



4855 Woodland Drive  
Enola, PA 17025-1291  
Telephone: (717) 763-0930  
Fax: (717) 763-9732  
Internet: www.psats.org

PENNSYLVANIA STATE ASSOCIATION OF TOWNSHIP SUPERVISORS

# news release

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**FOR IMMEDIATE RELEASE**

**Contacts:** Ginni Linn  
(717) 763-0930, ext. 127  
(717) 805-3588 (cell)  
glinn@psats.org

Allison Pimm, Chief Public Info. Officer  
Upper Merion Twp., Montgomery Co.  
(610) 205-8544  
apimm@umtownship.org

## **Upper Merion Township Honored for Outstanding Citizen Communication**

Upper Merion Township in Montgomery County received the 27<sup>th</sup> Annual Outstanding Citizen Communication Award today at the Pennsylvania State Association of Township Supervisors' 96<sup>th</sup> Annual Educational Conference and Exhibit Show in Hershey for its exceptional efforts to communicate with residents. The conference, which concludes Wednesday, April 25, has attracted attendees from every county in Pennsylvania except Philadelphia, which has no townships.

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.

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.

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Upper Merion Township 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 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 second place in the Other Publications category was 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.”

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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.