

ENTER
PSATS'

50th ANNUAL

**NEW
DEADLINE!**
ENTRIES DUE
OCTOBER 31.

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' 50TH ANNUAL TOWNSHIP 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 1, 2016, and October 30, 2017.**

HOW TO ENTER

Send **three copies of a cover letter and each entry 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 members of the Association's standing committees 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 in 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 one township to receive the Outstanding Citizen Communication Award for overall achievement in citizen communication. This award will be presented to the winning township at PSATS' 96th Annual Educational Conference in April 2018.

ENTRY CATEGORIES

Printed Newsletters:

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

- 2,000 and under
- 2,001-5,000
- 5,001-10,000
- 10,001 and over

Note: Townships may submit more than one issue 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 email 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 three DVDs for each entry or provide a description and a link where they may be viewed online (*limited to three entries per township*).

Cable TV Channels/Programs*:

Submit three DVDs for each entry (*limited to three entries per township*). Printouts of government access channel messages will also be accepted.

Social Media*:

Submit three printouts of your Facebook page, Twitter page, etc., along with the Internet addresses. Judges will view the sites online.

Websites*:

Submit three printouts of your website's home page and include the Internet address. Judges will view the sites 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 newsletters that contain a map of the township and advertising from businesses in the township and are produced by outside firms.

**DEADLINE:
OCTOBER 31, 2017**