

Mark W. Smith, Chairman  
John Sullivan, Vice Chairman  
Doug McLinko, Commissioner



Gayle Kershner, Chief Clerk  
Jonathan Foster, Solicitor

## Bradford County Commissioners Office

### Press Release August 12, 2010

(Picture Included on Second Page)

The Bradford County Commissioners Office was honored to receive the 2010 Newsletter of the Year Award during the 124th Annual County Commissioners Association of Pennsylvania (CCAP) Conference held in State College August 9-12, 2010. The award was presented for outstanding communication efforts in assuring the messages of county government are known and understood. Commissioner Mark Smith and commissioners' office employee Michelle Shedden accepted the award on behalf of Bradford County.

The monthly newsletter is an important part of the county's efforts to increase open government through the internet. It has nearly two thousand regular subscribers and the current and past newsletters are available for download from the county's website.

The newsletter features links to the county's expanding online social presence which includes Facebook, Flickr and Twitter. A new feature on the newsletter includes a link from pictures to a Flickr slideshow which include additional pictures from various events on which the county reports.

Commissioner Smith noted the importance of building an on-line presence for the county government by saying that "the on-line presence of the county has increased the openness of our government and the e-mail newsletter is an important piece of that. I am happy with the success of the newsletter and especially happy that we consistently have new subscribers added every single month.

Smith thanked the commissioners' Administrative Assistant, Michelle Shedden, for her hard work on the newsletter.

Regular usage of the county's online presence is significant. The county website gets an average of 8,500 visitors per quarter. Commissioner Smith noted that "keeping current with online content is challenging. The county website was re-designed and launched almost two years ago. He said they "are currently developing updates to the county website to make information easier to find and add content. We will be launching updates over the course of the next few months."

The e-mail newsletter offers a monthly dose of information and insight into county government that was rarely seen or explained previously.

Anyone can sign up to receive the county e-mail newsletter on the county's website at [www.bradfordcountypa.org](http://www.bradfordcountypa.org).



**Left to Right:**

Bradford County Commissioner Mark Smith

Administrative Assistant Michelle Shedden

Pennsylvania County Commissioners Association President Joe Jiles