

2022 TAMI Award Winners

Cheryl A. Soward Communicator of Distinction Award

Jay Socol, City of College Station

PRINT CATEGORY

EXTERNAL NEWSLETTER OR MAGAZINE

- TAMI Award – City of Pflugerville, 2021 Year in Review
- Award of Excellence – Town of Prosper, Prosper’s Resident Update Newsletter
- Award of Honor – City of Hurst, Where We Live Magazine
- Award of Honor – League City, City Matters

FLYERS AND POSTERS

- TAMI Award – City of Carrollton, 11th Annual Festival at the Switchyard
- Award of Excellence – City of Garland, Garland Dia de los Muertos
- Award of Excellence – City of Schertz, Schertz Employee Holiday Door Decorating Contest
- Award of Honor – City of League City, Day of the Dog and Cat

REPORT

- TAMI Award – Town of Flower Mound, 2020 Annual Report
- Award of Excellence – City of Tyler, City of Tyler 2020 Annual Report: Called to SERVE
- Award of Honor – City of Murphy, City of Murphy - 2021 Annual Report | Economic Development

SPECIAL PUBLICATION

- TAMI Award – City of Round Rock, Round Rock Identity Style Guide
- Award of Excellence – City of Longview, Public Art Master Plan
- Award of Excellence - City of San Antonio, What Happens
- Award of Honor – City of Friendswood, Christmas Fairy Trail Map and Characters

VIDEO CATEGORY

BEST USE OF HUMOR

- TAMI Award – City of Burleson, Get Your Leash On
- Award of Excellence – City of Round Rock, Skip the Wait - Shop the Rock
- Award of Honor – Town of Trophy Club, TC Grinch Porch Pirate PSA

PUBLIC SERVICE ANNOUNCEMENT (EDUCATIONAL)

Population Under 75,000

- TAMI Award – Town of Trophy Club, OWS Explainer Video
- Award of Excellence – City of Burleson, The Grinch that stole YOUR Christmas
- Award of Honor – City of Canyon, 2021 – 2022 City of Canyon Budget

Population Between 75,000 and 150,000

- TAMI Award – City of Round Rock, Results Count
- Award of Excellence – City of Carrollton, *247 Non-Emergency Line
- Award of Honor – City of San Angelo, SAPD Police Academy

Population Over 150,000

- TAMI Award – City of Arlington, Build, Unite, Create: Using LEGO Bricks to Explain Arlington’s FY 2022 Budget
- Award of Excellence – City of Midland, Supplied Air Respirators Training
- Award of Honor – City of Corpus Christi, COVID-19 PSA – Get Vaccinated

PUBLIC SERVICE ANNOUNCEMENT (MARKETING)

Population Under 100,000

- TAMI Award – City of San Angelo, Greetings from San Angelo, Texas
- Award of Excellence – City of Bellmead, We Are Bellmead
- Award of Honor – City of Boerne, Building a better Boerne

Population Over 100,000

- TAMI Award – City of Round Rock, Skip the Wait – Shop the Rock
- Award of Excellence – City of Carrollton, 11th Annual Festival at the Switchyard
- Award of Honor – City of League City, Nutcracker Scavenger Hunt

REGULAR OR RECURRING PROGRAM

Population Under 100K

- TAMI Award – City of Bryan, The Good Life Video News
- Award of Excellence – Town of Flower Mound, Around Town
- Award of Honor – Town of Trophy Club, TC Trophy Club Park Video Series

Population Over 100K

- TAMI Award – City of Austin, What's Up With 3-1-1
- TAMI Award – City of McKinney, City at Work
- Award of Excellence – City of Garland, Street Talk
- Award of Honor – City of McAllen, McAllen’s Own

SPECIAL OR ONE-TIME PROGRAM

Population Under 100,000

- TAMI Award – City of Bryan, Foundations of the Future
- Award of Excellence – City of San Marcos, Adopter Needed: Gnocci the Wheelchair Cat
- Award of Honor – City of Baytown, Baytown Shoebox Parade

Population Over 100,000

- TAMI Award – City of McAllen, Last Call – Remembering Our McAllen Police Officers
- Award of Excellence – Williamson County, Be Our Guest - A Special Virtual Ribbon Cutting Ceremony for the Brushy Creek Regional Trail
- Award of Excellence – City of Victoria, "DJ" Daniel Takes Over Victoria
- Award of Honor – City of Carrollton, 2021 State of the City

TECHNOLOGICAL SERVICES CATEGORY

BEST USE OF SOCIAL MEDIA (PLANNED)

Population Under 100,000

- TAMI Award – City of Bryan, 150th Anniversary Social Media Campaign
- Award of Excellence – City of New Braunfels, Launched TikTok Account
- Award of Honor – City of Corinth, Corinth got Elfed!

Population Over 100,000

- TAMI Award – City of Round Rock, Don't Winter Like a Texan
- Award of Excellence – City of League City, Helen Hall Library TikToks
- Award of Honor – City of Carrollton, Josey Lane Water Tower

BEST USE OF SOCIAL MEDIA (UNPLANNED)

Population Under 100,000

- TAMI Award – City of Georgetown, Hey! Social Media Post
- TAMI Award – City of Keller, The Story of How a Creepy Doll Helped Build Community
- Award of Excellence – City of Burleson, Feel Good Friday
- Award of Honor – City of Brownwood, This is Brownwood. United, Together

Population Over 100,000

- TAMI Award – City of San Antonio, Winter Storm Uri
- Award of Excellence – City of League City, Don't Flush the Wipes!
- Award of Honor – City of McKinney, Winter Preparedness

