

Cheryl A. Soward Communicator of Distinction Award

Will Hampton, City of Round Rock

COVID-19 CATEGORY (NEW)

EXTERNAL COMMUNICATION

Population Under 100,000

- TAMI Award - City of Mont Belvieu, #TogetherMBTX
- Award of Excellence - City of San Marcos, High-Touch Handle Safety
- Award of Excellence - City of New Braunfels, Highlights of Governor's Orders
- Award of Honor - City of Longview, COVID Vaccination Clinic

Population Over 100,000

1. TAMI Award - City of Carrollton, "Safe to Work and Shop" Small Business Kits
2. Award of Excellence City of Lubbock, COVID-19 Vaccine Campaign
3. Award of Honor - City of Arlington, City of Arlington Coronavirus Website

INTERNAL COMMUNICATION

TAMI Award Only Due to Small Number of Submissions

- TAMI Award - Round Rock PD, The Corona Round-Up

VIDEO

- TAMI Award - Arlington, Arlington Family COVID-19 PSA
- Award of Excellence - Hidalgo County, Hidalgo County COVID-19 Commemorative Video
- Award of Honor - New Braunfels, COVID-19 PSA Series

PRINT CATEGORY

EXTERNAL NEWSLETTER OR MAGAZINE

- TAMI Award – City of Celina, Life Connected Newsletter
- Award of Excellence – City of Garland, Garland City Press
- Award of Honor – City of League City, City Matters

FLYERS AND POSTERS

- TAMI Award – City of League City, Daddy & Daughter Dance: Enchanted Garden
- Award of Excellence – City of Murphy, Hunger Resources - Restaurant Guide
- Award of Honor – City of Schertz, A Spooky Social (Distanced) Flyer

REPORT

Population Under 100,000

- TAMI Award – Town of Flower Mound, 2019 Annual Report
- Award of Excellence – City of Cleburne, State of the City

- Award of Honor – City of Temple, 2020-21 Business Plan

Population Over 100,000

- TAMI Award – City of Garland, Garland Power & Light 2018 Annual Report
- Award of Excellence – City of Austin, Parks and Recreation Department 2019 Annual Report
- Award of Excellence – City of Round Rock, Neighborhood Services 2019 Annual Report
- Award of Honor - Grand Prairie Fire Department, 2020 Community Report

SPECIAL PUBLICATION

Population Under 50,000

- TAMI Award – City of Friendswood, Friendswood Fairy Trail Map and Characters
- Award of Excellence – Town of Addison, Addison Bond Package Brochure
- Award of Honor – City of Brenham, Parks Guide 2021

Population Over 50,000

- TAMI Award – City of Carrollton, 2020 Pet Photo Calendar
- Award of Excellence – San Antonio Water System, A Journey from Rain to Drain
- Award of Honor – City of Lewisville, Marco's Big Move

VIDEO CATEGORY

BEST USE OF HUMOR

- TAMI Award – City of Tyler, The Friendly Neighborhood Thief
- Award of Excellence – City of Burleson, Old Town Get Down

PUBLIC SERVICE ANNOUNCEMENT (EDUCATIONAL)

Population Under 75,000

- TAMI Award – City of Southlake, Southlake DPS: WHOA, why is everyone perfectly driving the speed limit?!
- Award of Excellence – City of Hurst, FY 2021 Budget Video
- Award of Honor – City of San Marcos, SMRAS Fourth of July PSA

Population Between 75,000 and 150,000

- TAMI Award – City of McAllen, Census Bilingual Public Service Announcements
- Award of Excellence – City of Tyler, The Friendly Neighborhood Thief
- Award of Honor – Town of Flower Mound, Bike Safety
- Award of Honor – City of League City, League City Year in Review

Population Over 150,000

- TAMI Award – City of Arlington, FY 2020 Budget Video
- Award of Excellence – City of Garland, Be Smart, Be Seen, and Be Safe
- Award of Honor – City of Austin, Bark Rangers - Poop Offender

PUBLIC SERVICE ANNOUNCEMENT (MARKETING)

Population Under 150,000

- TAMI Award – City of Mansfield, Man's Best Zoom Call
- Award of Excellence – City of Weatherford, Strong Community - Employee Highlights
- Award of Honor – City of San Marcos, Public Services Center Virtual Groundbreaking

Population Over 150,000

- TAMI Award – City of Arlington, Arlington Lifestyle Video
- Award of Excellence – City of Garland, My Garland Online Tool
- Award of Honor – City of Pasadena, Fill the Bus Teachers Pickup Supplies

REGULAR OR RECURRING PROGRAM

- TAMI Award – City of Bryan, The Good Life
- Award of Excellence – City of Burleson, Sharkie Teaches Swim Safety
- Award of Honor – City of Arlington, American Dream Chapters

SPECIAL OR ONE-TIME PROGRAM

Population Under 75,000

- TAMI Award – Town of Prosper, Prosper Police Station Grand Opening
- Award of Excellence – Town of Little Elm, Honor Park Thank You Video
- Award of Honor – City of Pflugerville, Smash the Stigma

Population Between 75,000 and 150,000

- TAMI Award – City of Lewisville, Lewisville Looks Back: Texas International Pop Festival
- Award of Excellence – City of League City, Oreo's Story of Hope
- Award of Honor – City of Bryan, Life in Bryan: State of the City 2019

Population Over 150,000

- TAMI Award – City of McKinney, McKinney Stories - George Webb
- Award of Excellence – City of Garland, A Look Back at the Wall that Heals
- Award of Honor – City of Lubbock, Beau, Our Trash Truck Super Hero

