Bucks County Township Recognized for Exceptional Communication Efforts

Doylestown Township in Bucks County uses various print and digital means to inform and engage its residents, from colorful brochures to a website, social media, and audiovisual communications. These efforts have earned the township recognition with PSATS’ 28th Annual Outstanding Citizen Communication Award.

BY BRENDA WILT / ASSISTANT EDITOR

Doylestown Township in Bucks County received the 28th Annual Outstanding Citizen Communication Award during the Excellence Awards ceremony at PSATS’ Annual Educational Conference in April. The township was recognized 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 and gather feedback through various publications and other media. Entries in the contest were judged on the usefulness of information presented and how well it was communicated. Publications were also judged on their overall attractiveness and readability.

In addition to receiving the top award, Doylestown Township also placed first in the social media and website categories, second (tie) and third in the audiovisual communications category for videos about the municipal building groundbreaking and the township’s bicentennial gala, and tied for third place in the other publications category for various promotional materials for the bicentennial celebration. (Note: Townships may submit up to three programs in the audiovisual communications category.)

The township has won several PSATS communication awards over the years for its robust efforts to keep its citizens informed, but the recognition is never taken for granted.

“Doylestown Township is pleased to receive the PSATS Outstanding Citizen Communication Award in 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.”

As the number of information outlets continues to expand, so too must the effort to reach citizens with timely and relevant information.

“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,” Lyons says. “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 and give our residents links for information collaboration.”

PSATS will begin accepting entries for this year’s Citizen Communication Contest later this summer. Watch the Township News for guidelines and entry details.

In addition to the Outstanding Citizen Communication Award, Doylestown Township also received prizes for publications about its bicentennial celebration (1-5) as well as its website (6), social media pages (7-9), and audiovisual communications (10).