

2008 NTPAW SKILLS AWARDS



**Welcome to the
2008 AASHTO NTPAW
Skills Awards**

2008 NTPAW SKILLS AWARDS

Print & Electronic Publications

Print -
internal newsletter

Winner: Virginia



2008 NTPAW SKILLS AWARDS



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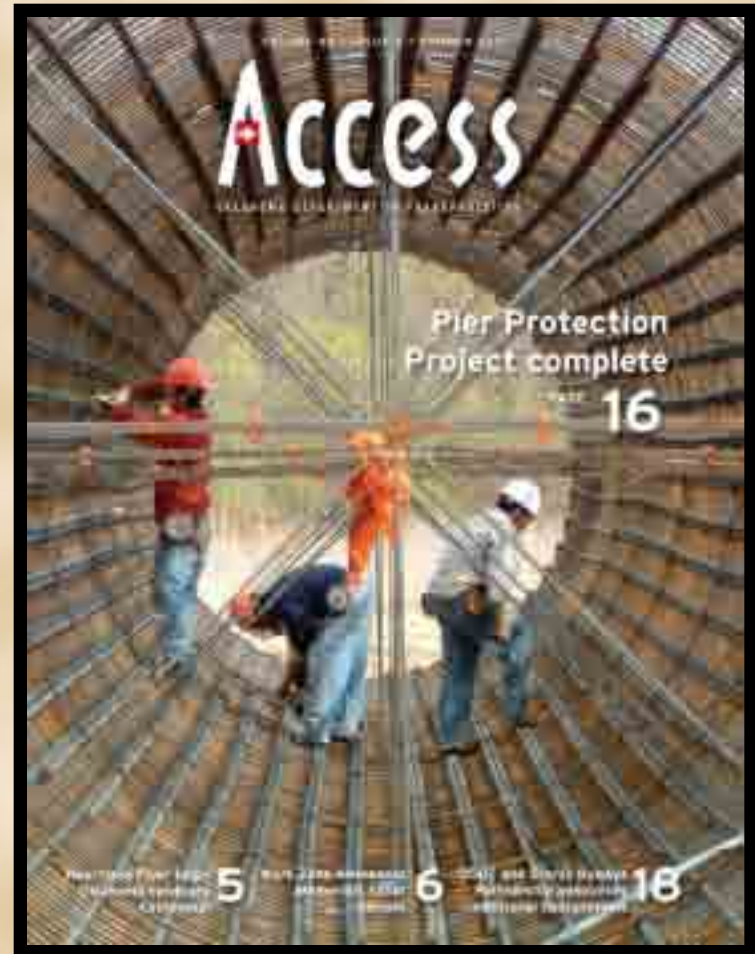
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Skills Awards

2008 NTPAW SKILLS AWARDS

Print & Electronic Publications

Print -
internal magazine
Winner: Oklahoma



2008 NTPAW SKILLS AWARDS



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2008 NTPAW SKILLS AWARDS

Print & Electronic Publications

Print -
external newsletter
or magazine

Winner: Florida



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Print & Electronic Publications