TECHNOLOGICAL SERVICES CATEGORY

BEST USE OF SOCIAL MEDIA (PLANNED)

Population Under 100,000

- TAMI Award – City of Mansfield, City of Mansfield Focused Message
- Award of Excellence – Town of Prosper, Thoroughfare Thursday
- Award of Honor – City of Weatherford, Facebook Live City Update Show

Population Over 100,000

- TAMI Award – City of Round Rock, Making a Splash: Kalahari Grand Opening
- Award of Excellence – City of San Antonio, #SAWSsummer

- Award of Honor – City of Amarillo, The Mayor's Summit on Homelessness

BEST USE OF SOCIAL MEDIA (UNPLANNED)

Population Under 100,000

- TAMI Award – City of Mansfield, Finding Olivia
- TAMI Award – City of Keller, Snowpocalypse Communication
- Award of Excellence – Town of Prosper, Winter Storm Response
- Award of Honor – City of Taylor, 2021 Winter Storm - Boil Water Communication

Population Over 100,000

- TAMI Award – City of Lubbock, Winter Weather Event, January 9 - 12, 2021
- TAMI Award – City of McAllen, City of McAllen Fallen Officers
- Award of Excellence – City of McKinney, Parks & Recreation Country Dance Class Reel
- Award of Honor – City of Round Rock, Winter Storm Uri

ELECTRONIC NEWSLETTER OR MAGAZINE

- TAMI Award – City of Bryan, The Good Life
- TAMI Award – City of Arlington, Home Plate Update
- Award of Excellence – City of Farmers Branch, Branch Bulletin
- Award of Honor – City of Pflugerville, Parks and Recreation Guide

ELECTRONIC REPORT

- TAMI Award – City of Bryan, Life in Bryan: State of the City 2019
- Award of Excellence – City of Arlington, Arlington Unity Council Report
- Award of Honor – City of Austin, Our Parks, Our Future

WEBSITE

- TAMI Award – City of Mansfield, City of Mansfield - Official Website Redesign
- Award of Excellence – City of Corinth, Pumpkin Palooza Website
- Award of Honor – City of Arlington, City of Arlington's New Website

MARKETING CATEGORY

BEST PLAN OR CAMPAIGN

Population Under 100,000

- TAMI Award – City of Burleson, Your Bullet, Your Responsibility
- Award of Excellence – Town of Addison, Tag-A-Kid Program
- Award of Honor – City of Murphy, Murphy Unites - Shop & Eat Local Campaign
- Award of Honor – City of Temple, Serve Temple

Population Over 100,000

- TAMI Award – City of McKinney, I Am Unique By Nature
- Award of Excellence – City of Garland, Fair Fare on the Square

- Award of Honor – City of Grand Prairie, Prairie Lights 2020

BEST USE OF PROMOTIONAL ITEM

- TAMI Award – City of League City, Landmarks Coloring Book
- Award of Excellence – City of Burleson, Burleson Babies "I Heart Burleson" Onesie
- Award of Honor – City of San Marcos, Animal Shelter Scavenger Hunt

MOST CREATIVE WITH LEAST DOLLARS

- TAMI Award – City of San Marcos, SMTX Hometown Holiday Shoebox Parade
- Award of Excellence – City of Burleson, BTX BestFest
- Award of Honor – City of Carrollton, 2020 Pet Photo Calendar

SPECIAL EVENTS CATEGORY

BEST ONE-TIME EVENT

- TAMI Award – City of Garland, The Wall That Heals
- Award of Excellence – City of Frisco, HalGLOWeen Trick-or-Treat Trail
- Award of Honor – City of Mansfield, Pop Up Senior Photo Party
- Award of Honor – City of Arlington, National Medal of Honor Museum Welcome Event

BEST RECURRING EVENT

- TAMI Award – City of Mansfield, Mansfield Veterans Day Parade and Salute
- Award of Excellence – City of Carrollton, 10th Annual Festival at the Switchyard
- Award of Honor – City of Schertz, A Spooky Social (Distanced)
- Award of Honor – City of McAllen, McAllen PD Christmas for Kids Toy Giveaway

BEST MEDIA RELATIONS CATEGORY

- TAMI Award – City of Round Rock, 2019 Operation Front Porch
- Award of Excellence – City of Temple, Media Relations
- Award of Honor – City of Fort Worth, H2O MG Podcast

BEST USE OF PHOTOGRAPHY CATEGORY

- TAMI Award – City of Burleson, Snow Contest
- Award of Excellence – City of Arlington, We Can, We Do Campaign
- Award of Honor – City of Round Rock, Picture-Perfect Parks

COMMUNICATIONS PLANNING CATEGORY

- TAMI Award – City of Arlington, Budget in Action
- TAMI Award – City of Burleson, Branding Burleson
- Award of Excellence – City of Lewisville, City of Lewisville - 2020 Census Communication
- Award of Honor – City of McAllen, New Studio and Programming

INTERNAL COMMUNICATIONS CATEGORY

- TAMI Award - City of McKinney, Cascade of the Newly-Adopted Vision
- Award of Excellence - Mansfield, Park Tank
- Award of Honor - City of Fort Worth, The Tap

INNOVATION CATEGORY (NEW)

- TAMI Award – City of Mansfield, WaterSmart Group Messaging
- TAMI Award – City of Round Rock, Storm Stories
- Award of Excellence – Town of Flower Mound, Interactive Development Map
- Award of Honor - Harris County, HCOHSEM StoryMap