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City of Pompano Beach • 100 West Atlantic Boulevard • Pompano Beach, FL 33061

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Trade Winds Magazine Wins National Award

The City of Pompano Beach is proud to announce that its resident magazine *Trade Winds of Pompano Beach* has won a national award at the 2009 City-County Communications and Marketing Association (3CMA) Savvy Awards held September 25th in Scottsdale, Arizona.

The Trade Winds of Pompano Beach won the Silver Circle Award in the in the Printed Publications Magazine category for cities with populations of 17,000 to 2,700,000. Savvy Awards are presented each year in 12 categories with 43 subcategories.

The annual Savvy Awards recognizes outstanding local government achievements in communications, public sector marketing and citizen-government relationships. The Savvy awards program also serves as a forum for exchanging cutting-edge information and ideas among city, county and other government leaders nationwide.

The most recent issue of Trade Winds that won the award prompted the highest number of calls and compliments to date. The cover featured a quarter horse named Ziggy, who is a resident of the City owned horse stables called Sand and Spurs. The publication incorporates regular features such as City Commission News, Emergency Preparedness, For Your Health, Pompano Beach History, Frequently Asked Questions, Animal Zone and a Community Calendar of Events. Two Public Information Office employees are tasked with the planning, researching, writing, photographing, designing and layout of the full-color, 40 page resident newsletter in addition to their other duties. Since the City of Pompano Beach is a culturally and demographically diverse community, the content is carefully chosen to provide widely appealing information that directly affects the lives of its readers. Budget constraints facing the City of Pompano Beach have provided a challenge for the staff of Trade Winds. In order to offset the cost of the magazine, we now offer advertising which defers approximately \$4,000 of the cost of the publication.

In their comments, 3CMA judges called Trade Winds magazine a “Stylish and informative publication that makes clever use of advertising resources without disrupting the integrity of the product.”

Savvy awards are presented for creative and successful programs in two areas: communication and marketing tools, and communication and marketing processes. Tools are what you use to get the job done. They include publications, television and video, marketing campaigns, special events and new technologies. Processes are broad categories of activity, such as citizen participation and communication plans.

Trade Winds magazine can be viewed on line at www.mypompanobeach.org.

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