



City of Burnsville

100 Civic Center Parkway, Burnsville, MN 55337

Phone: 952-895-4400

Fax: 952-895-4404

www.burnsvillemn.gov

FOR IMMEDIATE RELEASE

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Contact:

Marty Doll

Communications Director

952-895-4402

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 three awards during its May 22 awards ceremony.

The City received one Northern Lights Award (1st place), one Bronze Award (3rd place) and one Award of Merit (Honorable Mention) in the 37th-Annual Northern Lights Awards competition.

Northern Lights Award – 1st Place

Online Communications (Website Design/Redesign) BurnsvilleMN.gov

The City of Burnsville's website had not had a redesign since 2011. The site's look and functionality were outdated. Overall, the site was no longer serving the public efficiently and effectively. The City's Communications Department sought to create a newly designed site with several key features:

- A modern, simple look-and-feel
- An emphasis on content that's easy to find and relevant to site visitors
- A responsive design that's mobile and tablet friendly

In addition to a new look, the City also took the opportunity to change the website's address to www.burnsvillemn.gov. The change makes the website's address consistent with the domain used for staff emails.

Bronze Award – 3rd Place

Video (Promotional Video)

[Sustainability Man Ep. 26 – Buckthorn-Munching Goats](#)

In 2012, the City of Burnsville introduced "Sustainability Man" - a tights-wearing superhero in search of "green projects, and sustainable resources." The goal of the series is to keep the viewer entertained by presenting the subject matter in a creative format – and thus, educating residents on projects that might inspire them to incorporate sustainable practices into their own lives. This specific episode – Buckthorn-Munching Goats – was shot in September 2018 when a squad consisting of 17 well-trained, hungry-for-action goats arrived in Burnsville for one important mission. – to battle buckthorn on a two-acre area within Civic Center Park.

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Award of Merit – Honorable Mention

Video (Video Short or Social Media Campaign)

[No Overnight Parking PSA](#)

This video public service announcement was created to inform and remind Burnsville residents of the City's policy of no overnight street parking year-round.

Burnsville Community Television wanted to present this message in a fun and memorable way. The video accomplished its purpose by clearly stating the hours a vehicle can and cannot be on a residential street, and where one can go to obtain permits for temporary on-street parking.

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