

## 2011 TAMI Awards GUIDEBOOK

**Title of Entry: Public Service Announcement -- Community Document Shredding**  
**Organization: City of University Park**  
**Award Category: Cable – Public Service Announcement**

Description: To publicize a community document shredding event, the City of University Park produced a public service announcement. It featured Doug and Debbie Fir Tree, Marcie Medical Records, Tim Tax Man and Jerry Junk Mail. The actors are members of the City's Youth Advisory Commission. The PSA runs :75

**Title of Entry: Public Safety Dispatch Recruiting**  
**Organization: City of Sugar Land**  
**Award Category: Cable – Public Service Announcement**

Description: The public safety dispatch department requested a video produced to use a recruitment tool that didn't sugar coat the job. The video, created by mixing high energy music, appealing graphics and dispatcher interviews interwoven with on the job b-roll resulted in a frank and to-the-point, yet appealing recruitment piece.

**Title of Entry: Community Activity Center**  
**Organization: Town of Flower Mound**  
**Award Category: Cable – Public Service Announcement**

Description: A 3-video series of shorts to promote the Flower Mound Community Activity Center. The videos cover a general facility overview, the outdoor water park, and programming and were featured on the Town's cable channel, website, and the CAC's website. All work on this project was done in-house.

**Title of Entry: Junior Police Academy**  
**Organization: Town of Flower Mound**  
**Award Category: Cable – Public Service Announcement**

Description: A short, animated promotional video for the annual Flower Mound Junior Police Academy. The Flower Mound Police Department screened this video exclusively to students during school visits to generate excitement for the program. All work on this project was done in-house.

**Title of Entry: Easter Egg Scramble**  
**Organization: Town of Flower Mound**  
**Award Category: Cable – Public Service Announcement**

Description: A short, animated promotional video for the annual Flower Mound Easter Egg Scramble. This video was featured on the Town's cable channel and website. All work on this project was done in-house.

**Title of Entry: 911 - Odd Jobs PSA**

**Organization: City of Bryan**

**Award Category: Cable – Public Service Announcement**

Description: Too many citizens in Bryan were calling 911 with problems that aren't actual emergencies, so the Bryan Communications Department used Bryan officers in these "Odd Jobs" to show the ridiculousness to the calls they were expected to respond to.

**Title of Entry: Tall Grass and Weeds PSA**

**Organization: City of Bryan**

**Award Category: Cable – Public Service Announcement**

Description: Bryan's Communications Department created a PSA to highlight a growing problem (literally) in their community. Some yards and vacant lots had become overrun with tall grass and weeds, which is a code violation. This PSA educates residents about that code.

**Title of Entry: 2010 Wildflower Festival PSA**

**Organization: City of Richardson**

**Award Category: Cable – Public Service Announcement**

Description: In addition to CITV and the web, this video was played on commercial broadcast stations to advertise the Wildflower Festival. Overall attendance was normal despite severe weather for the first evening of the three day event.

**Title of Entry: Our Village Glows 2010**

**Organization: City of Highland Village**

**Award Category: Cable – Public Service Announcement**

Description: Each year to kick off the holiday season, the city of Highland Village teams up with the Highland Village Women's Club and the Shops at Highland Village for Our Village Glows.

The event features holiday performances by our local school choirs, face painting, hot chocolate, cookie decorating and of course a visit from Santa. The event has grown each year, forcing us to move from City Hall, to a local park and finally to the Shops at Highland Village.

This video plays after the event and is used to promote the event for next year.

The video is posted on our city website, YouTube channel and Facebook. A number of adoptions have come about because the animal was seen in the video.

**Title of Entry: Cedar Park Keen on Clean Household Hazardous Waste Collection PSA**

**Organization: City of Cedar Park**

**Award Category: Cable – Public Service Announcement**

Description: The City of Cedar Park's "Keen on Clean" household hazardous waste collection draws large numbers of people and therefore creates long lines and extended waits. This public service announcement shows people how to organize their items, to reduce waiting times and move the line more efficiently. During the two weeks leading up to the event, it aired twice an hour on the City's public access television station and was featured on the City's website.

**Title of Entry: City of Temple Website - 2011 TAMI Award Entry**

**Organization: City of Temple**

**Award Category: Cable – Public Service Announcement**

Description: The PSA was created to help build awareness about the Warrant Roundup. It features actual event coverage, the Temple Police Department and Temple Municipal Court.

**TRT- 2:29**

**Title of Entry: Jump into Pirates Bay**

**Organization: City of Baytown**

**Award Category: Cable – Public Service Announcement**

Description: In June 2010, the City of Baytown opened Pirates Bay, a \$10 Million 4-acre water park and the first publicly owned facility of its kind in the Houston area. Within the community, excitement was building for the new attraction, but in order to be successful, Pirates Bay needed to attract the attention of a wider audience. The City's Public Affairs Office and Parks & Recreation Department joined forces to create a video sure to attract notice - Jump Into Pirates Bay, the Legionnaire Spot.

**Title of Entry: Dog Park**

**Organization: City of McAllen**

**Award Category: Cable – Public Service Announcement**

**Description: Man's best friend needs a place to roam free too! This public service announcement showcases McAllen's new dog park.**

**Title of Entry: Blower Door Test**

**Organization: City of Denton**

**Award Category: Cable – Public Service Announcement**

Description: The Blower Door Test video educates citizens about a specialized service which is available during free energy audits offered to residents by Denton Municipal Electric.

**Title of Entry: Buddy**

**Organization: City of Killeen**

**Award Category: Cable – Public Service Announcement**

Description: The Texas Trash Off is an annual event for Keep Killeen Beautiful, but like any annual event, participation can grow stale. The public information department decided to use an old friend to breathe new life into marketing the event. Buddy the Environmental Engineer agreed to help us get the word out, and 2010 saw the most participation ever.

**Title of Entry: Hometown Hustle Commercial**

**Organization: City of Killeen**

**Award Category: Cable – Public Service Announcement**

Description: The City of Killeen launched a brand new team challenge event this year called the Hometown Hustle. The public information department jumped at the chance to develop a creative, high-energy commercial to promote it. The result was a punchy script, edgy music and graphics, and energetic scenes to spark the viewer's interest and competitive spirit. The commercial delivered, and the first-ever event was a great success.

**Title of Entry: PSA - Daddy Daughter Dance 2011**

**Organization: City of Frisco**

**Award Category: Cable – Public Service Announcement**

Description: "Hollywood Glitz and Glam" was the theme of the Daddy Daughter Dance 2011. This PSA utilized computer animated graphics designed to mirror print collateral and dance decorations, which featured film reels, red carpet and a pool of paparazzi. The PSA also features file video from the 2010 Daddy Daughter Dance. Script incorporates copy with a 'Hollywood' theme.

**Title of Entry: PSA - NCAA Division I Football Championship Game Promo featuring Frisco Football League**

**Organization: City of Frisco**

**Award Category: Cable – Public Service Announcement**

Description: "Are you ready for some football?" Frisco Football League's "championship game" between 5 – 6 year olds was featured in this PSA promoting the NCAA Division I Football Championship Game held January 7, 2011. The PSA spoofs NFL Films as well as Disney's Super Bowl commercials, which pose the statement/question "You just won the Super Bowl. What are you going to do now?"

**Title of Entry: Barrier-Free City**  
**Organization: City of Austin**  
**Award Category: Cable – Public Service Announcement**

Description: To bring awareness to the growing number of disabled parking violations occurring throughout the community, the City of Austin created a public service announcement focusing on the importance of people not parking in disabled parking spaces. The main actor is an involved resident who continually helps educate the public and advise the City on handicapped mobility issues. The PSA is part of a plan to work towards a barrier-free City for those with mobility issues.

**Title of Entry: Revive the Budget**  
**Organization: City of Corpus Christi**  
**Award Category: Cable – Public Service Announcement**

Description: The City created the “Revive the Budget” public announcement to bring attention to the on-going challenges facing the General Fund portion of the City budget. “Revive the Budget” used a typical medical situation with professional paramedics from the Fire Department to literally “revive” the budget. Until the pulse is actually registered – the viewer does not know that it is the city budget book lying in the stretcher. The production was scripted, filmed and edited 100% in house.

**Title of Entry: Feel the Energy**  
**Organization: City of Midland**  
**Award Category: Cable – Public Service Announcement**

Description: The City of Midland changed a great deal during 2010. With fairly new management in place and a positive attitude, the City of Midland as an organization began focusing on employee satisfaction. With that in mind management formed a Culture Committee, whom would steer the efforts of changing the City of Midland’s culture. One of their first tasks was to create Vision, Mission and Guiding Principles for the City. After these ideas were set in place, the City’s Multimedia Developer created a 30-second PSA to help inform the public about the changing culture.

**Title of Entry: Pets of the Week**  
**Organization: City of Highland Village**  
**Award Category: Cable - Regular/Recurring Program**

Description:  
The number of pets available for adoption at the city Animal Care Facility is often staggering. While we don’t have a large stray population in Highland Village, we have experienced a number of “owner release” animals that need new homes. We also often “rescue” animals from other shelters where they are at risk of being euthanized.

What better way to showcase the animals than through a Pets of the Week video. We videotape the dogs outside while they play with other dogs or us humans; and the cats inside playing with each other or loving on us.

The videos are posted on our city website, YouTube channel and Facebook. A number of adoptions have come about because the animal was seen in the video.

**Title of Entry: SLTV News 12/23/10**

**Organization: City of Sugar Land**

**Award Category: Cable - Regular/Recurring Program**

Description: Launched in December of 2008, SLTV News is a biweekly news brief produced in house by the City of Sugar Land. The current episode can be seen at the top of every hour on SLTV 16, with new installments hitting every two weeks on Friday. With crisp graphics and solid reporting, SLTV News provides a look into the many programs and partnerships of the City of Sugar Land.

