



FOR IMMEDIATE RELEASE

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Cabarrus County Government receives Excellence in Communications Awards and well-known employee receives lifetime award

Charlotte, NC – The Cabarrus County Government was among 22 North Carolina governments to earn recognition in the Tenth North Carolina City & County Communicators' (NC3C) *Excellence in Communications Awards*. Channel 22 General Manager David Baxter won a keystone award and the County won three awards.

David Baxter was honored for his commitment to Cabarrus County when he pioneered to change the face of the government channel he has administered since 2004. His on-scene passionate storytelling about Cabarrus County has earned him local recognition as well as state-wide admiration by his peers. He was given the esteemed Chris Coulson Award. The award was named for one of the founders of the NC City & County Communicators. Baxter is also a founder of the organization. The award was a surprise to Baxter whose fellow staffers helped to provide the unexpected recognition. He is only the fifth person to be awarded the honor in the 10 year history of the organization.

Baxter's award and the *Excellence in Communications Awards* were presented Thursday, April 6, 2017 at the NC3C's annual Spring Conference in Charlotte. 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.

Cabarrus County Government received a first place award in the category of magazine for the Journeys Magazine. The magazine uses personal stories and shares expert times and resources designed to improve the quality of life of Cabarrus County seniors.

Second place awards were awarded for the Early Voting Selfie Station as most creative activity for least dollars spent, and in the category of TV and Videos, for Cabarrus This Week which Baxter administers. Judges praised the Early Voting Selfie Station as a great way to promote early voting. The outside media coverage and earned media coverage brought awareness to the cause. Judges praised the video program as a demonstration that Baxter and Cabarrus This Week knows its audience.

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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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