



City Of Burnsville

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FOR IMMEDIATE RELEASE

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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 eight awards during its May 14 awards banquet.

The City received five “Awards of Merit,” and three first-place “Awards of Excellence” in the 33rd-Annual Northern Lights Awards competition.

Award of Merit:

Visual Design – Other:

[Burnsville Then and Now: 50th Anniversary Postcards](#)

In 2014, Burnsville’s Communications Department developed a series of six postcards for the City’s year-long 50th Anniversary celebration. The postcards merge historical and modern-day photographs to show how Burnsville looked “then” and “now.”

Public Information Project:

[Burnsville Community Television ‘PSA Day’](#)

Burnsville Community Television (BCTV) held its first ever “PSA Day” last October. PSA (Public Service Announcement) Day provided an opportunity for local community groups to visit the BCTV studio and create a video to highlight their organization.

Video – Public Service Announcement:

[Tell Potholes to Bounce](#)

Produced by Burnsville Community Television, this took a humorous approach to help spread the word about the City’s “Request Tracker” program. “Request Tracker” is an online tool that allows residents to automatically report concerns to the City.

Video – Campaign/Series:

[Sustainability Man](#)

In 2012, the City of Burnsville introduced “Sustainability Man” a tights-wearing superhero in search of “green projects, and sustainable resources.” Since his introduction, Sustainability Man has interviewed nearly a dozen individuals on topics related to the environment, recycling, natural resources, etc. He has also made several public appearances and been part of promotional spots.

(more)

Video – Other:

[Burnsville Sees Decrease in Apartment Fires](#)

Since 2006, the Burnsville Fire Department has been responding to a growing number of multi-unit housing fires. In 2011, the City received a grant that allowed the Fire Department to implement an aggressive fire prevention program. Two years later, the program appears to be exceeding expectations. This “news brief” outlines some of that success.

Award of Excellence:

Use of Social Media – Promoting an Event

[#50in50 Social Media Campaign](#)

The #50in50 social media campaign took Burnsville residents on a virtual tour of Burnsville’s 50 year history in 50 days. The campaign shared daily “this year in history” facts to countdown to Burnsville’s incorporation as a City. The campaign began on April 29 with a fact about the year 2014 and concluded on June 18 (the anniversary date of Burnsville’s incorporation) with facts about Burnsville’s milestones in the year 1964. The campaign shared photos, newspaper clippings and other mementos. It also highlighted many City partners and local organizations.

Video – Informational:

[Burnsville Fire Department: Our Family Protecting Yours](#)

“We Are the Burnsville Fire Department: Our Family Protecting Yours” is an informational video created by Burnsville Community Television (BCTV) to raise awareness of the City’s Fire Department. In addition to connecting community with the Fire Department, this project connects the Burnsville Fire Department with potential candidates for employment.

Video - Informational:

[How Burnsville Became a City](#)

In 2014, Burnsville celebrated its 50th Anniversary as an incorporated City. One of the most interesting aspects of the City’s history is “how” and “why” it took the steps to become incorporated. This video tells the story of how the “Battle for Blackdog” resulted in Burnsville becoming an incorporated City.



Cutline: (High resolution image available upon request).
Representing the City of Burnsville at the Northern Lights awards were (from left to right) Jay Golden, TV Production Specialist; Marty Doll, Communications Coordinator; Carissa Larsen, Communications Specialist; Kristin Thomas, Multimedia Specialist; and Tina Wilson, Community TV Operations Specialist.

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.