

City website wins award!

The Bethlehem Gadfly Uncategorized November 21, 2020

 *Latest in a series of posts on City Government* 

Welcome to Bethlehem, Pennsylvania

Bethlehem Receives a 2020 Communicator Distinction Award in the Category of Government Websites

Thursday, November 19, 2020

Bethlehem Mayor Bob Donchez announced today that the City of Bethlehem received a 2020 Communicator Distinction Award in the Category of Government Websites. The Communicator Award honors excellence in strategic, effective, and meaningful communication across digital, video, podcasts, marketing, and print. The Award of Distinction is presented for projects that exceed industry standards in quality and achievement.

The City launched its new website last fall, which was designed by KSA&D. Mayor Bob Donchez thanked the firm for their work on the project. “KSA&D was a great partner for this initiative. We found them to be creative, skilled, and responsive to all the needs of our various departments. The application of technology and transparent government are two of my highest priorities, and our new website checks both of those boxes.”

Bob Kraemer and Peter Schurman, Partners at KSA&D, stated, “It was a great collaborative effort on everyone’s part. We were able to bring complex requirements together for an easy-to-navigate, visually pleasing,

and functional platform. We are proud to be partners with the City of Bethlehem and appreciate their support and confidence throughout the entire development process.”

In addition to information for City departments, the new website offers news, events, and social media sections that can be easily updated by city staff to supply information efficiently. Quick links offer work schedules, online forms and permits, job postings, and access to City Council meetings. The website pages can be updated and modified internally by departments, which provides the City with the opportunity to quickly adapt the site to changing conditions.

The website can be found at Bethlehem-pa.gov

Headquartered in Allentown, PA, Kraemer Schurman Advertising & Design, Inc. has been the Lehigh Valley’s premier resource for design, web development, and marketing services. For over 20 years, KSA&D has been providing a full line of advertising services, from print to digital; e-commerce to social media; and mobile to web applications.

With powerful messaging coupled with creative delivery, KSA&D enhances your organization’s return on investment. For more information, or to contact KSA&D, please visit ksand.com or on LinkedIn at linkedin.com/company/ksa&d-inc./.

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