



# NEWS RELEASE

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## Town of Vienna Wins Three National Communications Awards

For the second year in a row, the Town of Vienna is getting national recognition with three Blue Pencil and Gold Screen Awards from the National Association of Government Communicators (NAGC). The awards were announced April 19 at the organization's annual conference in Portland, Oregon.

The Town was recognized for excellence in the digital e-newsletter category taking first place for the "Vienna Happenings" weekly e-newsletter. The publication, written by communications specialist Caleb Lester, highlights upcoming events and activities in the Town of Vienna, and Caleb's efforts to update the publication's look and feel were recognized as key factors in a growing subscription rate and a very high open rate. Anyone can sign up to get the newsletter at [www.viennava.gov/happenings](http://www.viennava.gov/happenings).

The Town of Vienna also took first place in the video documentary category for the "What's Your Story" segment called "The Gravy Lady," featuring Vienna resident Shirley Martin. The video, produced by Sean Metzger, documents the beloved, 97-year-old resident's memories of growing up in Vienna and her continued service to the Vienna community through the American Legion's Post 180 Ladies Auxiliary. The video can be seen online on the Town's YouTube channel at <https://bit.ly/GravyLady>.

Second-place video honors went to the Town for "Liberty Minutes." The brief educational segments were produced during the 2022 Liberty Amendments Month celebration and connect each of the Liberty Amendments to Vienna history. These and other Liberty Amendments Month video presentations can be viewed on the Town's YouTube channel at <https://bit.ly/libertyvideos>.

Since 1976, the National Association of Government Communicators has been dedicated to advocating, promoting and recognizing excellence in government communication and engagement at the local, state, tribal and federal level. The organization's Blue Pencil & Gold Screen Awards program recognizes superior government communication initiatives and those who produce them.

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