



FOR IMMEDIATE RELEASE

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City of Asheville receives Excellence in Communications Awards

Charlotte, NC – The City of Asheville was among 22 North Carolina local governments to earn recognition in the Tenth North Carolina City & County Communicators' (NC3C) *Excellence in Communications Awards*. The City won three awards.

The awards were presented Thursday, April 6, 2017 at the NC3C's annual Spring Conference in Charlotte during which the organization celebrated 10 years of existence. More than 133 entries were received.

"Our organization is full of city and county government communicators who are excellent at what they do. They are innovative, creative, passionate, and dedicated, and that shows in their work," said NC3C President Glenn Hargett. "It was an honor to preside over the program, viewing these exciting demonstrations of work to communicate the stories of the jurisdictions they serve."

Categories included TV & Videos, Communication Technology, Special Events, Printed Publications, Most Creative Project for the Least Amount of Funds, Citizen Participation, and Marketing Tools.

The City of Asheville received a first place award in the category of Citizen Participation for their bond campaign. The judges noted the 70% plus approval for the bonds demonstrated that the communication was key. "Asheville definitely simplified the messaging so that residents could understand the importance," commented the judges.

Second Place awards were given for the Bond Campaign Projects Tour and a one-time special video programming award for Bond Campaign video. Judges reflected positively on the use of a storybook map to highlight all the projects was a benefit for ease of messaging. Comments also praised the mapping team as well as the communications team.

Judges for the NC3C Excellence in Communications Awards were government communication professionals from Kansas, Arizona, Texas, Michigan, Maryland and Oregon. Each judge has previously won state or national awards.

The purpose of North Carolina City & County Communicators is to encourage professional development and networking among local governmental communications professionals. The organization was formed in March 2007 and is made up of government professional communicators from around the state. For more information about NC3C, visit the website, www.nc3c.com.

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