Ezine -

**Judging State:
Minnesota**

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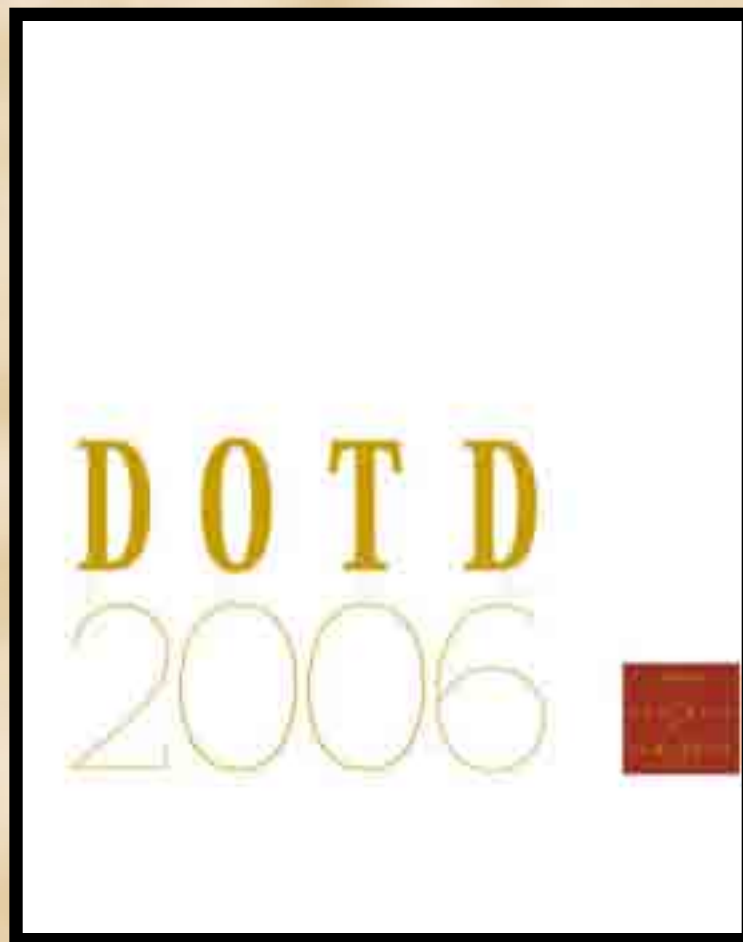
Skills Awards

2008 NTPAW SKILLS AWARDS

Print & Electronic Publications

Print -
Annual or
biennial report

Winner: Louisiana



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2008 NTPAW SKILLS AWARDS

**Print & Electronic
Publications**

**Print or electronic
media kit**

Winner:

Washington



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Print & Electronic Publications

Other print publications

Winner: Florida



Florida Department of Transportation
Special Resources and Tools

Tools available for the Communicate Web Site:

1. Transportation Acronyms
2. Transportation Terms
3. FDOT Correspondence Handbook
4. Associated Press (AP) Stylebook
5. Plain Language Examples
6. Plain Language Exercises
7. Layman's Terms for "Engineering"
8. Proofreading Symbols
9. Email Tips
10. Useful Plain Language Web Sites
 - a. www.fdot.com/comm
 - b. www.fdot.org/comm
 - c. www.fdot.com/comm
11. Active vs. Passive Voice Examples
12. Examples of Big Words Revisited
13. FDOT Plain Language Checklist



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Advertising

TV commercial
or PSA, with
consultant

Winner:
New Mexico



YOU DRINK. YOU DRIVE. YOU LOSE.

NMDOT

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2008 NTPAW SKILLS AWARDS

Advertising

TV commercial
or PSA, without
consultant

Winner:
Tennessee



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Advertising

Radio commercial or
PSA, without consultant

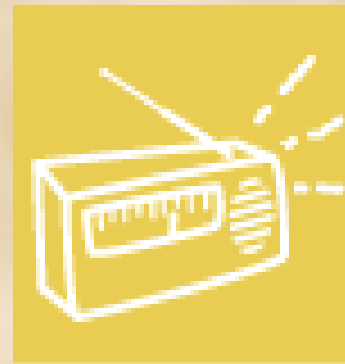
Winner: Michigan

2008 NTPAW SKILLS AWARDS

Advertising

Radio commercial or
PSA, without consultant

Winner: Michigan



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Advertising

Radio commercial or
PSA, with consultant

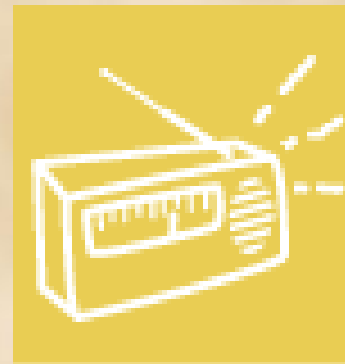
Winner: Wisconsin

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Advertising

Radio commercial or
PSA, with consultant

Winner: Wisconsin



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Advertising

Indoor or outdoor
advertising

Winner: Utah



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Advertising

Newspaper or
magazine print ad

Winner: Texas



(Caption 100)

(Caption 200)

(Caption 300)

Taking more Joe to get where
you're going these days?