ELECTRONIC NEWSLETTER OR MAGAZINE

- TAMI Award – City of Bryan, The Good Life
- TAMI Award – City of Georgetown, Georgetown Weekly
- Award of Excellence – City of Garland, Street Talk
- Award of Excellence – City of Grand Prairie, Life is Grand Digital Magazine
- Award of Honor – City of Cedar Park, The Cedar Park Pulse

ELECTRONIC REPORT

- TAMI Award – City of Bryan, State of the City Report: Foundations of the Future
- Award of Excellence – City of Schertz, 2022 State of the City
- Award of Excellence – City of Austin, 2021 Annual Report
- Award of Honor – City of Sugar Land, Sugar Land Annual Report 2021

WEBSITE

- TAMI Award – City of Bryan, 150th Anniversary Website
- Award of Excellence – City of Round Rock, Roundrocktexas.gov
- Award of Honor – City of McKinney, McKinneyTexas.org Website Redesign

MARKETING CATEGORY

BEST PLAN OR CAMPAIGN

Population Under 100,000

- TAMI Award – City of Bryan, Bryan Gameday Shuttle
- TAMI Award – City of Seabrook, SH146 Expansion Project
- Award of Excellence – City of New Braunfels, Perk Your Park
- Award of Honor – City of Granbury, Granbury Foodie Trail – “Eat Where the Locals Eat” Campaign

Population Over 100,000

- TAMI Award – City of Arlington, FY 2022 Budget in Action
- Award of Excellence – City of Irving, Irving Heritage District Marketing
- Award of Excellence – City of McKinney, East McKinney Redevelopment & Preservation Campaign
- Award of Honor – City of Garland, A Garland Christmas at Firewheel

BEST USE OF PROMOTIONAL ITEM

- TAMI Award – City of League City, New Resident Guide
- Award of Excellence – City of Carrollton, 11th Annual Festival at the Switchyard-Wrapped Guitars
- Award of Honor – City of Bryan, 150th Anniversary Postcards
- Award of Honor – City of Lubbock, COVID Smart Kits

MOST CREATIVE WITH LEAST DOLLARS

- TAMI Award – City of Plano, Stoler on the Street
- Award of Excellence – City of Arlington, Park Row Sidewalk Ribbon-Cutting
- Award of Honor – City of Anna, Sherley Heritage Water Tower

SPECIAL EVENTS CATEGORY

BEST ONE-TIME EVENT

- TAMI Award – City of Bryan, 150th Anniversary of Incorporation
- Award of Excellence – City of Victoria, Victoria's Downtown Christmas Parade
- Award of Honor – City of Corpus Christi, Cole Park Pier
- Award of Honor – City of Granbury, Granbury Sesquicentennial Celebration 2021 “Where Texas History Lives”

BEST RECURRING EVENT

Population Under 50,000

- TAMI Award – City of Liberty Hill, Whimsy & Wonder
- Award of Excellence – Town of Addison, Coworking Day in the Park
- Award of Honor – City of Bellaire, City of Bellaire - Planting Palooza - 30 Days of Planting

Population Over 50,000

- TAMI Award – City of Frisco, Frisco Freedom Fest
- Award of Excellence – City of Carrollton, 10th Annual Festival at the Switchyard
- Award of Excellence – City of Grand Prairie, The Big Event
- Award of Honor – City of Round Rock, Hometown Holidays

BEST MEDIA RELATIONS CATEGORY

- TAMI Award – Arlington, Lego Brick Budget Video Media Relations Campaign
- Award of Excellence – Round Rock, Round Rock Fire Department Air Replenishment System Demonstration
- Award of Honor – Prosper, 6-Year-Old Meets Her Hero - Prosper's Only Female Firefighter/Paramedic

BEST USE OF PHOTOGRAPHY CATEGORY

- TAMI Award – City of Round Rock, Hometown Event Photography
- Award of Excellence – City of Brownwood, City Hall Employee Gallery Wall
- Award of Honor – City of McKinney, Cottonwood Park Renovation

COMMUNICATIONS PLANNING CATEGORY

- TAMI Award – City of Nassau Bay, City of Nassau Bay Communications Plan - FY 2021-22
- Award of Excellence – City of Corinth, Corinth Plan 2.0
- Award of Excellence – City of Arlington, City of Arlington Diversity Communication & Outreach Plan
- Award of Honor – Williamson County, Williamson County's 5-year Strategic Communication Plan

INTERNAL COMMUNICATIONS CATEGORY

- TAMI Award – City of Arlington, On the Clock
- Award of Excellence – City of Plano, Communicating the Value of Communications
- Award of Honor – City of Georgetown, Georgetown Essential Messages – Holiday Video

INNOVATION CATEGORY

- TAMI Award – City of Bryan, The 150 Collection
- TAMI Award – City of Arlington, Build, Unite, Create: Using LEGO Bricks to Explain Arlington's FY2022 Budget
- Award of Excellence – City of League City, Helen Hall Library TikToks
- Award of Honor – City of Mansfield, Mansfield Media Digital Studio

BEST SMALL SHOP (NEW)

ONE MAN BAND

- TAMI Award – City of Lake Jackson, Lake Jackson Communications
- Award of Excellence – City of Anna, City of Anna Communications Department
- Award of Honor – City of Nassau Bay, City of Nassau Bay – Best Small Shop

MORE THAN ONE STAFF MEMBER

- TAMI Award – Town of Addison, Town of Addison
- Award of Excellence – City of Brownwood, City of Brownwood – Best Small Shop
- Award of Honor – City of Seabrook, Small But Mighty – Seabrook Office of Public Affairs