**Title of Entry: CPTV-10 News**

**Organization: City of Cedar Park**

**Award Category: Cable - Regular/Recurring Program**

Description: CPTV-10 News is a news magazine which showcases the many departments and programs of the City of Cedar Park. It airs on the City's public access channel and may be accessed via the City website. This particular episode of CPTV-10 News features stories about the City's \$519M Energy Efficiency Grant from the U.S. Department of Energy and the Cedar Park Fire Department's award-winning Teen Advocates for Community Safety (T.A.C.S.) Program.

**Title of Entry: FMTV Update**

**Organization: Town of Flower Mound**

**Award Category: Cable - Regular/Recurring Program**

Description: The FMTV Update features a variety of informational Town-related topics with interviews and host-driven story coverage. Each episode is shot on location to highlight the lead story and is produced every other week. This program is formatted to fit the FMTV bulletin board, and, is produced in a way that title- and action-safe zones can be disregarded. It runs on the Town's cable channel, the Town's website, and YouTube. All work on this project is done in-house.

**Title of Entry: Adventures TV**

**Organization: Town of Flower Mound**

**Award Category: Cable - Regular/Recurring Program**

Description: The Town of Flower Mound's Adventures TV features news and announcements regarding the Community Activity Center, Seniors In Motion, Athletics,

Parks, Library, Trails, and Special Events each month. Each episode features a different host and set of locations and special guests and experts. It is featured on the Town's cable channel, the Town's website, YouTube, and on the CAC website to supplement the printed "Adventure Guide" each month. All work on this project is done in-house.

**Title of Entry: Bryan Living and Learning**  
**Organization: City of Bryan**  
**Award Category: Cable - Regular/Recurring Program**

Description: Bryan Living and Learning, a twice-monthly program, airs on the City of Bryan Channel 16 as well as on the local CW Channel through a partnership. The show highlights City events as well as Bryan ISD events. Bryan Living and Learning episodes are also uploaded to the City website, the ISD website and the City's YouTube channel.

**Title of Entry: City Source**  
**Organization: City of Irving - Corporate Communications/ICTN**  
**Award Category: Cable - Regular/Recurring Program**

Description: "City Source" is a bi-weekly news program informing Irving residents about city programs, initiatives, and successes. Our team functions much like a traditional news department. We respond to leads, and often turn stories on tight deadlines.

We receive a great deal of positive feedback from residents. They appreciate that we take the time to go more in-depth than privately-operated media in the Dallas-Fort Worth area. Irving Community Television Network has operated in the city for more than 25 years, so we are a trusted source of information.

"City Source" runs on cable and online. Viewers can access content via live streaming, an on-demand viewer, YouTube, and iTunes. We often find that residents and groups post our videos on their own Facebook or other social media sites, which expands our reach.

Audiences are responding. On YouTube alone, we are getting 20 times more views over a year earlier.

Although our primary audience is our residents, "City Source" is also used to educate our own city employees about programs in departments other than their own. Excerpts of "City Source" are shown at staff meetings and City Council meetings.

The approximate annual budget for "City Source" is \$25,000/year. In addition to city staff members, we occasionally utilize freelance videographers and reporters.

**Title of Entry: City View**  
**Organization: City of Austin**  
**Award Category: Cable - Regular/Recurring Program**

Description: "CityView" is a video program that highlights City of Austin services, departmental projects and Council action through a well produced news magazine. "CityView" has a slick opening sequence which includes an instrumental theme song and incorporates video "teases" of the stories that are featured in each episode. The show is taped in the news conference room/studio in Austin City Hall, primarily using chroma key/greenscreen technology. Nearly 200 stories about City departments have been featured on the show.

**Title of Entry: Monthly Shorts**  
**Organization: City of Midland**  
**Award Category: Cable - Regular/Recurring Program**

Description: The face of City TV is changing in 2011 and it's happening with a super lean budget and only one staff member. The City of Midland began airing new programming produced completely in-house beginning in January 2011. "Monthly Shorts" is a short, fun, and lighthearted program, which is produced on a monthly basis. The host of the show, Justin Tate, is a local comedian and is volunteering his talents to the City of Midland completely free of charge. Tate adds his own adlib humor to the script and keeps the audience smiling.

**Title of Entry: Amelia**  
**Organization: City of McAllen**  
**Award Category: Cable - Regular/Recurring Program**

Description: The Amelia Bedelia story books have been a children's delight for years. But, have you ever actually met Amelia Bedelia herself? Storybook Theatre actors brought Amelia to McAllen, Texas and transformed a community center gymnasium into a magical trip for kids and adults alike.

**Title of Entry: DTV Newsbreak**  
**Organization: City of Denton**  
**Award Category: Cable - Regular/Recurring Program**

Description: DTV Newsbreak is produced four times weekly and airs at the top of every hour on the City's channel. DTV Newsbreak is an important way for the City of Denton to keep residents updated with news items about various City departments. It is also a medium for other notable community stories which come from a variety of sources.

**Title of Entry: Library Larry's Big Day**  
**Organization: City of Denton**  
**Award Category: Cable - Regular/Recurring Program**

Description: Library Larry's Big Day is an educational children's television program produced by the Denton Public Library and Denton Television.

**Title of Entry: City Snapshots**  
**Organization: City of Corpus Christi**  
**Award Category: Cable - Regular/Recurring Program**

Description: City Snapshots was created as a good news package for cross promotion through a variety of media mediums including cable, FaceBook, YouTube and other mobile video sources. The concept was to create a “shell” that would be compatible for multiple stories with a standard beginning, graphics and lower thirds. The series has been so successful that the City has a waiting list of programs and events to choose from for upcoming segments.

**Title of Entry: City Focus**  
**Organization: City of Round Rock, TX**  
**Award Category: Cable - Regular/Recurring Program**

Description: City Focus is the City of Round Rock's video newsmagazine. The program's production is a symbol of interdepartmental co-operation and communication and new technologies are being used to increase viewership online.

**Title of Entry: Amazing Race**  
**Organization: Town of Flower Mound**  
**Award Category: Cable - Special/1-time Program**

Description: A video annual report created with the cooperation of the Town of Flower Mound, the City of Highland Village, and the City of Lewisville. Although originally intended to cover all three cities, this version specifically focuses on the yearly goals and accomplishments of the Town of Flower Mound. This video was featured in a tri-city presentation and on the Town's cable channel and website.

**Title of Entry: Downtown Bryan: An Oral History**  
**Organization: City of Bryan**  
**Award Category: Cable - Special/1-time Program**

Description: The Bryan Communications & Marketing Department was asked by the City's planning department to create a video that detailed the history, present and future of the City of Bryan's jewel: Historic Downtown.

**Title of Entry: City of Sugar Land State of the City: 2010 Year in Review**  
**Organization: City of Sugar Land**  
**Award Category: Cable - Special/1-time Program**

Description: This “Year in Review” video highlights the successes and advancements of the City of Sugar Land in 2010, and was played at the annual City of Sugar Land State of the City breakfast. The goal of the video was to engage an audience of over 600 individuals of the Sugar Land business community and showcase the City's

accomplishments in the prior year.

**Title of Entry: 2010-2011 Proposed Operating Budget Video**

**Organization: City of Round Rock, TX**

**Award Category: Cable - Special/1-time Program**

Description: Budget video. An utterance that can put even the most active and engaged citizen into a slumber.

Each year the City of Round Rock strives to keep the budget video interesting while bringing home important information on how citizens' money is being spent.

**Title of Entry: Safe Team**

**Organization: Town of Flower Mound**

**Award Category: Cable - Special/1-time Program**

Description: A video highlighting the Flower Mound Fire Department's youth education program, the SAFE Team. This video was presented to the Town Council on behalf of the FMFD. All work on this project was done in-house.

**Title of Entry: Rose Garden Video**

**Organization: City of Tyler**

**Award Category: Cable - Special/1-time Program**

Description: The City of Tyler currently has four social media sites that have 5,000 followers - 5.1 percent of our population. We have promoted events, disseminated critical information such as photos of "wanted" criminals and weather warnings, asked for feedback on planning projects, provided updates on city projects, and much more!

**Title of Entry: State of the City 2011: City TV Interview Special w/Mayor Wes Perry**

**Organization: City of Midland**

**Award Category: Cable - Special/1-time Program**

Description: In the past the State of the City Address was a very simple 45-minute speech given by the mayor. The City of Midland's Public Information Office decided to drastically change the format by creating a City TV Interview Special with Mayor Wes Perry to be aired during the annual address, rather than have the mayor speak the entire time. The end product received wonderful reviews from those in attendance. The City TV Interview Special was also broadcast on City TV government access channels.

**Title of Entry: City of Temple Parks and Leisure Services Video/Cable: Special or One-Time Program 2011 Entry**

**Organization: City of Temple**

**Award Category: Cable - Special/1-time Program**

Description: The Temple Parks & Leisure Services video is composed of dozens of community interviews, each showcases facilities and services offered by the Department. Interviewees also discuss recent challenges faced by the Department and highlight some of its plans for the future.

More than a hundred copies have been distributed throughout the community. It has succeeded in educating not only new and prospective residents but also Department staff and City officials.

**TRT – 11:56**

**Title of Entry: 2010 Business and Industry Awards**  
**Organization: City of Richardson**  
**Award Category: Cable - Special/1-time Program**

Description: This video highlights the annual Chamber of Commerce, Business & Industry Awards. The recipients have a chance to tell their stories in their own words.

