



NEWS RELEASE

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CityTV PSA brings home national Telly Award for Promotional Video

MURFREESBORO, Tenn. – The 39th Annual Telly Awards, the premier award honoring video and television across all screens, has recognized the City of Murfreesboro’s ‘Kids Recycling PSA’ as winner in the General-Children category. The award was announced May 21, 2018, and can be found at <https://www.tellyawards.com/winners/2018/television/general-children>.

Video Producer John Padgett, an 11-year veteran of CityTV, earned the prestigious Telly for his 3-minute promotional video in partnership with Rutherford County Solid Waste. The award-winning PSA can be viewed on YouTube at <https://youtu.be/Gbx4VWDWqal>. View all winners of the 39th Annual Telly Awards at www.tellyawards.com.

“The May 22nd winner’s announcement caps a year-long initiative by the Telly Awards to rebuild the honors for the multi-screen era,” said Tellys managing director Sabrina Dridje. “It is exciting to see how perfectly this year’s winners capture the innovation and energy of the rapidly changing video and television industry that we rebuilt the Telly Awards to recognize. They are an exciting culmination to an ambitious year-long effort that has re-established The Telly Awards as a trusted benchmark for the industry.”

The “Kids Recycling PSA” has not only been used through our social media and television platforms, but to supplement recycling curriculum in Rutherford County classrooms daily,” said Rutherford County Solid Waste Public Media Relations Specialist Hannah Bleam. “The PSA has been successful in promoting our solid waste messaging in Rutherford County because of its utilization as an educational and grade-level appropriate resource for our environmental educators and local teachers. John did an excellent job with ensuring that the length, quality, and content of the video would be attractive to students and educators.”

The ‘Kids Recycling PSA’ is a two-time winner. Padgett earned an “Innovative Use of Video” award for the same PSA at the 32nd Annual Government Programming Awards presented by the National Association of Telecommunications Officers and Advisors (NATOA).

The City of Murfreesboro Communications Department, which produces programming for CityTV, also recently brought home two other Telly awards for a local history documentary, “The House Still Standing,” in both the Local Documentary and Biography categories.

About The Telly Awards

The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, The Telly Awards receives over 12,000 entries from all 50 states and 5 continents. Entrants are judged by The Telly Awards Judging Council—an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks, reflective of the multiscreen industry The Telly Awards celebrates. Partners of The Telly Awards include NAB, StudioDaily, Stash Magazine, and Digiday.

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Photo caption:

CityTVs John Padgett wins national Telly Award.

Telly Award.jpg

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