Three cups are better than one. The new
100% Arabica coffee is now available in a
100% Arabica coffee. The new 200% Arabica
coffee is now available in a 200% Arabica
coffee. The new 300% Arabica coffee is
now available in a 300% Arabica coffee.
www.KeepTexasMoving.com

Keep Texas Moving for a better, greener
tomorrow.



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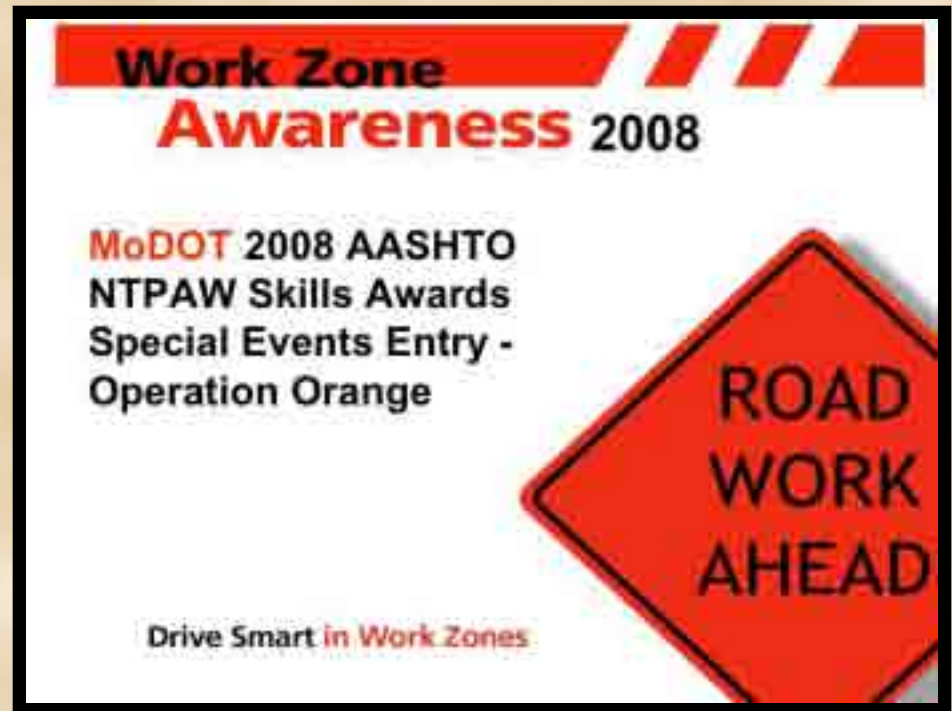
Skills Awards

2008 NTPAW SKILLS AWARDS

Special Events

Special event

**Winner:
Missouri**



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Audio/Visual

**Video
Production,
external**

**Winner:
Michigan**



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2008 NTPAW SKILLS AWARDS

Audio/Visual

**Video Production,
internal**

Judging state: Minnesota

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Writing

News release

**Winner:
Michigan**

MDOT PRESS RELEASE

FOR IMMEDIATE RELEASE

FRIDAY, MAY 18, 2007

CONTACT: Bob Felt, MDOT Office of Communications, 989-615-7963

Mike Rowe, host of Discovery Channel's "Dirty Jobs," comes to northern Michigan on Friday, May 25

May 18, 2007 – As the 2007 Memorial Day holiday weekend begins, Mike Rowe, host of the Discovery Channel's "Dirty Jobs" (and his crew) will hit the road to tour the Mackinac Bridge on May 25. The filming project will highlight the daunting work bridge maintenance crews perform each year on the structure. Mackinac Bridge Authority (MBA) officials announced the project is a unique opportunity to showcase the significant work done in Michigan on the landmark structure known as the "Mighty Mac."

"Our crews take an incredible amount of pride in what they do," said MBA Administrator Bob Sweeney. "I would describe our maintenance activities as daunting or difficult, as opposed to dirty. But, it takes a special person to meet the challenges of the job. Our crews are preserving the integrity of the bridge. They are the reason it will be here at least another 50 years."

The Discovery Channel program is expected to focus on a cable painting project above the Straits, and/or preventive maintenance inside one of the tower cells. Additionally, aerial shots will be necessary.

"A helicopter will be used to capture some unique angles of our crews at work," said MBA Board Chairman William Goodfike. "However, it will be done in a safe and secure manner. Motorists will probably not even notice the filming project is going on as they cross the bridge."