**Title of Entry: Eisemann Center Presents: The 2010-2011 Season**  
**Organization: City of Richardson**  
**Award Category: Cable - Special/1-time Program**

Description: The City of Richardson sponsors a series of low cost entertainment performances at the Charles W. Eisemann Center. This video advertises these events throughout the year on CITV, the web, and in the lobby of the Eisemann Center.

**Title of Entry: 2011 State of the City**  
**Organization: City of Highland Village**  
**Award Category: Cable - Special/1-time Program**

Description: The last few years the Highland Village, Flower Mound and Lewisville Mayors have presented the state of their cities through a video presentation. This year the three cities teamed up to share a theme for the presentation. It was agreed to play on the popular game show Jeopardy!, with the state of the city versions titled The Even More Amazing Jeopardy!. Each city came up with questions and answers for their state of the city presentations and produced short videos to tell the story.

The Even More Amazing Jeopardy state of the city game show was played live at the annual Tri-City State of the Cities Luncheon which is hosted by the Flower Mound and Lewisville Area Chambers of Commerce. The video presentation makes what can be a staid topic, the accomplishments and goals of the city at that time, an entertaining one. Our goal is always to inform viewers and make them laugh along the way.

The Even More Amazing Race is available for viewing on the city web site and cable channels.

**Title of Entry: WFAB News 2011**  
**Organization: City of Euless**  
**Award Category: Cable - Special/1-time Program**

Description: WFAB News is a newscast for the City of FabEuless... I mean Euless. This video was played as the entertainment at the annual Board & Commission Dinner. The intent of the video was to be enlightening, yet entertaining to a well-informed audience. In addition, this video was played for approximately one month on the City Cable Channel, website and employee intranet.

**Title of Entry: Irving Living: Irving Convention Center (Part Deux)**  
**Organization: City of Irving - Corporate Communications/ICTN**  
**Award Category: Cable - Special/1-time Program**

Description: Irving Living is a bi-monthly, half-hour program that captures the spirit of Irving as hosts go behind the scenes at community events and city departments. This special edition of Irving Living features the new Irving Convention Center just before it opened its doors in early 2011. Footage of the final stages of construction combined with computer-generated animation to take viewers on a virtual tour of the new Convention Center and all it has to offer.

**Title of Entry: The Last Tailgate Party: A Final Farewell to an Irving Icon**  
**Organization: City of Irving - Corporate Communications/ICTN**  
**Award Category: Cable - Special/1-time Program**

**Title of Entry: The Texas Stadium Story**  
**Organization: City of Irving - Corporate Communications/ICTN**  
**Award Category: Cable - Special/1-time Program**

Description: For more than three decades Texas Stadium was home to the world famous Dallas Cowboys. This iconic facility hosted hundreds of other events from concerts to monster truck shows. "The Texas stadium story" recounts the history of the stadium with the hole in the roof from it original design to its dramatic demise.

Staff was used in producing, writing and directing the documentary. Freelance camera operators and editors were also used in production of the program.

**Title of Entry: Final Game at Texas Stadium Site**  
**Organization: City of Irving - Corporate Communications/ICTN**  
**Award Category: Cable - Special/1-time Program**

**Title of Entry: Move with the Mayor**  
**Organization: City of Arlington**  
**Award Category: Cable - Special/1-time Program**

Description: The City of Arlington's Move with the Mayor campaign began in 2010. In May, more than 4,500 students took the challenge to lead more active, healthy lives. They were given pedometers, tracking forms and instructions for taking 10,000 steps a day, beginning May 23 and ending Aug. 22, 2010. The Arlington program was recognized nationally by First Lady Michelle Obama on March 15, 2011.

**Title of Entry: Ghostly Encounters at City Hall**  
**Organization: City of McAllen**  
**Award Category: Cable - Special/1-time Program**

Description: Could ghosts of the old McAllen General Hospital be haunting McAllen City Hall? Many city employees believe they are. City staffers have witnessed apparitions and heard crying, conversations, paper shuffling and knocking noises and host of other unexplained activity. The McAllen Cable Network documents their accounts and interviews a paranormal expert about the ghostly encounters.

**Title of Entry: McAlleando Por La Plaza Mall**  
**Organization: City of McAllen**  
**Award Category: Cable - Special/1-time Program**

Description: Faced with a decline in Mexican shoppers, due to the violence in Mexico, and with increased retail competition from neighboring cities, McAllen had to get creative this holiday past season to secure its place as the most successful retail center of South Texas. To accomplish this, the City of McAllen's cable channel took on the task of producing a half hour, spanish show for La Plaza Mall, to air in the interior of Mexico. The host of the show is seen arriving on a chartered flight and takes viewers on a tour of the city. She dines, she shops, she visits the City's popular entertainment district and then calls it a night at one of the City's finest hotels. The show produced good numbers for La Plaza Mall and helped the mall win a marketing award from Simon Property, the mall's corporate owner.

**Title of Entry: 'Frisco IS a Great Place for NCAA Division 1 Football'**  
**Organization: City of Frisco**  
**Award Category: Cable - Special/1-time Program**

Description: *"Are you ready for some football?"* Frisco certainly was as we prepared to host the NCAA Division I College Football National Championship January 7, 2011 at Pizza Hut Park. Our approach to bidding for the honor of hosting the championship for the next three years was simple: showcase our quality sports, retail, restaurant and hotel venues. The video expresses why Frisco IS a great place for college football!

**Title of Entry: 'S.A.F.E.R.'**  
**Organization: City of Frisco**  
**Award Category: Cable - Special/1-time Program**

Description: Schools in the Frisco Independent School District (FISD) are SAFER – literally. Situational Awareness For Emergency Response (or S.A.F.E.R.) is a unique program that gives Frisco firefighters, EMTs and police officers immediate access to school building information -- including ‘real time’ video – while heading to campus emergencies at any of the district’s 46 schools. The promotional video gives detailed look at how technology and our first responders team up to save lives.

**Title of Entry: "Snow Day' Feb. 2010**

**Organization: City of Frisco**

**Award Category: Cable - Special/1-time Program**

Description: This ‘special’ video is a ‘beauty’ piece, capturing the sights and quiet sounds of February 12, 2010 when Frisco experienced a scenic snowfall which, at the time, was somewhat unusual. Videographer Aaron Cobb showcased snow capped city buildings and public art in this video essay, edited to an instrumental-only music bed. The piece was made purely for viewers’ enjoyment and historical purposes.

**Title of Entry: "Severe Weather Response' Feb. 2011**

**Organization: City of Frisco**

**Award Category: Cable - Special/1-time Program**

Description: During the ice-snow storms of February 2011, the City of Frisco received many inquiries, some critical, from residents about the city’s preparedness and response to severe weather. To educate the public and media about city efforts, staff produced this video showcasing the Emergency Operations Center and efforts by various city staff ‘in the field’. Video was posted on cable, YouTube, website and noted in news releases and ‘tweets’.

**Title of Entry: Race to Save Space Video**

**Organization: City of Garland Environmental Waste Services**

**Award Category: Cable - Special/1-time Program**

Description: Leave it to a child to understand and teach adults how to minimize environmental problems. The “Race to Save Space” video depicts how one little boy can impact an entire community. He starts with his mother, who digs deeper into the problem of sending too much brush and other yard trimmings to the landfill. The video was created 100% in-house and aired on the local government access channel during peak brush collection season.

**Title of Entry: Corpus Christi: America's Birdiest City**

**Organization: City of Corpus Christi**

**Award Category: Cable - Special/1-time Program**

Description: After being named “America’s Birdiest City” for the eighth consecutive year by the National Audubon Society, the City felt it the perfect background for an

educational video for residents regarding the importance of bird conservation efforts. The Public Information Office wrote the script, conducted interviews and oversaw the production of “Wild Corpus Christi: America’s Birdiest City” video, it was 100% produced in-house with only current budgeted funds.

Over 30 different species of birds were featured in the program with an emphasis on local birding “hot spots” and the yearly “Hawkwatch” migration.

**Title of Entry: Missouri City Forestry Programs**  
**Organization: City of Missouri City**  
**Award Category: Marketing - Most Creative with Least \$**

Description: A major key to the program's success is its citizen connection. Hundreds of residents are committed to assisting staff with the program's projects and the City is more pristine and green because of their commitment. Additionally, because of generous donations from local and national companies, there is a minimal cost of operation for the City.

**Title of Entry: ReadyLC: Marketing: Most Creative with Least Dollars**  
**Organization: City of League City**  
**Award Category: Marketing - Most Creative with Least \$**

Description: Spending less than \$1,000 the City of League City launched a new website, ordered marketing materials, and rolled out a marketing campaign for our preparedness site called “ReadyLC” encouraging residents to Make a Plan, Prepare a Kit, & Get Plugged In before disaster strikes so that they are “ready”! Given our proximity to the coast and the severe cold snap we had this winter the campaign has been well worth what little \$ was spent!

**Title of Entry: No Show Gala: Farmers Branch Historical Park Fundraiser**  
**Organization: City of Farmers Branch**  
**Award Category: Marketing - Most Creative with Least \$**

Description: In lean economic times, it is difficult to ask people to donate to “quality of life” projects such as the construction of a General Store to augment the other structures in the outdoor museum that is the Farmers Branch Historical Park. Enter the “No Show Gala,” that entreats invitees, “Don’t take that tuxedo to the cleaners, don’t buy and new dress and don’t get a babysitter. You will not be arriving at a fancy hotel, there will be no valet ... But what there will be is an opportunity for you to take the night off, joining us from the comfort of your own home to help raise funds for the addition of a General Store to the Farmers Branch Historical Park.”

