



The 49th annual Municipal Public Information Contest

Center for Government Services, Rutgers, Continuing Studies
Rutgers, The State University of New Jersey
New Jersey League of Municipalities
New Jersey Municipal Management Association

RUTGERS
Continuing Studies

Municipal Public Information Contest
Center for Government Services
Division of Continuing Studies
Rutgers, The State University of New Jersey
303 George Street, Suite 604
New Brunswick, NJ 08901-2020

49TH ANNUAL MUNICIPAL PUBLIC INFORMATION CONTEST

CALL FOR ENTRIES

**ENTRY
DEADLINE:
SEPTEMBER 17,
2010**

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.

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:

Web Sites

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.

Other Electronic Media

Cable TV programs, special announcements, community bulletin boards, etc.

Print Media

Annual Reports, newsletters, special bulletins.

Special/Innovative

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

Best Overall

Total public information program.

Contest winners will be notified in November and awards will be presented at the annual New Jersey League of Municipalities Conference in Atlantic City, November 16-19, 2010. Winning entries will be posted on the CGS web site and local media in your area will be notified.

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 can only enter the contest once. The entry materials must have been produced between September 1, 2009 and August 31, 2010.

ENTRY PACKET: An entry packet should include **four identical sets** of each media technique used by a municipality. (Please do not send photocopies.) Each municipality must complete and return the entry form on the opposite page with your entry packet. Typical entries include:

- Cable/local access programs
- Newsletter series
- Web sites, e-newsletters, e-bulletins (Please submit the web site address and printed copies of the home page only. Printed color copies, if available, are acceptable.)
- Brochures, annual reports
- Special/innovative programs

ENTRY DEADLINE: All entries must be received by September 17, 2010.

HOW TO ENTER: Send an entry packet along with an entry form to Alan Zalkind, Center for Government Services, Rutgers, Continuing Studies, 303 George Street, Suite 604, New Brunswick, New Jersey, 08901-2020. If additional information is needed, attach a letter to the entry form.

CONTACT INFORMATION: For additional information, contact Alan Zalkind, 732-932-3640, ext. 640; fax: 732-932-3586; e-mail: azalkind@docs.rutgers.edu.

VISIT OUR WEB SITE: To download additional copies of this brochure or get information about Center for Government Services programs and publications, visit us at <http://cgs.rutgers.edu>

Entry Form

(please print)

Name of Municipality

Name of Contest Contact Person

Official Position

Address and Telephone No.

ITEM	RESPONSIBLE DEPARTMENT	PREPARED & DESIGNED BY (TITLE, NOT NAME)	FREQUENCY OF PUBLICATION	# OF COPIES	TOTAL COST OF REPRO. & DISTRIBUTION	HOW DISTRIBUTED & TO WHOM
Annual Report						
Cable/Local Access Programs						
Calendar						
Environmental Publications						
Library Bulletin						
Newsletter						
Official Municipal Web Site			FREQUENCY OF UPDATE			
Recreation Bulletin						
Recycling News						
Senior Citizen Bulletins						
Special/Innovative (Indicate title)						
List miscellaneous brochures and other additional items individually on reverse side						

Additional Items (please list individually)

MISCELLANEOUS BROCHURES & OTHER ADD'L. ITEMS	RESPONSIBLE DEPARTMENT	PREPARED & DESIGNED BY (TITLE, NOT NAME)	FREQUENCY OF PUBLICATION	# OF COPIES	TOTAL COST OF REPRO. & DISTRIBUTION	HOW DISTRIBUTED & TO WHOM