



## Union County Public Information Office

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### News Release

#### Public Information Receives Awards for Newsletters

**April 5, 2012, Monroe, NC** – Union County’s Public Information Office was awarded two Excellence in Communications awards at the annual North Carolina City & County Communicators’ (NC3C) Conference in Chapel Hill last week. The *Union Update* newsletter won first-place in the Electronic External Newsletter category, and the *Union County View* was awarded first-place in the Electronic Employee Newsletter category.

“It’s an honor to have our newsletters recognized for excellence by communications professionals from across the country,” said Union County Public Information Officer Brett Vines. “These newsletters are important tools that keep our employees and citizens informed about Union County government.”

Judges for the NC3C Excellence in Communications Awards were government communication professionals from California, Florida, Texas, Virginia, Colorado and Georgia. Each judge had previously won first or second-place in the national Savvy Awards, presented annually by the City-County Communications and Marketing Association.

“We have a great number of talented and innovative government communication professionals in North Carolina and it is an honor to work side by side with them as we are dedicated to keeping citizens informed and engaged in our respective communities,” said Mandy Pitts, NC3C President and Communications Director and Brand Manager for the City of Hickory. “This year’s award ceremony showcased the best of the best in communications in North Carolina from special events to videos to projects that were creative but did not cost much money or anything at all.”

*The Union County View* employee newsletter is produced monthly to educate Union County employees about news and developments in County government. One of the newsletter’s purposes is to make employees better ambassadors of Union County as they become more knowledgeable about what is happening within County government.

The *Union Update* newsletter is produced weekly and emailed to nearly 1,000 subscribers. The *Union Update* includes information about Union County Board of Commissioners’ action, County news and events, meeting reminders and much more. Citizens can subscribe to the newsletter by sending a request to [brettvines@co.union.nc.us](mailto:brettvines@co.union.nc.us).

NC3C was formed in March, 2007 by 27 professional communicators from around the state. Since then, the organization has grown to more than 80 members. For more information about NC3C, visit the website, [www.nc3c.com](http://www.nc3c.com).