**Title of Entry: Team Killeen Valentine**  
**Organization: City of Killeen**  
**Award Category: Marketing - Most Creative with Least \$**

Description: The Team Killeen Valentine was a fun, quirky way to let employees know that someone is thinking of them. The goal was two-fold: boost employee morale and promote the Team Killeen Committee. A simple idea, led to the in-house design and production of an inexpensive card to say the Team Killeen Committee cares, and it was a hit!

**Title of Entry: "CIA" - City in Action**  
**Organization: City of Corpus Christi**  
**Award Category: Marketing - Most Creative with Least \$**

Description: The City of Corpus Christi brought multiple partners together to modify a Nueces River Authority litter control program for beach implementation that netted a huge win for litter control with zero dollars spent.

In all the partnership was a win-win for everyone. There were no up-front costs and the TCEQ came to the table with grant funds to pay for the production of the unique litter control bags. The City of Corpus Christi alone handed out 13,000 bags during spring break of 2010. The spring breakers loved the "text message type" motivation regarding litter control and overall the city saw a decrease in loose litter on the beach.

**Title of Entry: Bank on Brazos Valley Marketing Campaign**  
**Organization: City of Bryan**  
**Award Category: Marketing - Plan or Campaign**

Description: Bryan's Communications Department created brochures, posters, video PSAs, and sent out press releases to promote the Bank On Brazos Valley program that focuses on the unbanked and under-banked residents of the Brazos Valley.

**Title of Entry: City of Roanoke Marketing Campaign - Dining Capital of Texas**  
**Organization: City of Roanoke**  
**Award Category: Marketing - Plan or Campaign**

Description: The Unique Dining Capital of Texas branding developed results that have completely repositioned the City of Roanoke and has led to dramatic success for economic redevelopment. This past year's marketing campaign included the creation of two major annual events, Unique Week, and the Dining Dash 5K through downtown, as well as banners, murals, artwork, and a redesigned website. Roanoke is frequently touted in the media as THE spot for foodies in the Metroplex.

**Title of Entry: Liberty Fest in Farmers Branch 2010**  
**Organization: City of Farmers Branch**  
**Award Category: Marketing - Plan or Campaign**

Description: As a small, and frequently overlooked, suburb in the Dallas/Fort Worth area, the City of Farmers Branch embarked on a quest to create a signature event that would attract a regional audience to Farmers Branch. It was decided to create "Liberty

Fest” as a tribute to our country and our troops to be staged over the Friday and Saturday of Memorial Day weekend, 2010. The event was to feature Americana activities, such as Fishin’ Fun (free fish pull out of Rawhide Creek), Outdoor Expo, Grilling Competition, Car, Truck and Motorcycle Show, the Traveling Vietnam Memorial Wall, Patriotic Ceremonies featuring the American Fallen Soldiers Project and a FREE concert featuring the legendary 80s band, REO Speedwagon.

**Title of Entry: City of Tyler - Mayor's Tree Tyler Initiative**  
**Organization: City of Tyler**  
**Award Category: Marketing - Plan or Campaign**

Description: The Tree Tyler Initiative is a Mayor-driven effort to encourage Tylerites to plant trees and register them on the Tree Tyler web page so that they will count toward the goal to plant 5,000 trees in five years (or 1,000 trees each year).

**Title of Entry: Introducing Pirates Bay**  
**Organization: City of Baytown**  
**Award Category: Marketing - Plan or Campaign**

Description: In June 2010, the City of Baytown opened Pirates Bay, a \$10 million, 4-acre water park; the first publicly owned facility of its kind in the Houston area. Facing competition with some of the biggest amusement park names in the area, Parks & Recreation Department and Public Affairs knew they had to go big to promote and market the new city facility using a five-pronged marketing approach: radio, print ads, TV, internet/social media, and promotional items.

**Title of Entry: Wein and Saenger Fest**  
**Organization: City of New Braunfels**  
**Award Category: Marketing - Plan or Campaign**

Description: In 2010, the City of New Braunfels produced Wein & Saengerfest, a one day wine and music festival. This unique event promoted our charming downtown as well as the City’s heritage. It also showcased our history as a regional center for live music, fine wines and unique tourist activities.

The promotional campaign, which was augmented by vigorous development of sponsorships and partnerships, utilized a wide variety of tactics and yielded a tremendous response - with over 8,000 in attendance.

**Title of Entry: Quail Valley Golf Course Marketing Campaign**  
**Organization: City of Missouri City**  
**Award Category: Marketing - Plan or Campaign**

Description: Missouri City's award-winning Quail Valley Golf Course was acquired through eminent domain in 2008. The 18-hole El Dorado course received extensive

renovation by a world-renowned golf course architect. The golf course is now a public course and the City has marketed it to all areas of the City.

**Title of Entry: 2010 Bond Program Public Education Campaign**

**Organization: City of Richardson**

**Award Category: Marketing - Plan or Campaign**

Description: The Richardson City Council approved bringing a \$66 million dollar bond election to voters. The City's Communications Department used a multi-pronged approach to getting the message out to its constituents. Due to state law, the message had to be a balanced approach and the City was allowed to talk about the factual nature of the economic environment. A variety of outreach mechanisms were used to inform the community of the upcoming bond election and ways to get involved.

**Title of Entry: City of McKinney Best Place to Live**

**Organization: City of McKinney**

**Award Category: Marketing - Plan or Campaign**

Description: Money Magazine recognized what residents have known for years – McKinney is one of the very best places to live in the entire country. In August 2010, Money Magazine published its annual list of top 100 places to live in America with McKinney ranked at #5. In order to leverage the national attention, the city created an awareness campaign for businesses, residents and visitors.

**Title of Entry: Imagine Austin**

**Organization: City of Austin**

**Award Category: Marketing - Plan or Campaign**

Description: Which Way, Austin? In crafting a new Comprehensive Plan, a three-year effort dubbed "Imagine Austin" has engaged the City of Austin's diverse and growing community in its future. With a combination of innovative techniques and "back to basics" delivery methods, the Marketing Campaign has emphasized awareness of the plan, why the plan is important and most notably, the City has provided more Austinites with a chance to participate in their government than ever before.

**Title of Entry: Houston Counts 2010 Census**

**Organization: City of Houston**

**Award Category: Marketing - Plan or Campaign**

**Title of Entry: McAllen Public Works - Same Day Service Campaign**

**Organization: City of McAllen**

**Award Category: Marketing - Plan or Campaign**

Description: The City of McAllen is now divided into 4 quadrant teams with colors representing their collection day and recycling team. Each team will compete to recycle

more and a monthly “winner” gets bragging rights for recycling the most. In addition to this contest, residential trash and recycling bins are serviced on the same day.

**Title of Entry: Metro McAllen**  
**Organization: City of McAllen**  
**Award Category: Marketing - Plan or Campaign**

**Description: The City of McAllen Transit rode into the future with a new look that** includes brand new buses, bright green colors, and a name change to Metro McAllen, to attract younger riders and remind citizens that riding public transportation saves you some green but also helps the environment...go green, go Metro!

**Title of Entry: United Way Campaign**  
**Organization: City of Killeen**  
**Award Category: Marketing - Plan or Campaign**

Description: The public information department heads up the employee United Way campaign each year, and 2010 was the most successful one to date. The western-themed Team Killeen United Way Round Up raised money and morale by uniting employees for a common cause. A creative theme inspired extremely generous employees to set a new record by giving \$110,000 to local agencies.

**Title of Entry: "Frisco IS a Great Place for NCAA Division I Football"**  
**Organization: City of Frisco**  
**Award Category: Marketing - Plan or Campaign**

Description: T-D we want a touchdown! That is exactly what Frisco got when the city won the bid to host the NCAA Division I National Championship Football Game at Pizza Hut Park from 2011 to 2013. Sports fans from Frisco -- and across the country -- responded by the thousands to an online ticket campaign marketed through CollegeFootballFrisco.com. Our bid and marketing videos showcased Frisco's quality sports, retail, restaurant and hotel venues.

**Title of Entry: "What is a City" Campaign**  
**Organization: Denton Municipal Electric**  
**Award Category: Marketing - Plan or Campaign**

Description: What is a city without beauty? That's the question we raised with this campaign for Keep Denton Beautiful. We used interesting images and unexpected symmetry to answer the question and encourage citizens to invest in beauty. An attached donation form ensures that readers will be able to support this important organization.

**Title of Entry: Plus One Campaign**  
**Organization: Denton Municipal Electric**  
**Award Category: Marketing - Plan or Campaign**

Description: Plus One is Denton Municipal Electric's program for helping families in need pay for utility service. Without this program, citizens going through short-term financial difficulties would be without vital utilities in their homes. The Plus One campaign uses a new logo with people-centered art and copy to raise funds and "help keep the lights on" for families in need.

**Title of Entry: Corpus Christi Recycles**  
**Organization: City of Corpus Christi**  
**Award Category: Marketing - Plan or Campaign**

Description: City Council action adopted single stream recycling for the first time for Corpus Christi residents to begin in January 2011. Current curbside sorted recycling was at an all-time low of 16% participation. Development and implementation occurred over two months resulting in 28 newspaper stories, 23 broadcast stories and a community "buzz" that literally "smiled blue recycling carts" as one reporter wrote throughout the city. In the end, the campaign had an over 500% increase in volume compared to the same time in 2010 via curbside sorted recycling.

**Title of Entry: City of McKinney 2010 Annual Report - A Unique Perspective**  
**Organization: City of McKinney**  
**Award Category: Print - Annual Report**

Description: McKinney is a community of 130,000 residents and was recently listed as the Fifth Best Place to Live in America by Money Magazine. The 2010 Annual Report, "A Unique Perspective," highlights our distinctive neighborhoods, dynamic business districts, renowned academic institutions, arts and cultural offerings, wide-ranging recreational opportunities, award-winning sustainability efforts, strong commitment to historic preservation, festive community events that have helped McKinney thrive for more than 160 years.

