



Magazine - Electronic or Print (2025-2026)

Category Description

Submit a single issue of your municipal or county magazine from the last 24 months. The publication can be any size.

Judges will assess criteria such as aesthetic appeal, readability and the effective use of layout and typography.

SUPPORTING DOCUMENTATION SUGGESTIONS: A compelling summary of your magazine, including a timeline for production, the number of staff responsible for magazine content, distribution numbers, etc. Pictures or a video not exceeding two minutes will also be accepted.

Name of Individual Submitting Entry

Christine Parkinson

Affiliation (Municipality/Organization)

City of Coral Springs

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Entry Title

Under the Sun Fall 2025

Social Media

www.coralssprings.gov/socialmedia

Video Link (YouTube or Vimeo)**Supporting Documentation**

Magazine - Fall 2025-LowRes.pdf

QR Code Stats.png

Magazine Fall 2025 Cover Animation.mp4

What are the goals and objectives of the magazine (include target audience)?

The goal of this issue of Coral Springs: Under the Sun magazine was to inform, engage, and inspire residents by showcasing how the City is turning long-term community vision into meaningful action. While the publication consistently aligns with the City's Vision 2035 framework, this issue placed a deliberate emphasis on the education-focused initiative "It Takes a Village," highlighting the city's partnership with Coral Springs Elementary School to support student success and strengthen community connections.

A key objective was to demonstrate how municipal government can play an active, supportive role in education beyond traditional services. Through storytelling, photography, and measurable outcomes, the magazine illustrated how city employees partnered directly with educators and students, volunteering time, resources, and mentorship, to help improve academic performance and foster a culture of shared responsibility. By featuring the initiative prominently, the magazine reinforced the message that education is a community-wide investment and a core quality-of-life priority.

The target audience includes Coral Springs residents, families, educators, business owners, and community stakeholders. Content was designed to resonate with parents, students, and civic-minded residents while reinforcing transparency, civic pride, and trust in local government through clear examples of collaboration and impact.

Describe the supporting documentation submitted with this entry.

The supporting material includes the full Fall 2025 print magazine (PDF), an animated graphic for social media, and stats of integrated QR codes linking to videos, digital content, event registrations, and city resources.

What is new, innovative or creative about this campaign?

This magazine advances beyond a traditional government newsletter by blending storytelling, data, and digital engagement into a visually driven, resident-centric publication. A key innovation is the consistent integration of Vision to Action icons, allowing readers to easily identify projects directly inspired by community input.

The magazine also incorporates QR codes throughout, transforming a static print product into an interactive experience that connects readers to videos, online forms, event calendars, and expanded digital content. Editorial storytelling focuses on measurable outcomes such as academic gains, crime reduction, sustainability certifications, and economic investment, helping residents clearly understand the real-world impact of city initiatives. All content, design, photography, and layout were produced entirely in-house, maximizing creativity while minimizing costs.

Describe how the magazine was successful (include your evaluation process and metrics).

Success was evaluated through a combination of distribution reach, digital engagement, and qualitative feedback. The magazine was distributed citywide in print while also published digitally for online viewing, ensuring accessibility across formats. QR code scans and website traffic increases were tracked to

measure reader interaction with featured programs, events, and videos.

Additional indicators of success include increased participation in highlighted initiatives such as volunteer programs, workshops, and events, and positive resident feedback citing clarity, visual appeal, and usefulness of the information presented. The publication's alignment with citywide strategic initiatives ensures content relevance while reinforcing trust and transparency in city communications.

Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e, department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.

Coral Springs is a mid-sized city with a centralized Communications & Marketing Department that produces a full-scale, professionally designed magazine entirely in-house using a lean, highly efficient team. This publication was created with a core team consisting of one graphic designer, one writer, and one photographer, with strategic oversight provided by the Assistant Director and Communications Director. Despite limited staffing, the team delivers a publication that rivals private-sector magazines in both quality and storytelling.

With a modest production budget, the department maximizes resources through cross-department collaboration, in-house photography, and strategic content planning aligned with Vision 2035 priorities. Innovative techniques include data-driven storytelling, strong visual narratives, and the seamless integration of print and digital platforms through QR codes and online extensions.

The magazine's impact extends beyond information-sharing by clearly connecting resident feedback to action and showcasing measurable outcomes in education, public safety, sustainability, economic development, and quality of life. By spotlighting initiatives such as It Takes a Village, the publication reinforces civic pride, builds trust in local government, and demonstrates how a small, agile communications team can deliver high-impact results for a city of Coral Springs' size making this submission both scalable and replicable for municipalities across the state.