



## HOW DO YOU COMMUNICATE WITH YOUR CUSTOMERS?

## PMAA is pleased to announce the creation of the Municipal Authority Communications Award!

**M**unicipal authorities in Pennsylvania have been providing the citizens of our Commonwealth with a wide array of critical services for over 80 years. All too often authorities do their work efficiently and quietly, in the background, with their good work taken for granted, a consequence of the safe, reliable, and economical services provided. The better you do your job, the more likely you go unnoticed, and perhaps, unfortunately, underappreciated.

**I**n an effort to recognize and value the integral work done by authorities, PMAA is pleased to announce the creation of the Municipal Authority Communications Award.

**A**uthorities are a success story that needs to be told. They meet the continuing environmental and regulatory challenges of an evolving world. They work in concert with their municipalities to manage and support the growth and vitality of our communities. In a time when privatization and monetization threaten this model of service, the authority story needs to move to the forefront more than ever before.

**W**hat does your authority do to raise the awareness of your projects and services? How do you communicate needed information, your messaging, YOUR STORY, and the VALUE you bring to your customers?

**T**he Award will recognize member authorities that have established an effective communications strategy for their customers. Design, innovation, creativity, comprehensiveness and, of course, effectiveness are included in the award criteria.

**F**inalists will be announced, in August, with the awards presented on September 12<sup>th</sup> during the Awards Banquet at the Annual Conference in Erie. In addition to finalists and winners in each category, honorable mention recognition will be given for excellent submissions.

**T**hank you for your membership and support of PMAA!

Communication can be delivered in many ways. Your authority may employ some, many or maybe all of the following:

- Email blasts
- Text alerts
- Robo calls
- Information on billings
- Direct mailings
- Newsletters
- Press releases
- Billboards
- Newspaper ads
- TV ads
- Radio ads
- Website
- Social media
- Brochures
- Posters
- Banners
- Take away items

Your communication outreach could include information and education touchpoints such as:

- Tours
- Community events
- Presentations before schools and civic organizations
- Communications unique to your authority

# Municipal Authority Communications Award Application

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Authority: \_\_\_\_\_

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

City, State Zip: \_\_\_\_\_

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

## Authority Size:

Please complete, where applicable, in order to determine authority size:

➤ Number of connections: \_\_\_\_\_

➤ Number of customers: \_\_\_\_\_

➤ Population served: \_\_\_\_\_

➤ Annual gross revenues: \_\_\_\_\_

## Submit the following with application:

1. An Executive Summary of your communication strategies, mediums utilized, etc. (approximately 500 words)
2. Attachments, links, or hard copy samples. Event and presentation outreach examples can be described in summaries with any accompanying pictures or images.

## Please check what items you are submitting for review and evaluation:

- |  |   |
|--|---|
| <input type="checkbox"/> Email blasts            | <input type="checkbox"/> Website  |
| <input type="checkbox"/> Text alerts             | <input type="checkbox"/> Social media   |
| <input type="checkbox"/> Robo calls              | <input type="checkbox"/> Brochures  |
| <input type="checkbox"/> Information on billings | <input type="checkbox"/> Posters  |
| <input type="checkbox"/> Direct mailings         | <input type="checkbox"/> Banners  |
| <input type="checkbox"/> Newsletters             | <input type="checkbox"/> Take away items                                      |
| <input type="checkbox"/> Press releases          | <input type="checkbox"/> Tours  |
| <input type="checkbox"/> Billboards              | <input type="checkbox"/> Community events                                     |
| <input type="checkbox"/> Newspaper ads           | <input type="checkbox"/> Presentations before schools and civic organizations |
| <input type="checkbox"/> TV ads                  | <input type="checkbox"/> Communications unique to your authority              |
| <input type="checkbox"/> Radio ads               |   |

➤ Finalists will be notified in early August. Authority communications will be highlighted, and winners announced during the Annual Awards Banquet September 12<sup>th</sup> at the Annual Conference in Erie. All finalists will receive award recognition as well.

➤ Award winners will not be eligible for consideration of the Award for 5 years and other finalists for 3 years. Honorable mention recognitions are encouraged, with all other member authorities, to submit communication award applications

**Submit applications to the PMAA office no later than July 1<sup>st</sup>, 2022.**

- Via email to [info@municipalauthorities.org](mailto:info@municipalauthorities.org)
- Via mail to PMAA, 1000 North Front Street, Suite 401, Wormleysburg, PA 17043