**Title of Entry: City of Copperas Cove Fiscal Year 2010 Annual Report**  
**Organization: City of Copperas Cove**  
**Award Category: Print - Annual Report**

Description: The FY 2010 Annual Report is a full color document that summarizes and supplements the information given in the annual State of the City Address. It is compiled with operational and organizational structure information about the governing body, each department, boards, and outside entities that work with the City. The report is a good reference point for anyone who would like to learn more about the City of Copperas Cove and the services provided by City staff.

**Title of Entry: City of Sugar Land 2010 Annual Report**  
**Organization: City of Sugar Land**  
**Award Category: Print - Annual Report**

Description: Sugar Land's 2010 annual report was produced by Communications and distributed at the annual State of the City speech by the mayor and city manager. The Annual Report contains the Letter to Residents from both the Mayor and City Manager, a brief introduction/overview of Sugar Land, and six chapters that provide an overview of the City's priorities and mission and covering the major accomplishments and challenges of the City's departments; an unaudited financial overview closes the Annual.

**Title of Entry: Farmers Branch: Year End Review 2009-2010**  
**Organization: City of Farmers Branch**  
**Award Category: Print - Annual Report**

Description: In the era of ever-shrinking budgets, Farmers Branch was faced with maintaining the same annual publications but doing so for less. In the "instant information" age, it was determined to do an annual report in a four-page cardstock foldout that concentrated on bullet information that gets the points across and gets done.

**Title of Entry: City of Tyler 2010 Annual Report**  
**Organization: City of Tyler**  
**Award Category: Print - Annual Report**

Description: The City of Tyler published its Annual Report as an E-Book, with linked video, and as a printed document with QR Codes that link to webpages and videos housed on You Tube. By using technology to enhance transparency, Tyler was able to save more than \$10,000 on the annual report.

**Title of Entry: Feel the Energy: City of Midland Annual Report 2010**  
**Organization: City of Midland**  
**Award Category: Print - Annual Report**

Description: Midland is located in the heart of West Texas and its economy is centered around "energy", i.e. oil. With a 12% growth during the past decade the energy driven economy is improving quality of life. The "Feel the Energy! City of Midland Annual Report 2010" informs citizens of these improvements in a fun and "energetic" fashion.

**Title of Entry: Building Community Assets for 100 Years: 2011 City of McAllen Annual Report**  
**Organization: City of McAllen**  
**Award Category: Print - Annual Report**

Description: The 2011 City of McAllen Annual Report, entitled "Building Community Assets for 100 Years" is an in depth look at the past accomplishments and goals of the City of McAllen and its departments. In celebration of McAllen's Centennial Anniversary the book features historical photos and achievements throughout McAllen's history.

**Title of Entry: City Limits Internal Newsletter**  
**Organization: City of Denton**  
**Award Category: Print - Annual Report**

Description: The City Limits newsletter is produced monthly and distributed to the City's approximately 1,200 employees who have email access. The newsletter highlights upcoming events, health insurance and benefits information, employee recognition, and more.

**Title of Entry: 2011 Sugar Land Calendar**  
**Organization: City of Sugar Land**  
**Award Category: Print – Calendar**

Description: The Communications Department solicited photographs from citizens for Sugar Land's 2010 calendar, sent to all homes and businesses in the city (28,100 addresses). The response was wonderful with many excellent photographs that captured the attractiveness and optimism of this city. In fact, there were so many interesting photos, it was decided to fill in the blank boxes in the calendar months' grids with photos not selected for the large month's photos.

**Title of Entry: 2010-2011 Water Calendar "Evolution of Water"**  
**Organization: City of Bryan**  
**Award Category: Print - Calendar**

Description: The City of Bryan's Water Quality Report features a caveman theme - that shows staff in various scenes of the "Evolution of Water." It is displayed annually in calendar format, and is highly anticipated by the community each year.

**Title of Entry: External Newsletter -- The Arbor**  
**Organization: City of University Park**  
**Award Category: Print - External Newsletter**

Description: The Arbor, the City's newsletter, is distributed monthly to all 8,300 households in University Park. Mailed as a utility bill insert, the publication is also available to residents online and by e-mail. The product of a one-person communications department, the four-page, full-color newsletter is the most recognized and most read City publication. The February 2011 and March 2011 issues were submitted for review.

**Title of Entry: Schertz Tales Magazine**  
**Organization: City of Schertz Public Affairs Department**  
**Award Category: Print - External Newsletter**

Description: Schertz Tales Magazine is a monthly for-profit lifestyle/entertainment/fine arts/sports/community events publication owned by the City of Schertz and produced internally by the Schertz Public Affairs Department. It serves as the primary source of

government information for Schertz' 34,000 residents and a secondary source of information for 9 surrounding cities totaling 150,000 residents. Begun 27 years ago as a one-page newsletter, Schertz Tales evolved to its current format in 2008.

**Title of Entry: Champion Newsletter**  
**Organization: City of Duncanville**  
**Award Category: Print - External Newsletter**

Description: The City of Duncanville Emails Blasts is a form of email marketing that allows the Public Information Office to disseminate information directly to subscriber's email inbox. This service allows us to tailor our messages and information to what subscribers are interested in most, and it helps us gauge the effectiveness of the email blasts. The City of Duncanville has been utilizing this service since October 2009, and staff has seen the number of subscribers and readership double and triple, respectively.

**Title of Entry: WFAB News 2011**  
**Organization: City of Euless**  
**Award Category: Print - External Newsletter**

Description: WFAB News is a newscast for the City of FabEuless... I mean Euless. This video was played as the entertainment at the annual Board & Commission Dinner. The intent of the video was to be enlightening, yet entertaining to a well-informed audience. In addition, this video was played for approximately one month on the City Cable Channel, website and employee intranet.

**Title of Entry: Bedford Connection**  
**Organization: City of Bedford**  
**Award Category: Print - External Newsletter**

Description: The City mails a quarterly newsletter to all Bedford residents which not only provides information on current events and other important city updates, but also it contains the Recreational Activity Guide. Previously the one-sheet newsletter was printed in a two-color glossy format and was included with the resident's water bill. The Recreation Activity Guide was printed with a full color cover and the inside pages were in the two-color paper format.

Currently, The New Bedford Connection is printed entirely in full color and on glossy paper making it look more like a magazine than a newsletter, which helped to increase our overall readership.

**Title of Entry: Euless Today**  
**Organization: City of Euless**  
**Award Category: Print - External Newsletter**

Description: Euless Today is the Euless residential newsletter and recreation catalog. This newsletter is printed in a four color, glossy magazine format and mailed three times

annually to Eules citizens. The goal of Eules Today is to communicate timely Eules events, programs and projects to Eules citizens in a thorough yet easily digestible and well organized manner, so that they may use the information to their benefit.

**Title of Entry: The Mansfield Citizen**  
**Organization: City of Mansfield**  
**Award Category: Print - External Newsletter**

Description: The *Mansfield Citizen* newsletter continues to be the primary source of city information for Mansfield residents with more than 27,000 copies published each quarter. The newsletter recently received a makeover, however still provides comprehensive coverage of city news, community photographs and features. The "Citizen" gives residents a glimpse inside their city government and helps them stay connected on important issues. Resident feedback indicates the newsletter is well-read among citizens.

**Title of Entry: "Show Me Missouri City" newsletter**  
**Organization: City of Missouri City**  
**Award Category: Print - External Newsletter**

Description: Engaging. Enlightening. Entertaining. When residents pick up or receive a copy of the "Show Me Missouri City" newsletter, they immediately know what the "Show Me City" is all about. From the budget to the bunny hop, the quarterly publication provides an insider's look into what's going on citywide.

**Title of Entry: Sugar Land Today Newsletter**  
**Organization: City of Sugar Land**  
**Award Category: Print - External Newsletter**

Description: Sugar Land Today is the city's official newsletter for residents and businesses. It covers significant initiatives approved by City Council and keeps citizens up to date on such issues as road construction/mobility, flood control, major CIP projects, finances, new crime prevention initiatives, public safety as well as upcoming events and Parks' activities. Published quarterly, the newsletter is sent to all residences and business within the city limits, 28,100+ addresses.

**Title of Entry: Garland City Press**  
**Organization: City of Garland**  
**Award Category: Print - External Newsletter**

Description: The *Garland City Press* is produced by the City of Garland Public and Media Affairs and Community Relations Departments. It is published bi-monthly and distributed by mail to more than 80,000 households and businesses. It provides news and information about City government actions, activities and programs to Garland's more than 225,000 citizens. City management, elected officials and residents consider the Garland City Press to be a vital communications tool.

**Title of Entry: City Spectrum**  
**Organization: City of Irving**  
**Award Category: Print - External Newsletter**

Description: *City Spectrum* is a monthly resident newsletter that is mailed to every Irving household—approximately 90,000 addresses. It was redesigned in 2010 to modernize it and make it easier to read. The design presents content in a layout that includes boxes and lines to break up the text, and features clear, high resolution photos. Articles are brief and concise, and include key messages in the lead that are highlighted in a larger, bolder font.

**Title of Entry: Richardson Today**  
**Organization: City of Richardson**  
**Award Category: Print - External Newsletter**

Description: The Richardson Today newsletter is mailed monthly to more than 39,000 households in the City. A staff of two writers and one graphic designer produce the issue completely in house. It has been serving the citizens of Richardson for more than 22 years as a source of information about the services, programs and activities the City provides.

