Skills Contest Divisions and Categories

2011 skills contest winners

1. Excel
1a) Over $50,000 with consultant - Judging State - Maryland
1b) Over $50,000 without consultant - Judging State - Tennessee
1c) Under $50,000 with consultant - Judging State - Colorado
1d) Under $50,000 without consultant - Judging State - Iowa

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2. Print and Electronic Publications
2a) Print or electronic newsletter, internal - Judge - Oklahoma
2b) Print or electronic newsletter, external - Judging State - Washington
2c) Print or electronic media kit - Judging State - AASHTO
2d) Other print publications - Judging State - Utah
2e) Electronic publication - Judging State - AASHTO

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3. Advertising
3a) TV commercial or PSA, with consultant - Judging State - Alaska
3b) TV commercial or PSA, without consultant - Judging State - Wyoming
3c) Radio commercial or PSA, without consultant - Judging State - AASHTO
3d) Radio commercial or PSA, with consultant - Judging State - Michigan
3e) Indoor or outdoor advertising - Judging State - Ohio
3f) Ads, print and electronic - Judging State - Missouri

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4. Special Events
4a) Transportation events - Judging State - Utah
4b) Public awareness event - Judging State - Florida

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5. Video
5a) Video production (produced in-house for external use) - Judging State - Washington
5b) Video production (produced in-house for internal use) - Judging State - Missouri

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6. Writing
6a) News release - Judging State - Maryland
6b) Guest editorial or op-ed piece - Judging State - Nevada
6c) Feature story - Judging State - Michigan

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7. Issues/Crisis Management
7a) Issues/Crisis management plan - Judging State - Washington
7b) Public involvement approach - Judging State - North Carolina

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8. Graphic Design

8a) Logo - Judging State - Michigan
8b) Illustration - Judging State - Texas
8c) Photo (taken by a DOT employee) - Judging State - North Carolina
8d) Display - Judging State - Missouri

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9. Web sites/Technology

9a) Web site, with consultant - Judging State - Wisconsin
9b) Web site, without consultant - Judging State - Wisconsin
9c) Interactive presentation - Judging State - Washington
9d) Use of social media - Judging State - Colorado

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10. Individual Awards

10a) Founder's Award
10b) Public Relations Professional of the Year
10c) Special Recognition Award

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