



# Give Us Your Best

# communications

## ENTER PSATS' 2022 CITIZEN COMMUNICATION CONTEST

If this is the year your township produced its best...

printed or electronic newsletter, calendar of events, annual report, brochure, audiovisual communication, cable TV program, social media, or website...

share it with us and the rest of Pennsylvania's townships by entering PSATS' 2022 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. Entries must have been produced between November 30, 2021, and December 1, 2022.

### HOW TO ENTER

Send three copies of each entry and a cover letter for each 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, including the cover letter.

### 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 PSATS Power of One volunteers and members of the Pennsylvania Township News staff.

### AWARDS

First, second, and third place awards will be presented in each category. The Association will send awards to all winners by March, 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 to not 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 two townships to receive Outstanding Citizen Communication Awards for overall achievement in citizen communication: one for a township with a population over 5,000 and one for a township with a population of 5,000 or under. These awards will be presented to the winning townships at PSATS' Annual Educational Conference in April 2023.

### ENTRY CATEGORIES

#### Printed Newsletters:

Townships may enter in one of two population classifications: (Please indicate your township's population.)

- 5,000 and under
- Over 5,000



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

#### Electronic Newsletters\*:

Townships that publish an "e-newsletter" on their website or for emailing 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 website as a PDF are not eligible.

#### 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.

#### Other Publications\*:

This category includes annual reports, brochures, calendars of events, and any other printed

publication that does not fit into another category.

#### Audiovisual Communication\*:

Submit a written description and a web address for each entry (limited to three entries per township).

#### Cable TV Channels/Programs\*:

Submit a written description and a web address for each entry (limited to three entries per township). Printouts of government access channel messages will also be accepted.

#### Social Media\*:

Submit web addresses for your Facebook, Twitter, and other social media pages so judges may view them online.

#### Websites\*:

Submit the web address so judges may view the site online.

\*These entries will compete against one another regardless of the township's population.

#### Not eligible for entry in any category:

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

## DEADLINE: DECEMBER 1, 2022