**Title of Entry: Rock Beats**  
**Organization: City of Round Rock**  
**Award Category: Internal Communications Tool**

Description: Rock Beats is a twice monthly e-newsletter with a monthly limited distribution print edition for City of Round Rock employees produced by a one-person staff entirely in-house. The e-mail edition takes advantage of the electronic format with links to videos, audio, surveys, images and other interactive features in addition to text. An inter-departmental Editorial Board provides feedback and story ideas.

**Title of Entry: City Limits Internal Newsletter**  
**Organization: City of Denton**  
**Award Category: Internal Communications Tool**

Description: The City Limits newsletter is produced monthly and distributed to the City's approximately 1,200 employees who have email access. The newsletter highlights upcoming events, health insurance and benefits information, employee recognition, and more

**Title of Entry: City Beat**  
**Organization: City of Killeen**  
**Award Category: Internal Communications Tool**

Description: City Beat, the City of Killeen employee newsletter, is the primary vehicle for communicating with our 1,200 employees. With a punchy, eye-catching design and thoughtful, tailored content, City Beat is our employees' go-to guide for news, accolades, upcoming events, feature articles, photos, and important dates and reminders. The newsletter was taken to the next level this year with the addition of the WOW wellness insert aimed at improving employee health and wellness.

**Title of Entry: Inside Irving**

**Organization: City of Irving**

**Award Category: Internal Communications Tool**

Description: *Inside Irving*, the newly redesigned monthly newsletter for City of Irving employees, features information about city events and programs, awards and accomplishments, training opportunities and benefits in an easy-to-read format. The publication also includes a section that provides department updates on the city's Strategic Plan. The two-page, tabloid-sized newsletter is produced and printed in-house by the city's Corporate Communications Department.

**Title of Entry: "CIA" - City in Action**

**Organization: City of Corpus Christi**

**Award Category: Internal Communications Tool**

Description: The City of Corpus Christi, like any other city, has a huge resource in our employees because they are out and about throughout the town each and every day. Public Information developed the program based on a "mission" and the initials "CIA". Instead of the Central Intelligence Agency, the self coined "City In Action" mission launched in fall of 2009. The program was hugely successful among employees resulting in over 639 calls the first month. Employees were rewarded with a weekly drawing of gift cards, city merchandise and incentives to report issues all which were donated. The program was produced 100% in-house for less than \$20.

**Title of Entry: Partners Against Crime Police Brochure**

**Organization: City of Sugar Land**

**Award Category: Print - Special Publication**

Description: The Sugar Land Police Department in an effort to be proactive, wanted yet another way to promote their crime prevention initiatives. Sugar Land Police saw an increase in overnight, residential burglaries of vehicles. Residents were leaving valuables such as iPods, cell phones and GPS devices in plain view in vehicles, creating easy targets for criminals. A brochure featuring the departments "Partners Against Crime" safety tips was created in an effort to remind citizens of precautions they can take to prevent themselves from becoming a victim.

**Title of Entry: Sugar Land History Book**  
**Organization: City of Sugar Land**  
**Award Category: Print - Special Publication**

Description: Sugar Land staff worked with local volunteers to document the history of Sugar Land in a book that was unlike any publication produced in the past. Not only did the book focus on early, turn-of-the-Century history and company town development, but the narrative and photos documented the evolution of the City from incorporation to modern achievements.

**Title of Entry: Position Profile: Assistant City Manager**  
**Organization: City of Midland**  
**Award Category: Print - Special Publication**

Description: In March of 2011 the City of Midland hired a new Assistant City Manager, Jim Nichols. In order to recruit the ideal candidate a position profile brochure was created. The brochure was written and designed internally by the City of Midland Public Information Office and then given to Ron Holifield, with Strategic Government Resources (SGR) for distribution. In today's society, quality visual presentation is key in recruiting an exceptional workforce. Clean graphics and well-written text caught the eye of the target audience.

**Title of Entry: The Mansfield Visitors Guide**  
**Organization: City of Mansfield**  
**Award Category: Print - Special Publication**

Description: This handy pocket guide gives visitors a glimpse of the city's charm in a handy guide. It provides information on hotels, dining, shopping, attractions and special events, along with colorful photos and maps. It perfectly illustrates the tourism marketing brand, "Mansfield, Texas: We Got Game," with information on Big League Dreams Mansfield Sports Park, Hawaiian Falls Water Park, historic downtown Mansfield and dozens of festivals and events at the city's award-winning parks system.

**Title of Entry: Richardson Convention and Visitors Bureau's Destination Guide**  
**Organization: City of Richardson**  
**Award Category: Print - Special Publication**

Description: The Richardson Convention and Visitors Bureau's Destination Guide is a marketing piece designed to provide information about the City's hotel accommodations, festivals, recreational and sporting facilities, special events and tourist attractions. Prior to publication of the guide, the Richardson Convention and Visitors Bureau (CVB) did not have a standard marketing piece that showcased the City's numerous activities, hotel accommodations and venues.

**Title of Entry: "Frisco IS A Treasure - Map, Poster"**  
**Organization: City of Frsico**  
**Award Category: Print - Special Publication**

Description: Partnering with Radio Disney, the City of Frisco invited adventurers near and far to embark on a treasure hunt to discover some of the great venues in Frisco. The marketing treasure map served as both an informational guide to help players 'hunt' the twelve destinations in the game and as the entry form. Those had stamps from eight of the twelve locals could enter into a drawing for a treasure chest of goodies.

**Title of Entry: Tree Trimming Brochure**  
**Organization: Denton Municipal Electric**  
**Award Category: Print - Special Publication**

Description: Denton Municipal Electric worked with Austin-based artist Robert O'Brien to educate Denton citizens on our tree trimming program as well as what trees are appropriate for our area. This brochure gives us the ability to explain the rationale behind our tree trimming program while giving citizens the knowledge to plant trees appropriately.

**Title of Entry: Energy Audit Brochure**  
**Organization: Denton Municipal Electric**  
**Award Category: Print - Special Publication**

Description: Denton Municipal Electric provides free energy audits to all of our customers. This brochure highlights the advanced technology used as well as a sample of the positive experiences customers have had with the program. We are reaching out to a large percentage of our community with the brochure by printing the information in both English and Spanish.

**Title of Entry: Economic Development Brochure**  
**Organization: Denton Municipal Electric**  
**Award Category: Print - Special Publication**

Description: Denton Municipal Electric has competitive rates, award-winning service, and nation-leading environmental initiatives that are great assets to Denton's residents. They are also strong reasons for businesses to relocate to Denton. Denton Municipal Electric worked with the branding elements established by Denton's Economic Development department to create this brochure.

**Title of Entry: Cowboys Stadium Scoreboard Final Report**  
**Organization: City of Arlington**  
**Award Category: Print - Special Publication**

Description: The Cowboys Stadium Scoreboard Final Report chronicles the progress of the Cowboys Stadium Development Project from negotiations to kick off. This 32-page

final publication is a culmination of 15 previous issues over a four year period, as well as a behind-the-scenes glimpse into the project's history. It includes exclusive interviews and never before told stories from those involved in all aspects of the development project.

**Title of Entry: Dallas Business Journal Insert**

**Organization: City of Arlington**

**Award Category: Print - Special Publication**

Description: The City of Arlington utilized the heightened exposure from the 2010 World Series and Super Bowl XLV to expand its economic development message. By utilizing the Dallas Business Journal Insert opportunity, the City was able to reach 121,000 readers during the peak on influx corporate visitors and key 'decision makers' in the business world at a total cost of a total of \$9,560.

**Title of Entry: Jones Plaza Live! Special Event in Downtown Houston**

**Organization: City of Houston, Convention & Entertainment Facilities Dept**

**Award Category: Special Events - Best Special Event (One-time)**

Description: As the weather cooled (think positively), Downtown Houston heated up with a new free entertainment series debuting in the fall at Jones Plaza, the centerpiece of the Houston Theater District. Offering twice-daily performances by arts groups, musicians and other entertainers, the series brought downtowners outside to enjoy hipped-up décor and plenty of the city's best food trucks.

**Title of Entry: 3-1-1 & "A Su Lado"**

**Organization: City of Austin**

**Award Category: Special Events - Best Special Event (One-time)**

Description: Austin 3-1-1, the City of Austin's information line, joined with Univision TV's "A Su Lado" initiative to promote Austin 3-1-1 within the Hispanic community. Univision conducted a 5 hour live broadcast from inside the call-center, encouraging residents to call and learn more about services provided by Austin 3-1-1. Staff saw a 500 percent increase in the number of Spanish language calls normally received during this timeframe.

**Title of Entry: Night of the Bat**

**Organization: City of Austin**

**Award Category: Special Events - Best Special Event (One-time)**

Description: Austin residents and the original Batman himself Adam West flocked to the City of Austin's Night of the Bat celebration decked out in BAT costumes, cruising in BATmobiles, sipping on BAT-tinis and going BATty for the Band of Heathens! As home to the world's largest urban bat colony, the City of Austin adopted the bat as its official animal and hosted a city-sponsored celebration, "Night of the Bat", to honor its furry, fanged friends.

**Title of Entry: Interactive Town Hall**

**Organization: City of Austin**

**Award Category: Special Events - Best Special Event (One-time)**

Description: At many government meetings those who are able to attend have a voice, while those who cannot attend struggle to be heard. The City of Austin recognized this challenge and confronted it directly with an interactive town hall event at a community center/theatre space. The event attracted a large crowd, but modern technology expanded the audience significantly allowing people to participate via the web, social media and they could even watch it on TV and text in their questions.

**Title of Entry: Pirates Bay Soft Opening**

**Organization: City of Baytown**

**Award Category: Special Events - Best Special Event (One-time)**

Description: In June 2010, the City of Baytown opened Pirates Bay, a \$10 million, 4-acre Water Park. Knowing that you only have one chance to make a good first impression, the Parks Department was eager to make sure that visitors to Pirates Bay were impressed from the very beginning. In order to work out minor glitches prior to opening day, city employees and their families were invited to put the park to the test during a special soft-opening event.

