

June 15, 2011

Sally Ellertson
Public Information Officer
141 West Renfro
Burleson, Texas 76028-4261
817-426-9622
F: 817-426-9390
sellertson@burlesontx.com
www.burlesontx.com

The City was honored not once, but three times at the 2011 Texas Association of Municipal Information Officers conference in Frisco June 10.

Burleson won the TAMIO award (first place) for Best Website for cities with less than 100,000 residents; the Silver Star (second place) for Best Social Media (all populations); and third place for Best E-Newsletter (all populations).

The top three finalists in the website category were Burleson, League City (second) and Baytown (third). For Best Social Media, the winning cities were McAllen (first), Burleson (second) and Midland (third). And, for Best E-Newsletter, the top three cities were Farmers Branch (first), McKinney (second) and Burleson (third). TAMIO had a near record number of entries, more than 168, from 30 different cities across Texas.

The City launched the redesign of the website Sept. 10, 2010, thanks to website designer CivicPlus, City staff members who serve as website administrators, and City staff who serve as authors for department pages. This is the first year that the City entered the website competition. Judges praised the City of Burleson website for its "wealth of information," "great community calendar," "nice use of imagery on homepage" and called it a "great site, very inclusive." The City website was also praised for the homepage, which is updated daily. The City of Temple won this award in 2010.

The 2011 TAMIO awards marked the first time for the Best Social Media category. The City's communications office launched the City of Burleson, Texas Facebook page in June 2009. The page is viewable to everyone via a link on the City website. Judges gave the City's Facebook high marks for content, timeliness, and pictures and graphics as well as citizen engagement, followers and hits. The City also has a Twitter page, but the Twitter page was not considered in the judging.

The City's communications office launched the weekly E-Newsletter in May 2009. Judges said the E-Newsletter, which is also free to citizens, is "easy to read and pleasing to the eye" and "easy to navigate, not too long and very well organized." The City of Carrollton won this award in 2010.

The Texas Association of Municipal Information Officers consists of approximately 200 members from across the state.