

Recognizing the Best in County Government Programs!



2014 Achievement Awards



2014 VACo Achievement Awards

Deadline: June 2, 2014

Application Form

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 2, 2014.**

Program Information

Locality Stafford County, Virginia

Program Title Stafford Magazine

Program Category Communications

Contact Information

Name Shannon Howell

Title Public Information Officer

Department Public Information

Complete Mailing Address 1300 Courthouse Road, Stafford, VA 22554

Telephone # 540-658-4893 Fax # 540-720-4572

E-mail showell@staffordcountyva.gov

Signature of county administrator or chief administrative officer

Name Anthony Romanello

Title County Administrator

Signature 

Call for Entries

Program Title – Stafford Magazine

Stafford officials were looking for a way to give a more in-depth update to citizens on progress towards the Board of Supervisors priorities for the County. Stafford has a website, Facebook page, Twitter feed, and a government cable channel but wanted citizens to receive something they could hold in their hands and refer to for information. Our Parks, Recreation and Community Facilities Department sends out a quarterly “activities booklet” that lists all the classes and programs for each season of the year. It’s a highly anticipated booklet full of information that is sent to every address in the County. Staff decided to piggyback on that booklet by adding a glossy supplement to the outside of it. It is still the activities booklet that people have come to expect but on the outside, it looks like a glossy magazine with a *Stafford* banner at the top. One purpose of the magazine is to update residents on the “state of the County” on a quarterly basis. We do that by: including a column from the chairman of our Board of Supervisors; illustrating statistics; giving updates on parks and roads bond referendum; highlighting interesting stories about County staff; providing emergency information and tips; and disseminating contact information. We also use some paid advertising to supplement the cost of the magazine. This year, Stafford County is celebrating its 350th anniversary. The magazine has been a wonderful vehicle to keep people informed about plans to celebrate the anniversary. The magazine is produced in-house by two staff members.

Measuring Success

In addition to being inserted into a local newspaper, the magazine is distributed in County offices, and libraries. Circulation is about 55,000. Staff also posts it on the County’s website and announces it via the County’s social media sites. Staff considers it successful because it is a purposeful vehicle for disseminating information into the hands of citizens. Additionally, it is a wonderful marketing tool to hand out at special events. A local columnist described it as the finest product of its kind that he had ever seen.

Other Interesting Information

Staff took an existing product and enhanced it at little cost so that it provided more value to our citizens. Citizens receive up-to-date, in-depth information and stories they might not see in other news media. With each issue, staff has discovered new opportunities for communicating Stafford County’s story!