



Newsletter - Electronic or Print (2025-2026)

Category Description

Submit a single newsletter, ensuring that the submission reflects the quality and diversity of content that the newsletter consistently delivers.

Judges will assess criteria such as clarity and accessibility, design, visual appeal, and measurable impact.

SUPPORTING DOCUMENTATION SUGGESTIONS: A compelling summary of your newsletter, including how often it comes out, who helps produce it, readership, engagement, etc.

iMIS ID

Order #

Name

Kate Pokorny

Affiliation (Municipality/Organization)

Village of North Palm Beach

Email

kpokorny@village-npb.org

Phone

(561) 904-2138

Entry Title

A Fresh Look, A Stronger Connection

Social Media

<https://www.facebook.com/VillageNPB>

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

January Newsletter.pdf

Newsletter Award (1).pdf

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

Life Under the Sun is the Village of North Palm Beach's monthly newsletter, mailed to every household to ensure all 13,158 residents have direct access to Village news and information. To further expand accessibility, a digital version is published online one week prior to mailing. In October, the Village reimagined the publication with a refreshed design and a renewed focus on storytelling, transforming it from a traditional, calendar-driven government newsletter into a community-centered magazine.

Renamed Life Under the Sun—a play on the Village's slogan, "The Best Place to Live Under the Sun"—the redesigned newsletter places people at the center of Village communication. Each issue features employee and resident profiles, a center-spread community calendar, Village news, and upcoming events. By highlighting the individuals behind Village services and the residents who shape the community, the newsletter humanizes local government and strengthens civic pride in a close-knit community.

Describe the supporting documentation submitted with this entry.

Attached is the January issue of Life Under the Sun, which is also available online at www.village-npb.org/Newsletter. The materials include examples that illustrate the newsletter's transformation, comparing the January 2025 edition with the redesigned January 2026 issue to highlight the updated look, refreshed objectives, and focus on storytelling. Additionally, a sample digital story is provided to demonstrate how content is extended across platforms, engaging residents beyond the printed edition and reinforcing the newsletter's role as a community-centered publication.

What is new, innovative or creative about this campaign?

What makes the Life Under the Sun newsletter campaign innovative is the intentional shift from a traditional, calendar-driven government newsletter to a people-first, story-driven publication that functions more like a community magazine. Rather than simply listing meetings and updates, the Village reimagined the newsletter as a platform for storytelling while still delivering essential information.

The campaign leverages both print and digital channels to maximize accessibility and engagement. Mailing the newsletter to every household ensures inclusivity for all 13,158 residents, while the digital edition, social media promotion, and weekly e-newsletter extend the life of each issue and drive readers across platforms. Individual stories are repurposed throughout the month, transforming a once-a-month publication into an ongoing conversation.

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

The impact of this approach is measurable and meaningful. Digital engagement more than doubled, with the January issue recording 220 views and 140 active users, compared to just 50 users during the same month the previous year. Email performance further reinforced this success, achieving a 56 percent open rate and a 3.2 percent click-through rate. The January issue was sent to 12,701 subscribers and generated the highest number of clicks in the Village's weekly e-newsletter.

Beyond metrics, Life Under the Sun has created tangible real-world connections. After Officer Tonkin was featured on the January 2026 cover, a resident stopped him in the community to ask for his autograph—an unexpected but powerful indicator of engagement. The newsletter's new photo section has also become a community favorite, with residents frequently commenting at events about hoping to appear in an upcoming issue.

To extend the life of each edition, featured profiles are shared throughout the month on social media and in the Village's weekly e-newsletter, consistently driving traffic back to the full publication. These posts rank among the Village's most engaging content, including Firefighter and Police Officer of the Year features that generated high reactions, comments, and shares across Facebook and Instagram.

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.

The Village of North Palm Beach's communications team consists of just two communications specialists responsible for managing all Village social media channels and providing content support for every department from the library to police. This newsletter is written and designed entirely in house by the staff each month.