



City Of Burnsville

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FOR IMMEDIATE RELEASE

May 22, 2014

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BURNSVILLE RECOGNIZED AT MINNESOTA ASSOCIATION OF GOVERNMENT COMMUNICATORS NORTHERN LIGHTS AWARDS

The Minnesota Association of Government Communicators (MAGC) recognized the City of Burnsville Communications Department with five awards during its May 15 awards banquet.

The City received three "Awards of Merit," and two first-place "Awards of Excellence" in the 32nd-Annual Northern Lights Awards competition.

Award of Merit:

Video – Informational:

We are the Burnsville Police Department: Core Values

"We are the Burnsville Police Department: Core Values" was produced by Burnsville Community Television (BCTV). The video highlights the Department by explaining the values by which they protect and serve Burnsville.

Use of Social Media:

Emergency Medical Services Virtual Ride-Along

The City of Burnsville offered residents and community members an online look (via Facebook and Twitter) at a "day-in-the-life" of a Burnsville firefighter/paramedic.

Public Information Campaign:

I Volunteer Campaign

The "I Volunteer" campaign was designed to encourage more people to volunteer for the City-- and to show that the volunteers (not just the City) benefit from the work. Images of real volunteers were paired with quotes highlighting reasons why they volunteer.

Award of Excellence:

Video – Live Sports Coverage:

BCTV Girls Hockey | Lakeville South vs. Burnsville | Dec. 7, 2013

BCTV live sports coverage of girls hockey at the Burnsville Ice Center.

Best for Least:

City of Burnsville Use of Digital Billboards

The City Council amended its signage ordinance in 2013 to allow digital billboards within certain zoning areas. Communications staff took advantage of free digital billboard space provided to the City, creating more than 130 billboard messages in the first year. The billboards were shown a half-a-million times to passersby on I-35W, and it is estimated that the free advertising was worth more than \$100,000.

(more)

The “Use of Digital Billboards,” was the only winner in the “Best for Least” category, and was also one of 11 total submissions nominated for “Best in Show,” representing the best in government communications.

For more information on how to stay connected with the City of Burnsville visit www.burnsville.org/connect. For a full slate of contest winners visit www.magconline.org/awards/northern-lights/.



Cutline: *(High resolution image available upon request).*
Representing the City of Burnsville at the Northern Lights awards were (from left to right) Carissa Larsen, Communications Specialist; Doug Nelson, Burnsville Fire Marshal; Marty Doll, Communications Coordinator; and Kristin Thomas, Multimedia Specialist.

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