

2023 Municipal Authority Communications Award

Share Your Story

Each day, you are learning and growing in your role. You take on new challenges, find a better best practice, and earn huge successes for the authority.

Your dedication and determination empower you to do more within your community. You create opportunities. And others could grow and learn from your example.

We invite you to *Share Your Story!* And you just might be recognized at the PMAA Annual Conference & Trade Show as the winner of a Municipal Authority Communications Award!

Submit your entry no later than July 1, 2023. This award will be presented for an exceptional entry – areas of communications include, but are not limited to, internal communications, written communication projects, media relations, digital communications campaigns, branding, videos, newsletters, annual reports, or others.

Pick the Best Example/Supporting Materials Illustrating How You Shared Your Story

Examples of things you may wish to explore include:

1. **Annual Report**
A publication that reports on the authority's annual performance.
2. **Brochure**
Pamphlets, trifold, or other small publications designed to inform a target audience about the authority, product, service, or issue.
3. **Community Relations**
Programs and events aimed at strengthening relations with rate payers and local legislators.
4. **Creative Communication**
One-time community projects such as calendars, posters, bill stuffers, logo design, etc.
5. **Digital Public Relations**
A strategic campaign or ongoing program utilizing one or more digital platforms or channels such as social media, websites, landing pages, e-mail, mobile, blogs/vlogs, webcasts, webinars, phone or tablet apps, podcasts, etc.
6. **Government/Public Affairs Program**
Marketing campaigns or programs that communicate the authority's value to a government entity, local legislators, or other public audience.
7. **Internal Communications**
Distributed communication to educate or inform authority employees and/or board members.
8. **Magazines or Periodicals**
Publications designed to provide in-depth information about the authority or a topic.
9. **News Release/Public Service Announcement (PSA)**
A news release or PSA that results in media coverage of your event or message.
10. **Newsletters**
A publication designed, written, and published periodically to provide timely information to target audiences while supporting the authority's overall objectives.

11. Written Communications

For published pieces, submit editorials or a link to the online publications:

- 1a. Speech
- 1b. Op-Ed
- 1c. Featured Story
- 1d. White Paper
- 1e. Special Publication Booklet (one-time publication not included under “Creative Communication”).

Guidelines

Your awards entry must include a maximum of a two-page executive summary in PDF format and required supporting materials.

The summary must include:

- A 500-words or less overview of your authority including information on your authority history, scope of work, budget, etc. If you prefer, you may submit a two-minute video instead of a written synopsis. Please include:
 - Type of authority (water, wastewater, etc.)
 - Who was impacted or reached by your communication - define your audience (residents, businesses, government officials, general public, etc.)
 - Was the communication created internally by authority staff or handled by a third party such as an ad agency or PR firm? Please explain.
 - Annual gross revenues of the authority
 - Amount or percent of budget dedicated to communications, if applicable
 - Anything else you want the judging committee to know.
- The main summary detailing your:
 - Goals/Objectives
 - Research/Planning
 - Innovation/Execution
 - Results/Evaluation
- A three-to-five-line overview of the supporting materials you are submitting (photos, news clippings, audio or video files, publications, etc.). We suggest submitting no more than three supporting materials.
- Your submission must consist of projects completed from January 1, 2021, through July 1, 2023.

Tips for Preparing Your Entry

Are you interested in knowing what the committee will be looking for and the components of the scoring system?

1. **Research and Planning (15 points)**

Identify the problem and/or opportunities your marketing is designed to address, using formal or informal best practices. Focus on your message by who your audience is. State primary goal with specific, measurable objectives and the strategies to accomplish those objectives. List resources available for budget, time, and personnel, if applicable.

2. **Innovation (20 points)**

Represent a new or innovative approach or method in communication and share the purpose for doing so.

3. **Results (20 points)**

Demonstrate how the marketing or program met or exceeded its original objectives. Outcomes can be measured using a variety of techniques such as surveys, attendance at events, informal feedback, etc. (i.e., Share supporting numbers: *How many people attended.*)

4. **Supporting Materials (25 points)**

Entries should include support materials that illustrate the marketing effort or program such as work samples, photos, news clippings, audio or video files, PDFs, etc.

Submit no more than three of the best supporting materials.

Why submit?

Why not? You've put your time and talent into creating a superb communications project or campaign. Consider sharing with your colleagues and be recognized for the work you do on behalf of your authority!

- Select submissions will be showcased during the banquet (Monday, September 18) at the Annual Conference & Trade Show.
- Select submissions will be offered a complimentary booth in the exhibit hall at the Annual Conference & Trade Show (September 17 – 20) in the Poconos during exhibit hours on September 18 - 19.
- Select submissions will be showcased in a future issue of *The Authority* magazine.
- The 2023 winner(s) will be invited to sit on the Communications Award Committee for the following year.

**Submit your entry via email to glantz@municipalauthorities.org no later than July 1, 2023.
Please provide electronic submissions only; entries mailed to the PMAA office will not be accepted.**

If your submission includes multiple files or is too large to send via email, please contact Mandi Glantz at glantz@municipalauthorities.org for assistance.



2023 Municipal Authority Communications Award Application

Contact Name: _____ Title: _____

Authority: _____

Address: _____

City, State Zip: _____

Email: _____ Phone: _____

Please complete, where applicable:

- ✓ Type of Authority (water, wastewater, etc.): _____
- ✓ Audience Reached (residents, government officials, public, etc.): _____
- ✓ Was Communication Created: Internally by Authority Staff **OR** Third Party (i.e., Ad Agency or PR Staff)
- Annual Gross Revenues: _____ Percent of Budget Dedicated to Communications: _____

Submit the following with your application:

- ✓ An Executive Summary including:
 - Overview of Your Authority (written 500 words or less, or two-minute video clip may be provided)
 - Main Summary detailing goals, research and planning, innovation, and results
 - Three-to-five-line overview of supporting materials (no more than three supporting materials provided)
- ✓ Attachments, links, and samples of supporting materials (no more than three) such as photos, news clippings, audio or video files, publications, etc. Event and presentation outreach examples can be described in summaries with any accompanying pictures or images.

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