



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council **Item No. _____**

FROM: City Administrator

SUBJECT: Recognition of the Commerce Public Information Office for Receiving an Excellence in Public Information Communication (EPIC) Award for the Commerce Connection publication

MEETING DATE: May 15, 2018

RECOMMENDATION:

Present a Certificate of Recognition to the staff of the Commerce Public Information Office for receiving an award for Excellence in Public Information Communications from the California Association of Public Information Officials in April 2018 in the category of "Graphic Design."

BACKGROUND

The Excellence in Public Information Communication (EPIC) Awards recognizes and honors outstanding professional work and accomplishments for those in the communications field.

In April 2018, Commerce Public Information Office received EPIC award in "Graphic Design" category from California Association of Public Information Officials for the Commerce Connection publication. Entries were judged on overall quality, effectiveness of message, creativity, and appropriate use of budget.

The City's Media Specialists, Graphic Designer and Administrative Services Director worked on redesigning the old City newsletter, "The Report to the People." In September 2017, the Public Information Office unveiled its newly-redesigned monthly publication with a new name: Commerce Connection. The large newspaper format was replaced with a magazine-style publication which features dynamic graphic designs, improved photos and local interest stories. Everything from content to graphic design is performed outstandingly by Commerce in-house staff.

FISCAL IMPACT:

None

Recommended by: Lena Shumway, Administrative Services Director & City Clerk
Respectfully submitted: Edgar P. Cisneros, City Administrator