

Give Us Your Best COMMUNICATIONS

If this is the year your township produced its best... printed newsletter, electronic newsletter, calendar of events, annual report, brochure, TV program, or home page...

share it with us and the rest of Pennsylvania's townships by entering

PSATS' 42ND ANNUAL TOWNSHIP CITIZEN COMMUNICATION CONTEST

Contest is open only to Pennsylvania townships of the second class.

WHO MAY ENTER?

Any **member township** that has produced a publication or other medium to communicate with its residents. Publications must have been produced **between September 1, 2008, and August 31, 2009.**

HOW TO ENTER

Send three copies of a cover letter and your entry to:
PSATS, 4855 Woodland Drive, Enola, PA 17025-1291.

In the cover letter, please indicate your township's population and which category you are entering. Townships may enter more than one category. Please do not put your entry in a binder. Be sure to send three sets of everything.

DEADLINE: AUGUST 31, 2009

ENTRY CATEGORIES

Printed Newsletters:

Townships may enter in one of the following population classifications: (*Please indicate your township's population class.*)

Note: Townships may submit more than one issue of the same newsletter or publication for a single category, but they will be judged as a single entry.

- Class 1: 10,001 and over
- Class 2: 5,001-10,000
- Class 3: 2,501-5,000
- Class 4: 2,500 and under

Electronic Newsletters:

Townships that publish an "e-newsletter" on their Web site or for e-mail to residents may submit a printed copy of the content and note the Web address where judges may view the newsletter online.

This category is for electronic newsletters that are produced strictly for the Web. **Printed newsletters that are posted on a township's Web site as a PDF are not eligible.** All entries will compete against one another regardless of the township's population.

Most Improved Newsletter:

Submit three copies each of both your new and old newsletters and indicate who was responsible for the redesign and improvement, such as staff or an outside agency. All entries will compete against one another regardless of the township's population.

Annual Reports:

All annual reports will compete against one another regardless of the township's population.

Note: PSATS defines "annual report" as a *printed publication* that summarizes the township's major accomplishments in the previous year. Financial reports are generally a part of such a publication, as are photos and the use of color. Simple year-end budget or financial reports are not eligible for this category.

Other Publications:

This category includes brochures, calendars of events, and any other publication that does not fit into another category. These publications will compete against one another regardless of the township's population.

Miscellaneous

Communications Media:

This category recognizes miscellaneous forms of communication, including cable TV programs and home pages* on the Internet. These entries will compete against one another regardless of the township's population. **Please submit three printouts of your home page, including your Web address. Judges will view the entire Web site online.*

NOTE: AUDIOTAPES ARE NOT ELIGIBLE FOR ENTRY.

Not eligible for entry in any category:

Once-a-year tabloid-type newsletters that contain a map of the township and advertising from businesses in the township and are produced by outside firms.

JUDGING CRITERIA

All entries will be judged on the usefulness of information presented, how well the information was communicated, and attractiveness, readability, or technical quality, depending on the media being judged. Judges will include members of the Association's Publications-Public Relations Committee, members of the *Pennsylvania Township News* staff, and representatives from the Governor's Center for Local Government Services.

AWARDS

First, second, and third place awards will be presented in each category. The Association will send awards to all winners by December; publish an article in the *Township News* about the winners, and send news releases to the winning townships' local news media.

Note: The Association reserves the right not to make awards in any category in which the entries fail to meet the minimum standards of the judges.

OUTSTANDING CITIZEN COMMUNICATION AWARD

From all eligible entries, the Association will select one township to receive the Outstanding Citizen Communication Award for overall achievement in citizen communication. This award will be presented to the winning township at PSATS' Annual Educational Conference in April 2010.