



# 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.

**Deadline: Feb. 15, 2019**

Entries will be judged 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 2019.

### 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!** Complete your nomination online at [www.boroughs.org](http://www.boroughs.org). Click on the "Conferences" tab and then click on "Awards". Or complete and return this form postmarked by Feb. 15, 2019 to: *Borough News*, 2941 N. Front Street, Harrisburg, PA 17110. Please include FOUR copies of your newsletter or samples entered into the special recognition category.

**Questions?** Contact Leslie Suhr at [lsuhr@boroughs.org](mailto:lsuhr@boroughs.org) or 717-236-9526, Ext. 1049.

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

If entering a newsletter, frequency of publication each year: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Borough: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_ Borough Population: \_\_\_\_\_

Social Media Web Link: \_\_\_\_\_

Mailing Address: \_\_\_\_\_