MBA officials have ensured that the Department of Homeland Security, United States Coast Guard, and other law enforcement officials have been properly notified of the planned event.

"One of the reasons for our announcement is to inform people in advance of the project that they have nothing to worry about. The safety and security of everyone remains a top priority for us," added MBA Chief Engineer Kim Nowack. "This opportunity will gain national exposure for our employees and will showcase the awesome work they do that often goes unnoticed."

#118

1957-2007: The Mighty Mac - Linking Michigan's Frontiers for 50 years

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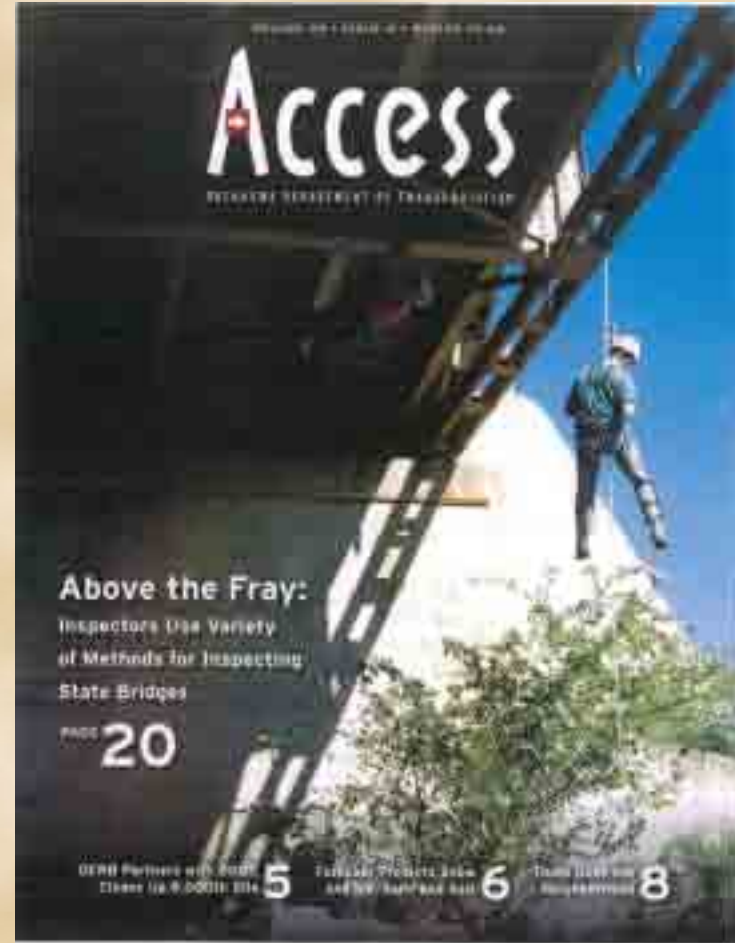
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Writing

Feature story

Winner: Oklahoma



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Writing

CEO column

Winner: Kansas

By Secretary Ray LaHood

U.S. needs to develop transportation vision

The U.S. needs to develop a long-term transportation vision to guide the nation's transportation investments and to provide a clear path for the future. The 2002 National Transportation Infrastructure Study and the 2005 National Transportation Policy Report are key documents that have shaped the nation's transportation policy. The 2008 National Transportation Infrastructure Study and the 2008 National Transportation Policy Report are the latest in a series of studies that have provided a clear path for the future. The 2008 National Transportation Infrastructure Study and the 2008 National Transportation Policy Report are the latest in a series of studies that have provided a clear path for the future.

