

55TH ANNUAL MUNICIPAL PUBLIC INFORMATION CONTEST

CALL FOR ENTRIES

ENTRY
DEADLINE:
SEPT. 16,
2016

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.

NEW FOR 2016 (and more chances to win)!

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, 2015 and August 31, 2016.

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 16, 2016**.

NOTIFICATION

Contest winners will be informed in late October and awards will be presented at the 101st Annual New Jersey State League of Municipalities Conference, League Luncheon, on **November 17, 2016** 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.

Municipal Public Information Contest

Rutgers Center for Government Services

303 George Street, Suite 604

New Brunswick, NJ 08901-2020

RUTGERS

Center for Government Services

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

The 55th Annual

Municipal Public Information Contest

We want
to see **all**
your
stuff



ENTRY FORM (print or type)

Municipality _____ County _____ Municipal Population _____

Contest Contact Person _____

Official Position _____

Postal Address _____

E-mail Address _____ Telephone Number _____

Please Check One:
 _____ Class A _____ Class B _____ Class C _____

ITEM*	RESPONSIBLE DEPARTMENT	PREPARER & DESIGNER (TITLE, NOT NAME)	FREQUENCY OF PUBLICATION OR UPDATE	# OF COPIES	TOTAL COST OF REPRODUCTION & DISTRIBUTION	HOW DISTRIBUTED & TO WHOM
Example: Newsletter	Administration	Administrator	Quarterly	2,500	\$10,000	Mailed to all residents
Annual Report						
Brochure (indicate kind)						
Bulletin (indicate kind)						
Cable/Local Access Programs						
Calendar						
Environmental Publications						
Newsletter						
Official Municipal Website						
Official Municipal Social Media Page(s)						
Recycling News						
Special/Innovative (indicate title)						

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

ADDITIONAL/MISCELLANEOUS ITEMS NOT INCLUDED ON OPPOSITE PAGE (list individually)

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