



June 10, 2011

CSAC Communications Work Receives National Accolades

At our Board of Directors meeting last week, one of our members commented how critical it is for CSAC to put an emphasis on communications during these challenge times. That's exactly what we have been doing -- and the results are receiving national recognition.

CSAC has learned we are being honored with five Awards of Excellence by the National Association of County Information Officers, an affiliate of NACo. Three of the awards are for writing and two are for new communications tools CSAC rolled out in 2010.

Being honored with Awards of Excellence are:

- A blog entry by CSAC Public Affairs Director David Liebler titled "A Penny Richer: Williamson Act Checks are in the Mail," that received statewide media attention. This piece is being honored with a Best of Class Award encompassing all writing categories.
- The CSAC President's Opening Speech to the 2010 Legislative Conference written by David Liebler. This piece is receiving a Superior Award for speech-writing.
- A blog entry written by Communications Coordinator Erin Treadwell titled "Counties Keep It Civilized" that provides a quick glimpse of what life might be like if county services went away. This piece is receiving a Meritorious Award for persuasive writing.
- "The County Voice" blog is being awarded a Superior Award in the Social Media Use category. Designed by Erin Treadwell, numerous CSAC staff contribute regularly with postings.
- "The CSAC Bulletin," is being recognized with a Meritorious Award in the External Publications category. Legislative Analyst Faith Conley oversees the weekly production of this electronic publication.

Earlier this year, CSAC was also recognized for its 2010 communications work at both the state and local levels. That brings the total to 10 awards CSAC has been honored with this year.

It's nice to be recognized for our work, but more importantly, it's great to know that we are developing and using communications tools and talents that work to inform our targeted audiences.

And we are constantly looking for new, effective ways to communicate. For example, we rolled out the use of video this April as part of National County Government Month, during which we highlighted innovative programs developed by California counties. This was part of an overall communications project by CSAC showing that "County Government Works." The work has received accolades from our colleagues across the country.

But our work is far from done. As long as counties face challenges, CSAC will be looking to enhance our communications methods.

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