Calendar of Events

March 19 - 10th Annual Transportation Planning Conference, Kansas State University, Manhattan, Kansas

March 22 - 10th Annual Transportation Planning Conference, Kansas State University, Manhattan, Kansas

April 18 - 10th Annual Transportation Planning Conference, Kansas State University, Manhattan, Kansas

KANSAS
DEPARTMENT OF TRANSPORTATION

Secretary: Robert LaHood
Assistant Secretary: Robert LaHood
1000 West 16th Street, Topeka, KS 66604
Phone: 785-295-1234

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**Issues/Crisis
Management**

**Issues/Crisis
Management**

Winner:

Washington



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Graphic Design

Logo

Winner:
California



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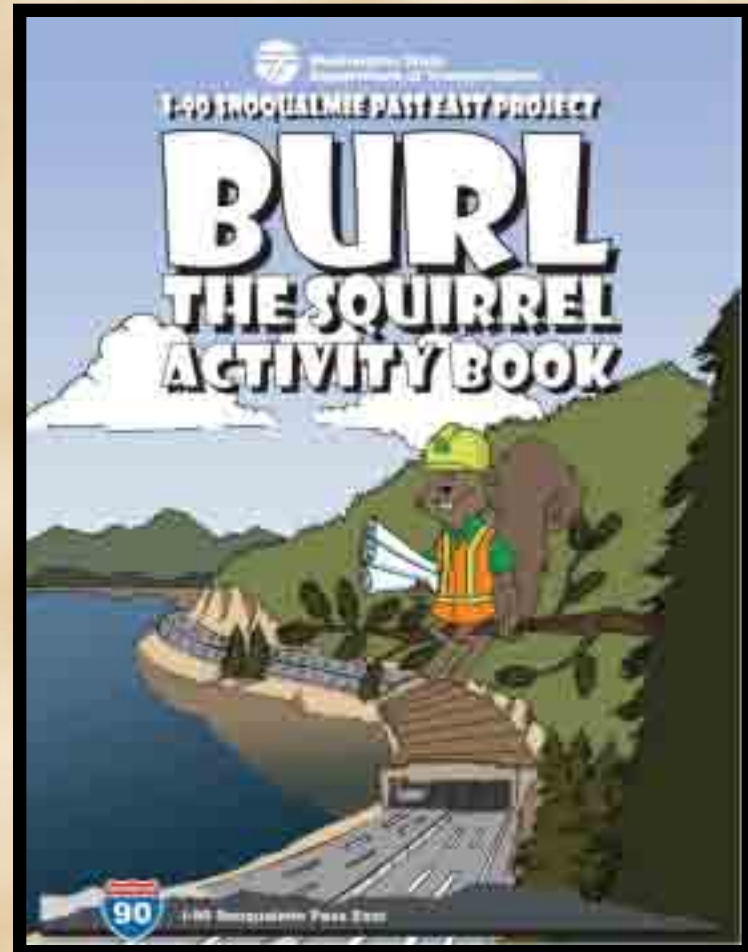
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Graphic Design

Illustration

**Winner:
Washington**



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2008 NTPAW SKILLS AWARDS

Graphic Design

In-house photo

Winner: Oklahoma



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Skills Awards

2008 NTPAW SKILLS AWARDS

Graphic Design

Display

Winner: Maryland



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**Web sites/
Technology**

**Web site,
with consultant**

Winner: Idaho



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**Web sites/
Technology**

**Web site,
without
consultant**

**Winner:
Virginia**



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**Web sites/
Technology**

**Interactive
presentation**

**Winner:
Missouri**



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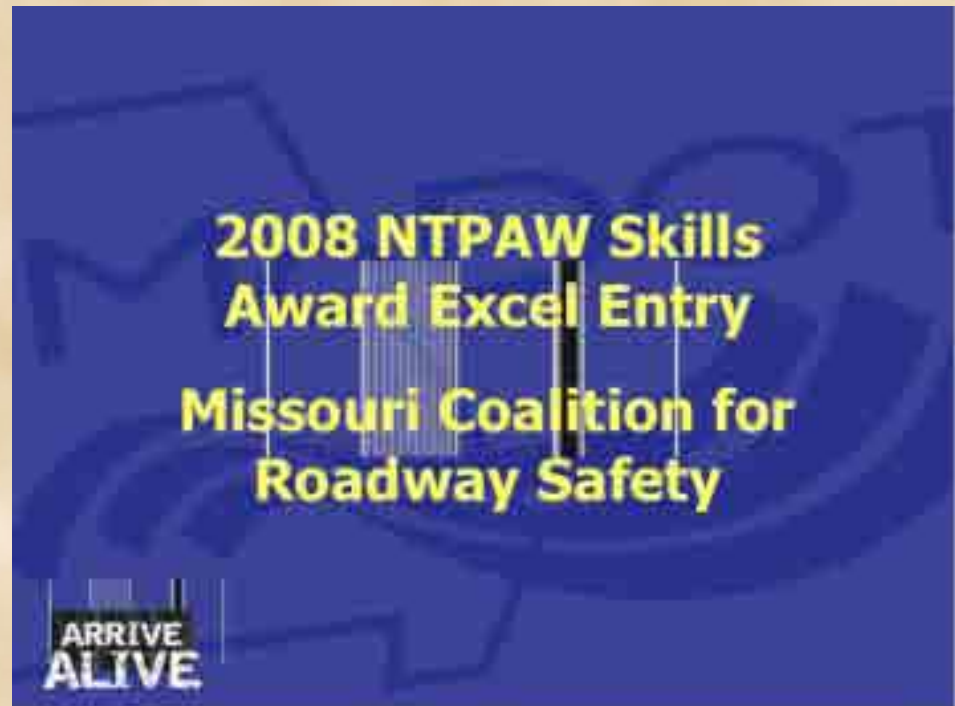
Skills Awards

