"The Brief" Website Redesign	Michigan State University Department of Advertising and Public Relations	EXCELLENCE