



City Of Burnsville

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FOR IMMEDIATE RELEASE

May 25, 2017

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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/Burnsville Community Television with seven awards during its May 18 awards ceremony.

The City received three Awards of Merit (Honorable Mention), two Bronze Awards (3rd Place) and two Northern Lights Awards (1st Place) in the 35th-Annual Northern Lights Awards competition.

Northern Lights Award – 1st Place

Publications – Newsletter: [Burnsville Bulletin](#)

The Burnsville Bulletin is the City's quarterly newsletter, which provides easy-to-read, interesting and relevant community stories along with timely information about City projects and initiatives.

The Bulletin is delivered to approximately 28,000 residential and commercial mailboxes. Nearly 700 additional copies are distributed to community service locations. In addition to the printed newsletter, the Burnsville Bulletin is distributed to approximately 3,500 people online who have signed up to receive email alerts from the City.

Video – Instructional: [What to Expect During Water Meter Replacement](#)

In early 2017, the City of Burnsville began a large-scale water meter replacement project that will eventually upgrade all commercial and residential meters within Burnsville. This video explains the replacement process, and shows the steps property owners can follow to prepare for meter replacement.

(more)

Bronze Award – 3rd Place

Video Short: [Crosswalking Dead](#)

This video, which addresses crosswalk rules and safety, plays off the pop culture phenomenon of the hit television series, “The Walking Dead (TWD).” It takes a mundane message and presents it in a way where the audience can absorb the information while also being entertained.

Writing: [2016 State of the City Speech](#)

The State of the City Address – cooperatively developed by the Communications Coordinator and Burnsville Mayor Elizabeth Kautz – is directed toward all members of the Burnsville community. The remarks provide an update on the current state of affairs in Burnsville as well as highlights of upcoming projects.

Award of Merit – Honorable Mention

Community Interest Video: [Talking Crosswalking Dead](#)

Community Interest Video: [Why Do Artists Choose the Ames Center](#)

Video Campaign or Series: [BCTV Upgrade Promos](#)



Cutline:

Representing the City of Burnsville at the Northern Lights awards were (from left to right) Kristin Thomas, Multimedia Specialist; Carissa Larsen, Communications Specialist; and Marty Doll, Communications Coordinator.

(High resolution image available upon request).

For more information on how to stay connected with the City of Burnsville visit www.burnsville.org/connect.