

56TH ANNUAL MUNICIPAL PUBLIC INFORMATION CONTEST

CALL FOR ENTRIES

ENTRY
DEADLINE:
SEPT. 15,
2017

PURPOSE

Initiatives to increase the public's awareness of government operations strengthen community ties and provide useful information and services to citizens deserve to be highlighted. The purpose of this contest is to promote the use of successful and innovative techniques that increase government's ability to meet citizen needs and improve access to government services.

The contest sponsors hope this will create interest and provide incentive for municipalities to develop or enhance their public information programs in order to be able to offer more innovative, responsive and personalized services to citizens.

In an attempt to recognize the efforts of smaller and mid-size communities with limited resources, the following classes have been established this year...

Class A: Under 5,000 (approx. 190 municipalities)

Class B: 5,000-20,000 (250 municipalities)

Class C: Over 20,000 (130 municipalities)

JUDGING CATEGORIES

Entries will be evaluated on the clarity, quality and completeness of the information provided. Plaques will be awarded for first place entries in the following categories:

Best in Class

Total public information program.

Best Print Media

Examples include annual reports, newsletters, and special bulletins.

Best Digital Media

Examples include applications that provide service or information to citizens, such as licensing, tax collections, permits, emergency preparedness, public health, disaster resources, business and home safety and environmental services. Official municipal pages on social media websites such as Facebook, Twitter, YouTube, Google+ or Instagram, cable television programs, community bulletin boards, and special announcements. Video must be accessible online, such as through the municipal website or YouTube.

Best Special/Innovative Media

Examples include access to information by people with disabilities or who use English as a second language, interactive telecommunications systems, or electronic libraries.

STANDARDS OF JUDGING

Eligible entries will be judged on the basis of the following four categories. Each area will be evaluated equally.

- Content – Is the information comprehensive?
- Clarity – Is the entry clear and well presented?

- Adaptability – Does the entry lend itself to further use and adoption by other municipalities?
- Appearance – Is the entry user-friendly?

ELIGIBILITY

A municipality may only submit one entry packet per annual contest. The entry materials must have been produced between September 1, 2016 and August 31, 2017.

ENTRY PACKET

The entry packet must consist of **six (6) identical and collated sets of materials**. Individual sets should include a copy of the completed entry form found on the opposite page and each media technique submitted for consideration. (Please do not send photocopies of media.) Entries that fail to meet these requirements **will be automatically disqualified**.

Typical entries include:

- Newsletter series
- Websites, social media pages, e-newsletters, e-bulletins (please submit the web address and printed copies of the home page only; printed color copies, if available, are acceptable)
- Brochures, annual reports
- Cable/local access programs, community bulletin boards
- Special/innovative programs

HOW TO ENTER

Send an entry packet including entry form to:

Municipal Public Information Contest
Rutgers Center for Government Services
303 George Street, Suite 604
New Brunswick, NJ 08901-2020

ENTRY DEADLINE

All entries must be received by **Friday, September 15, 2017**.

NOTIFICATION

Contest winners will be informed in late October and awards will be presented at the 102nd Annual New Jersey State League of Municipalities Conference, League Luncheon, on **November 16, 2017** in Atlantic City. Winning entries will be posted on the Center for Government Services website and local media in your area will be notified. Award plaques will be shipped to contest winners who cannot attend the Luncheon.

CONTACT INFORMATION

For additional information, contact Thomas Kenny at 732-932-3640, ext. 636, or tek49@docs.rutgers.edu.

VISIT OUR WEBSITE

A downloadable copy of this brochure and a list of previous contest winners are available at cgs.rutgers.edu/mpic. Visit the CGS homepage for information about our training programs and publications.

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Rutgers Center for Government Services

303 George Street, Suite 604

New Brunswick, NJ 08901-2020

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Center for Government Services

Rutgers, The State University of New Jersey
New Jersey State League of Municipalities
New Jersey Municipal Management Association

The 56th Annual
**Municipal Public
Information
Contest**

We
to see **want**
all
your
stuff



