



## Awards

### 27<sup>TH</sup> ANNUAL OUTSTANDING CITIZEN COMMUNICATION AWARD

# Montgomery County Township Receives Top Communication Honors

Upper Merion Township in Montgomery County uses various print and digital means to inform and engage its residents, from a colorful newsletter to television programming for its government access channel. These efforts have earned the township recognition with PSATS' 27<sup>th</sup> Annual Outstanding Citizen Communication Award.

BY **BRENDA WILT** / ASSISTANT EDITOR

**U**pper Merion Township in Montgomery County received the 27<sup>th</sup> Annual Outstanding Citizen Communication Award at PSATS' Annual Educational Conference in April for its exceptional efforts to keep residents informed and engaged.

The Association presents the award each year as part of its Annual Citizen Communication Contest to recognize one township for its overall achievement and commitment to citizen communication.

The yearly contest recognizes townships from across the state for their efforts to communicate current township issues through various publications and other media.

In addition to receiving the top

award, Upper Merion Township also won first place in the categories of Cable TV Programs and Social Media and second place in the categories of Population 10,001 and Over Newsletters, Other Publications, and Cable TV Programs. (*Note: Townships may submit up to three programs in the Cable TV Programs category.*)

The township has won many PSATS communication awards over the years for its relevant and high-quality television programming.

"The goal of Upper Merion Government Access Television is to provide residents with important information and entertaining programs based on current happenings in the township," says Don Herbert, coordinator of television services for the township. "UMGA-TV is proud of the quality and variety

of programming it produces for the residents, all of which is created in-house by township employees."

The township's active presence on Twitter, Facebook, and Instagram enabled it to grab the first-place honors in the Social Media category. The municipality received second place in the Other Publications category for various infographics — a relatively new venture for Upper Merion.

"We added a graphic designer to our communications team in 2017, which has really helped to ramp up our visual communications," Chief Public Information Officer Allison Pimm says. "She is responsible for creating engaging pieces that can be used online or in printed form. We are very proud of these new visuals that offer our residents a novel way of viewing information."

Receiving the Outstanding Citizen Communication Award recognizes the effort that the township puts into communicating with its residents in many formats.

“The goal is to keep our residents informed, through a variety of channels, of important and timely information,” Pimm says, “including township and community events, local road work, county information, public health notices, and more.”

Entries in the annual 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. *(Watch upcoming issues of the Township News for details on how to enter this year's contest.)* ♦



PSATS Executive Board member Kathy Rader presents the 27<sup>th</sup> Annual Outstanding Citizen Communication Award to Greg Waks, vice chairman of Upper Merion Township in Montgomery County. In addition to this award, the township also earned five categorical awards in the contest.

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In addition to the Outstanding Citizen Communication Award, Upper Merion Township also received honors for its (1) printed newsletter, (2) infographics, (3) social media, and (4) cable TV programming.