



## NEWS RELEASE

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## **CityTV earns national Awards for “Kids Recycling” and “Don’t Litter” PSAs**

**FOR IMMEDIATE RELEASE:** September 21, 2017

**MURFREESBORO, Tenn.** – Murfreesboro’s CityTV has again been recognized nationally for quality government television programming. Murfreesboro’s government-oriented television station received a national award during the 32<sup>nd</sup> annual Government Programming Awards presented by the National Association of Telecommunications Officers and Advisors (NATOA <https://www.natoa.org/>). The winners were announced during a gala Thursday, September 14, 2016, in Seattle, Washington.

Murfreesboro’s CityTV brought home the **Second Place** award in NATOA’s category for “Innovative Use of Video” for “Kids Recycling PSA,” besting Third Place, San Francisco, California and Dallas, TX and Hastings, Minnesota, who received Honorable Mentions. For a complete list of the winners visit Natoa.org at [https://www.natoa.org/web/assets/ckeditor/filemanager/Uploads/2017\\_Winners\\_in\\_Order\\_with\\_HM.pdf](https://www.natoa.org/web/assets/ckeditor/filemanager/Uploads/2017_Winners_in_Order_with_HM.pdf) .

The “Kids Recycling PSA” produced by John Padgett can be viewed on YouTube at <https://youtu.be/Gbx4VWDWqaI>.

NATOA received more than 900 entries submitted by local governments across the country. The awards program honors excellence in broadcast, cable, multimedia and electronic programming produced by local government agencies. A national trade association based in Alexandria, Virginia, NATOA represents local government jurisdictions and consortiums, including elected and appointed officials and staff, who oversee communications and cable television franchising.

“The diversity and caliber of this year’s winners exemplify unparalleled creativity and commitment to keeping communities informed, entertained and connected,” commented NATOA President Jodie Miller. “We congratulate these Winners on their role in building strong, engaged, communities through outstanding community programming.”

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“The CityTV team continues to bring home awards with professional work that reflects positively on the City of Murfreesboro,” said Communications Director Alan Bozeman. “Continued recognition by NATOA and 3CMA amid national competition should make all of us proud.”

CityTV also earned a **Second Place** Silver award at the 2017 Savvy Awards in Anaheim, California. Producer Michael Nevills took home a Silver for the “Don’t Litter PSA” at the Savvy Awards luncheon on Sept. 7, 2017. The PSA finished second behind Round Rock, TX, but bested Yuma, AZ in the Public Service Announcement category. For more on the Savvy winners, visit <http://www.3cma.org/>. The “Don’t Litter PSA” can be viewed on YouTube at <https://youtu.be/jxUVBFzgvu0>.

The Savvy Awards are presented by **3CMA**, ([www.3cma.org](http://www.3cma.org)) the City-County & Marketing Association, which has awarded excellence in strategic marketing and communications in government for 29 years.

CityTV can be viewed on Comcast cable channel 3, AT&T’s U-Verse channel 99, Roku, YouTube and the City website.

*For City News online, visit [www.Murfreesborotn.gov](http://www.Murfreesborotn.gov)*

**Photo captions:**

1. *NATOA and 3CMA Awards earned by CityTV in September 2017.jpg*
2. *2017 NATOA Government Programming Award for “Kids Recycling PSA.jpg*
3. *2017 3CMA Silver Circle Award for “Don’t Litter” Public Service Announcement.jpg*