

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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