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PENNSYLVANIA STATE ASSOCIATION OF TOWNSHIP SUPERVISORS

news release

April 15, 2019

FOR IMMEDIATE RELEASE

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Doylestown Township Honored for Outstanding Citizen Communication

Doylestown Township in Bucks County received the Pennsylvania State Association of Township Supervisors' 28th Annual Outstanding Citizen Communication Award this morning during the association's Excellence Awards ceremony.

The event, which recognizes the significant achievements of townships and their officials from across the state, was held as part of PSATS' 97th Annual Educational Conference and Exhibit Show in Hershey. Today is the opening day of the conference, which has attracted attendees from every county in Pennsylvania except Philadelphia, which has no townships.

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The association presents the award each year as part of its Annual Citizen Communication Contest, which recognizes townships across the state for their achievements in communicating current township issues through print publications and other media.

The contest attracted entries from across the commonwealth in eight categories, including printed and electronic newsletters, most improved newsletters, other publications, audiovisual communications, cable TV programs, social media, and websites. In all, 45 townships submitted 106 entries for this year's competition, and 22 individual townships won categorical awards.

Entries in the Citizen Communication Contest were judged on the usefulness of information presented and how well the information was communicated. Publications were also judged on their overall attractiveness and readability.

In addition to the Outstanding Citizen Communication Award, Doylestown Township also won awards in the categories of Social Media (1st place), Websites (1st place), Audiovisual Communications (tied for 2nd place and 3rd place), and Other Publications (tied for 3rd place).

“Doylestown Township is pleased to receive the PSATS Outstanding Citizen Communication Award for 2019,” says Barbara Lyons, chair of the Doylestown Township Board of Supervisors. “We know every township works hard to make sure their residents are informed so to be recognized by our peers is indeed a great honor.

“The challenge is to craft communication that will compete with the myriad of news and social media messaging, keep residents' attention, and be a reliable source of facts and information in an attractive and effective format,” she adds. “It's important to be trusted with the information delivery so our residents return to our communication network whenever the need arises. We use whatever medium necessary — sometimes all — to get the message out, wherever and whenever the opportunity arises, to give our residents links for information collaboration.”

The Pennsylvania State Association of Township Supervisors represents Pennsylvania's 1,454 townships of the second class and is committed to preserving and strengthening township government and securing greater visibility and involvement for townships in the state and federal political arenas. Townships of the second class cover 95 percent of Pennsylvania's land mass and represent more residents — 5.5 million — than any other type of political subdivision in the commonwealth.

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