



NEWS RELEASE

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CityTV brings home national Savvy Award for Promotional Video

MURFREESBORO, Tenn. – For 26 years, the City-County Communications Market Association (3CMA) has recognized the best in the art of communications and marketing. The City of Murfreesboro Communications Department, which produces programming for CityTV, recently brought home a Savvy, the top award announced in each category.

Communications Specialist John Padgett, a 7-year veteran of CityTV, earned the prestigious Savvy for his 7-minute promotional video on Murfreesboro's Discovery Center. To view the video, click the You Tube link <http://youtu.be/0czzxcbTAvA>. In announcing the award at the 2014 Savvy Awards in the historic Music Box Theater in Minneapolis, Thursday, Sept. 4, the judges recognized Padgett's work for "Great graphic transitions, good animation and editing effects," lauding the "child narrator" as "very good."

The first place Savvy Award for TV & Promotional Video was recognized in the category for cities with population, 85,000 to 120,000. The Savvy Awards competition recognizes outstanding local government achievements in communications, public-sector marketing and citizen-government relationships. The Savvies salute skilled and effective city, county, agency or district professionals who have creatively planned and carried out successful innovations in communications and marketing.

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Photo caption

Savvy Award.jpg

John Padgett receives recognition from Murfreesboro Cable Television Commission Chairman Dennis Oneal.jpg

Music Box Theater, Minneapolis, Minn.jpg

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