**Title of Entry: State of the City 2009**

**Organization: City of McAllen**

**Award Category: Special Events - Best Special Event (One-time)**

Description: The City of McAllen is ranked among the top US cities to weather the recession, ranked among the fastest growing cities, is among the best cities for job growth and has a host of other accolades to be proud of. In the 2009 State of the City address, the Mayor highlights the City's successes and includes vignettes from US Senators Kay Bailey Hutchinson and US Senator John Cornyn. The event allows the City of McAllen to showcase its accomplishments and outline the Mayor's and City Commission's vision for the future.

**Title of Entry: Tree the Town Kick-off Event**

**Organization: City of Richardson**

**Award Category: Special Events - Best Special Event (One-time)**

Description: Tree the Town, a program to plant 50,000 trees in ten years, is the largest municipal tree-planting initiative ever undertaken in North Texas. The City decided to host a kick-off event that would combine the first planting of 100 trees at a prominent City location with a celebration involving the Mayor and City Council, six initial corporate sponsors and partner organizations to launch the project.

**Title of Entry: City of Copperas Cove State of the City/Meet the City**  
**Organization: City of Copperas Cove**  
**Award Category: Special Events - Best Special Event (Recurring)**

Description: Blueprint for Progress: A joint project with the City of Copperas Cove and the Copperas Cove Chamber of Commerce that included a State of the City Speech and a Meet the City event. The goals were to educate the public on local government issues, accomplishments and partnerships, review the previous year, and to provide the citizens the opportunity to interact with City leaders and employees on a less formal level.

**Title of Entry: Gloworama New Year's Eve - The Biggest, Brightest NYE Party**  
**Organization: City of Houston, Convention & Entertainment Facilities Dept**  
**Award Category: Special Events - Best Special Event (Recurring)**

Description: Gloworama New Year's Eve is a fun and funky community celebration; a wonderful alternative to traditional New Year's Eve revelry. It's a Houston-centric evening of family-friendly events that featured the Illuminated Art Car Parade, live entertainment with local flavor and the Big Glow, a spectacular 3-D light show and fireworks display. At the heart of Gloworama was Discovery Green while the George R. Brown Convention Center served as the ultimate backdrop to all the festivities.

**Title of Entry: Liberty Fest in Farmers Branch 2010**  
**Organization: City of Farmers Branch**  
**Award Category: Special Events - Best Special Event (Recurring)**

Description: As a small, and frequently overlooked, suburb in the Dallas/Fort Worth area, the City of Farmers Branch embarked on a quest to create a signature event that would attract a regional audience to Farmers Branch. It was decided to create "Liberty Fest" as a tribute to our country and our troops to be staged over the Friday and Saturday of Memorial Day weekend, 2010. The event was to feature Americana activities, such as Fishin' Fun (free fish pull out of Rawhide Creek), Outdoor Expo, Grilling Competition, Car, Truck and Motorcycle Show, the Traveling Vietnam Memorial Wall, Patriotic Ceremonies featuring the American Fallen Soldiers Project and a FREE concert featuring the legendary 80s band, REO Speedwagon.

**Title of Entry: 2010 State of the City Luncheon**  
**Organization: City of Tyler**  
**Award Category: Special Events - Best Special Event (Recurring)**

Description: Each year in May, the City of Tyler partners with the Tyler Area Chamber of Commerce to host the State of the City Luncheon. The luncheon gives Tyler's mayor an opportunity to deliver an update to local business people on what the City has accomplished in the last year and plans for the upcoming year.

**Title of Entry: 2011 New Year's Eve Bash and Ball Drop**  
**Organization: City of McAllen**  
**Award Category: Special Events - Best Special Event (Recurring)**

Description: Celebrate the start of the New Year with a celebration in downtown McAllen's entertainment district. The New Year's Eve Bash and Ball Drop features live music, food, a laserlight show and a ball drop at midnight. An estimated 20,000 people celebrated the New Year with their family and friends at the 2011 celebration.

**Title of Entry: Employee Pool Party**  
**Organization: City of Killeen**  
**Award Category: Special Events - Best Special Event (Recurring)**

Description: Each year, the city of Killeen hosts a picnic in appreciation of our 1,200 employees and their families. We really made a splash in 2010 when we moved the event to the city's brand new water park! Employees and their families dove into the beach-themed fun and enjoyed the water park free and all to themselves for the night.

**Title of Entry: City of McKinney Electronic Newsletter**  
**Organization: City of McKinney**  
**Award Category: Tech Services – Enews**

Description: A weekly email newsletter has been a tool for the McKinney Communications and Marketing Department for many years. When budget cuts made it necessary to cancel the city's quarterly citywide printed newsletter, a change and upgrade to the weekly enewsletter was in order to take the place of the more robust printed piece and provide a more visual format for city news, information and notifications about programs and events.

**Title of Entry: E-Reports**  
**Organization: City of Sugar Land**  
**Award Category: Tech Services - Enews**

Description: Sugar Land's electronic E-Newsletters offers citizens a visually interesting way to stay informed about events and issues pertaining to their community directly from their in-box.

**Title of Entry: Round Rock News**  
**Organization: City of Round Rock**  
**Award Category: Tech Services – Enews**

Description: The City of Round Rock has produced the twice monthly e-mail newsletter Round Rock News since 2001. In 2010, the newsletter was given a fresh look that still adheres to usability guidelines for e-mail newsletters, including short, scannable text and links to more information.

**Title of Entry: City of Burleson Texas Electronic Newsletter**  
**Organization: City of Burleson**  
**Award Category: Tech Services – Enews**

Description: The City of Burleson's weekly E-Newsletter was launched in May 2009. It is e-mailed to subscribers every Friday morning, 52 weeks a year. As of March 25, 2011, there are 1,110 subscribers. For those who do not have time to check Facebook, don't tweet, and don't want to search for information on the City website, the E-Newsletter is the perfect alternative for staying up-to-date on the latest news from the City.

**Title of Entry: City of Duncanville Email Blasts**  
**Organization: City of Duncanville**  
**Award Category: Tech Services - Enews**

Description: The City of Duncanville Emails Blasts is a form of email marketing that allows the Public Information Office to disseminate information directly to subscriber's email inbox. This service allows us to tailor our messages and information to what subscribers are interested in most, and it helps us gauge the effectiveness of the email blasts. The City of Duncanville has been utilizing this service since October 2009, and staff has seen the number of subscribers and readership double and triple, respectively.

**Title of Entry: Richardson Today**  
**Organization: City of Richardson**  
**Award Category: Tech Services – Enews**

Description: The Richardson Today newsletter is mailed monthly to more than 39,000 households in the City. A staff of two writers and one graphic designer produce the issue completely in house. It has been serving the citizens of Richardson for more than 22 years as a source of information about the services, programs and activities the City provides.

**Title of Entry: Branch Bulletin: E-News from the City of Farmers Branch**  
**Organization: City of Farmers Branch**  
**Award Category: Tech Services – Enews**

Description: With significant staff reduction in 2010, the Communications office in Farmers Branch went from four full-time and two-part time personnel, to two full-time. Part of the opportunity in the reduction was to re-evaluate communications channels and re-invent the office and its function. Chief charge among new projects was to create, simply, the finest electronic newsletter that any municipality has ever produced. BRANCH BULLETIN incorporates text stories with photo banners, snap polls, video extras and staff profiles that readers can get in no other City publication.

**Title of Entry: City of El Campo Website**  
**Organization: City of El Campo**  
**Award Category: Tech Services - Web Site**

Description: The City of El Campo's redesigned and updated website went live in August 2010. The City's homepage took on a whole new look, including new banners, feature buttons, a photo section and many interactive features. These features are not typical for a rural town of our size (under 12,000). The new website allows El Campo's citizens and customers to effectively communicate us on their time, 24 hours a day, 7 days a week.

**Title of Entry: MySPI**  
**Organization: City of South Padre Island**  
**Award Category: Tech Services - Web Site**

Description: The City of South Padre Island looked to existing and emerging web technologies to improve communications and solicit feedback from its extremely savvy and demanding community members. With the use of video streaming, eComments, electronic newsletters, web forms, improved social media integration and an entirely new website with additional capabilities the City is able to meet these increasing demands. Members of the community can now feel empowered and be involved in their local government.

**Title of Entry: Website: ReadyLC**  
**Organization: City of League City**  
**Award Category: Tech Services - Web Site**

Description: Using our staff to create and maintain the site, and only spending \$10 for the domain, the City of League City created a preparedness site for residents complete with a blog that is kept up to date and used as a reference point during major weather events. Given our proximity to the coast, the site was launched just before the 2010 hurricane season and proved to be a great line of communication for our residents.

**Title of Entry: City of Sugar Land's Web Site**  
**Organization: City of Sugar Land**  
**Award Category: Tech Services - Web Site**

Description: The ability of Sugar Land residents to access their local government online has become a crucial part of the city's mission. We expect the city of Sugar Land to continue the growth it has seen these last few years; we envision the city's web site to improve alongside that growth.

**Title of Entry: City of Bryan Wellness Web Site**  
**Organization: City of Bryan**  
**Award Category: Tech Services - Web Site**

Description: A brand new, innovative site that shows various ways for City of Bryan employees to stay fit and active. The hope is that employees put this new knowledge to good use, thereby lowering absenteeism and lowering health insurance costs.

