

The Borough News Communication Contest



Communication with residents is a critical function of local government.

It plays an important role in getting out information about projects, street closures, events, and an array of services. This is your opportunity to showcase how well you do that.

PSAB leadership judges entries in the following population categories: less than 2,500; 2,501 – 5,000; 5,001 – 7,500; and more than 7,500. Winners will be honored during the PSAB Annual Conference in June 2018.

JUDGING CRITERIA FOR WEBSITES

- Content Quality
- Structure and Navigation
- Layout/Design/Visual Appeal
- Functionality
- Interactivity
- Overall Experience
- Use of Technology

JUDGING CRITERIA FOR NEWSLETTERS & SPECIAL RECOGNITION CATEGORY

- Content Quality
- Layout/Design/Visual Appeal
- Writing
- Use of Photos
- Accuracy of Information
- Timeliness

JUDGING CRITERIA FOR SOCIAL MEDIA CATEGORY

- Presence
- Content/Information
- Engagement
- Positive Impact
- Consistency
- Growth



TWO WAYS TO ENTER! New! Complete your nomination online at www.boroughs.org. Click on the "Conferences" tab and then click on "Awards". Or complete and return this form postmarked by March 12, 2018 to: *Borough News*, 2941 N. Front Street, Harrisburg, PA 17110. Please include FOUR copies of your newsletter. Please include ONE copy if you are entering the special recognition category. You do NOT need to include copies of the website homepage.

Questions? Contact Leslie Suhr at lsuhr@boroughs.org or 800-232-7722, Ext. 1049.

Category: Website Newsletter Special Recognition (*Calendars, Annual Report, etc.*) Social Media
(If you are entering multiple categories, fill out a separate form for each.)

If entering a newsletter, frequency of publication each year: _____

Contact Name: _____ Borough: _____

Email: _____ Phone: _____

Borough Population: _____ Website: _____

Social Media Web Link: _____

Mailing Address: _____