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Excel

**Over \$50,000
with consultant**

**Winner:
Missouri**



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Skills Awards

2008 NTPAW SKILLS AWARDS

Excel

**Over \$50,000
without
consultant**

**Winner:
Virginia**



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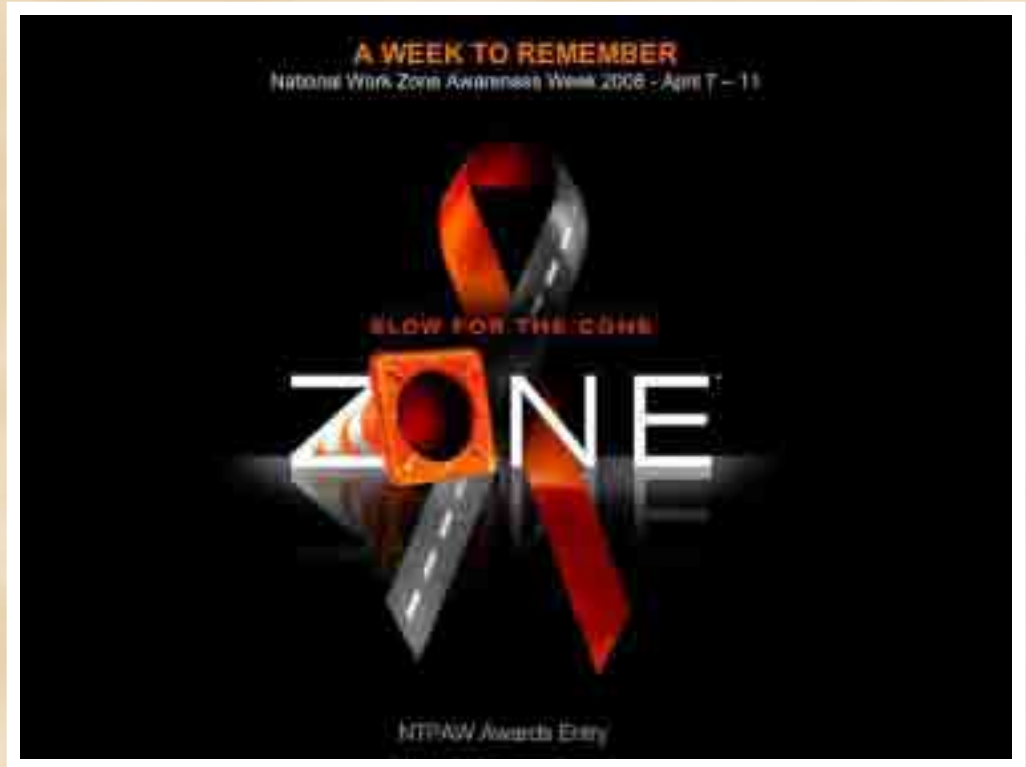
Skills Awards

2008 NTPAW SKILLS AWARDS

Excel

**Under
\$50,000 with
consultant**

**Winner:
California**



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2008 NTPAW SKILLS AWARDS

Excel

**Under \$50,000
without
consultant**

**Winner:
California**



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