**Title of Entry: Bryan and College Station Library System Web Site**

**Organization: City of Bryan**

**Award Category: Tech Services - Web Site**

Description: The B+CS Library website needed a complete overhaul, and thanks to the City of Bryan's Communications Department, it finally received that makeover. Visit the website at [www.bcslibrary.org](http://www.bcslibrary.org)

**Title of Entry: City of Burleson Texas Web Site**

**Organization: City of Burleson**

**Award Category: Tech Services - Web Site**

Description: The City of Burleson updated its website in September 2010. We needed a content management system, easy navigation, more online resources, and to promote development. Staff spent 1,200 hours developing 200 pages and CivicPlus created 150 more. With a budget of \$48,000, we had three administrators working solely on the website for a month, then one person from each department trained to maintain department pages. We now have a clean, well functioning and robust website.

**Title of Entry: City of Temple Web Site - 2011 TAMI Award Entry**

**Organization: City of Temple**

**Award Category: Tech Services - Web Site**

Description: The City of Temple website was redesigned with the goal of providing citizens with easy access to information and provide it fast. The site incorporates an easy-to-use mobile site for smartphone users so folks can get their information on the go. Facebook, Twitter and YouTube access have been added to the homepage for users that want a choice of how to receive their information from the city.

**Title of Entry: [www.baytown.org](http://www.baytown.org)**

**Organization: City of Baytown**

**Award Category: Tech Services - Web Site**

Description: In 2010, the City's website was outdated and difficult to navigate. In addition, proprietary programming made much-needed upgrades and changes expensive, time-consuming, and sometimes downright impossible. A new site was definitely needed, but redesigns are expensive and budgets tight.

There had to be a solution. That solution came at the suggestion of Web-Technician Dorian Staten, who suggested that he be allowed to redesign the site using Drupal, an open source content management system. Permission was given and the monumental task of building a refurbished website began.

**Title of Entry: City of Roanoke Website - Unique Dining Capital of Texas**  
**Organization: City of Roanoke**  
**Award Category: Tech Services - Web Site**

Description: Welcome to the Unique Dining Capital of Texas! This is the greeting you receive when you visit roanoketexas.com. A clean, stylized, contemporary look has revamped the site and former historical positioning and imagery. Roanoke's website offers a corporate, branded look and simple, accessible format without the constant clutter and moving bells and whistles that are so frequent on municipal websites. The clean design and subtlety is appreciated by many because it is easy to read and use.

**Title of Entry: City of Melissa Web site**  
**Organization: City of Melissa**  
**Award Category: Tech Services - Web Site**

**Title of Entry: RoundrockTexas.gov**  
**Organization: City of Round Rock**  
**Award Category: Tech Services - Web Site**

Description: The Internet is becoming mobile and the City of Round Rock's mobile website component improves the user experience on the ever-growing number of mobile devices.

**Title of Entry: Media Center Web Site**  
**Organization: City of Austin**  
**Award Category: Tech Services - Web Site**

Description: The City of Austin's Media Center Web site is a portal for the public and the media that provides easy, convenient access to official correspondence and City news resources. The site features news activity, updates to the City's news programming, social media subscriptions and other links that City beat reporters find most useful. Since the Web site's launch subscriptions to the City's social media tools have increased by 81.2% and the site currently sees more than 200 visitors daily.

**Title of Entry: City Website - www.cityofirving.org**  
**Organization: City of Irving**  
**Award Category: Tech Services - Web Site**

Description: Irving's in-house redesigned city website offers an enhanced browsing experience. Flash-based video players, RSS feeds, instant access to payment options, social networking, public input opportunities and efficient website organization are key components in communicating city initiatives. The city also directs content specifically at the visitors and businesses audiences through the use of separate content and video tabs.

**Title of Entry: Super Bowl and World Series Websites**  
**Organization: City of Arlington**  
**Award Category: Tech Services - Web Site**

Description: With thousands of visitors coming to Arlington, TX for the 2010 World Series and Super Bowl XLV, the City created a sub-domain to its website. The web pages were designed to be a one-stop, it's all here, place where visitors and citizens could find all things related to the World Series and Super Bowl events. These interactive web pages included information on hotels, restaurants, and entertainment opportunities within the city.

**Title of Entry: McAllen.net**  
**Organization: City of McAllen**  
**Award Category: Tech Services - Web Site**

Description: McAllen.net averages over 50,000 visitors per month and is an extensive and easy to use web resource for McAllen with information about upcoming events, city services and it provides online forms for citizens to connect to the city. The site has also integrated social media sites such as Facebook, Twitter, Flickr and YouTube to brand the city and to reach more people.

**Title of Entry: City of Denton Website**  
**Organization: City of Denton**  
**Award Category: Tech Services - Web Site**

Description: The City of Denton's website is designed to educate citizens, visitors, and the media about news, important information, and upcoming events.

**Title of Entry: ExploreMcAllen.com**  
**Organization: City of McAllen**  
**Award Category: Tech Services - Web Site**

Description: ExploreMcAllen.com delivers news and events in various forms of multimedia in a timely manner. The website features a social calendar, blog, tourist attractions, restaurant guide and encourages residents can submit events to the calendar. The website received a major redesign in July of 2010, making the site easier to use and more visually pleasing.

**Title of Entry: Website - www.FriscoGreenLiving.com**  
**Organization: City of Frisco**  
**Award Category: Tech Services - Web Site**

Description: FriscoGreenLiving.com provides news and information about the sustainability and environmental practices and programs of the City of Frisco. The site includes how-to stories, green resources in Frisco, an events calendar and profiles of residents and businesses that are helping to make Frisco a greener, more sustainable

community. It is a resource for residents who are working at adopting a greener lifestyle one step at a time.

**Title of Entry: City of League City Social Media**

**Organization: City of League City**

**Award Category: Tech Services - Best Social Media**

Description: With the undeniable growing trend for people to use social media League City did not want to be left out of the communication loop. With people of all age tuning in online these days January of 2010 seemed like a great time to start taking advantage of an obviously captive audience. Since then we have over 5,200 fan on our Facebook, nearly 500 Twitter followers, and have had 38,224 views on our YouTube Channel.

**Title of Entry: Social Media Impact During Rolling Blackouts**

**Organization: City of Bryan**

**Award Category: Tech Services - Best Social Media**

Description: The City of Bryan utilized their social media sites Facebook and Twitter to send out information to residents during February 2nd's rolling blackouts. The innovative idea was well received by residents and proved to be the most successful way to educate residents during a stressful day.

**Title of Entry: City of Burleson Texas "Best Use of Social Media"**

**Organization: City of Burleson**

**Award Category: Tech Services - Best Social Media**

Description: The City of Burleson, Texas Facebook page was launched in June 2009. As of March 25, 2011, there are 3,595 fans and 1,964 monthly active users. The Facebook page is about a City program, service or event. It is updated daily. Since June 2009, we have logged 73 discussions. Pictures from major City events are included. As of March 25, there are 60 photo albums. Facebook is an easy way for people to stay up-to-date.

**Title of Entry: City of Tyler - Social Media**

**Organization: City of Tyler**

**Award Category: Tech Services - Best Social Media**

Description: The City of Tyler currently has four social media sites that have 5,000 followers - 5.1 percent of our population. We have promoted events, disseminated critical information such as photos of "wanted" criminals and weather warnings, asked for feedback on planning projects, provided updates on city projects, and much more!

**Title of Entry: Communicating to an Online World: City of Midland Social Networks**

**Organization: City of Midland**

**Award Category: Tech Services - Best Social Media**

Description: Every city is facing the question “should we start using social media”? In October 2009, the City of Midland said “yes”. The City of Midland currently has Facebook, YouTube, Twitter, Flickr, and Twitter pages. All of these pages were created and are maintained by the City of Midland’s Public Information Office.

**Title of Entry: Smartphone App and Mobile Website**  
**Organization: City of Arlington**  
**Award Category: Tech Services - Best Social Media**

Description: The City of Arlington’s Smartphone App is an easy way for citizens and visitors to use their mobile device to obtain useful information about the City of Arlington, including driving instructions, city services and information about local businesses. Unlike many municipal smartphone apps that only provide a way for residents to report issues, Arlington’s app allows users to access most of the information and perform many of the activities already available on our website.

**Title of Entry: City of McAllen - Social Media**  
**Organization: City of McAllen**  
**Award Category: Tech Services - Best Social Media**

Description: Billions of people around the world utilize social media to read news, watch videos and check out photos while on the go. The City of McAllen’s use of social media helps residents and visitors connect with the latest information in a timely manner. The City of McAllen is one of the first cities in Texas to adapt to changing media by creating a Facebook and Twitter page.

**Title of Entry: Explore McAllen - Social Media**  
**Organization: City of McAllen**  
**Award Category: Tech Services - Best Social Media**

Description: Billions of people around the world utilize social media to read news, watch videos and check out photos while on the go. The City of McAllen’s tourism website, ExploreMcAllen.com utilizes social media to provide quick and accurate information to the user on the go.

**Title of Entry: City of McKinney Social Media**  
**Organization: City of McKinney**  
**Award Category: Tech Services - Best Social Media**

Description: McKinney has a large and growing audience of residents to reach, and social media has provided us a platform and instantly captive audiences to expand our marketing communications goals. Exploring different platforms, the city launched sites using Twitter, Facebook and You Tube to reach the growing audience already tapped into social media.

**Title of Entry: At AustinTexasGov Live City Council Updates**

**Organization: City of Austin**

**Award Category: Tech Services - Best Social Media**

Description: Not every Austin resident can attend an 8-hour City Council meeting, but majority of them can follow the City of Austin @Austintexasgov on twitter and get quick, live updates from the meetings. The City of Austin PIO uses twitter to engage its 5,182 followers and provide them a resource for City updates when they are crunched for time. @Austintexasgov followers have become accustomed to information coming to their cell phones in real-time directly from Council chambers.