

**NEWS
RELEASE**

October 17, 2013
CITY OF PADUCAH, KY



Contact: Pam Spencer
Public Information Officer
Phone: 270-444-8669
Fax: 270-443-5058

***Paducah View* Receives Bronze Medallion Award**

PADUCAH, KY— The National Council for Marketing and Public Relations (NCMPR) has awarded the City of Paducah television program *Paducah View* with its Bronze Medallion Award. West Kentucky Community and Technical College (WKCTC) is the recipient of five awards from the NCMPR with *Paducah View* earning the award in College Video Program category. The TV Production Department at WKCTC and Paducah Public Information Officer Pam Spencer produce the episodes. The entire series of *Paducah View* episodes was submitted for award consideration.

The NCMPR District 2 Medallion Awards is an annual award celebration recognizing outstanding achievement in communications at community and technical colleges. The Medallion Awards ceremony was part of the NCMPR District 2 conference held this week in Hilton Head, South Carolina. District 2 is comprised of community colleges in 11 southeastern states, along with the Bahamas and Bermuda.

Paducah View is a two to five minute series featuring a City of Paducah program or project. *Paducah View* airs on Government 11 (channel 11 for Comcast subscribers) in addition to the City's Facebook and Youtube pages and the City's website www.paducahky.gov. Since its launch in August 2012, *Paducah View* has featured topics including the Paducah Police Department's traffic unit, winter weather preparations, the National Citizen Survey, the Certificate of Excellence in Financial Reporting Award, the proper planting of trees, and City of Paducah surplus property.

Paducah View is hosted and produced by Public Information Officer Pam Spencer with WKCTC Television Producer/Director Dan Sheppard as the director, photographer, and editor. Sheppard says, "In *Paducah View*, we use technology to make the program visually appealing. Each episode is recorded in front of a green screen at WKCTC. It speeds up the process for our guests. They don't have to wait for us to set up lighting or rearrange furniture. It also allows us to be more creative with the use of backgrounds and imagery."



City of Paducah • P.O. Box 2267 • Paducah, Kentucky 42002
270/444-8669 • Desk 270/443-5058 • Fax
Website: <http://www.paducahky.gov> Email: pspencer@paducahky.gov
www.awardwinningpaducah.com

**NEWS
RELEASE**

October 17, 2013

CITY OF PADUCAH, KY



Contact: Pam Spencer

Public Information Officer

Phone: 270-444-8669

Fax: 270-443-5058

Spencer says, "Even though the Paducah View episodes are only a few minutes in length, they are full of information. The goal was to create a short program and use it on multiple platforms. The episodes are found on the public access channel Government 11, linked on the City's website, and shared on Facebook and Twitter."

This is not the first time for City of Paducah programming to earn an award. In November 2011, the City of Paducah series, *Your City at Work*, earned a Silver Medallion Award in the College Video Program category from NCMPR for the half hour episode featuring Barkley Regional Airport.

The City of Paducah and WKCTC's television department work to produce several programs on Government 11 including *Your City at Work*, *City Profile*, and *Tot School*. The television department also works with the City to televise the City Commission and Planning Commission meetings.

For more information about the National Conference for Marketing and Public Relations, visit www.ncmpr.org. For more information about Government 11 programming, call Tom Butler, WKCTC Television Production Coordinator, at 534-3208 or Pam Spencer, City of Paducah Public Information Officer, at 444-8669.

###



City of Paducah • P.O. Box 2267 • Paducah, Kentucky 42002

270/444-8669 • Desk 270/443-5058 • Fax

Website: <http://www.paducahky.gov> Email: pspencer@paducahky.gov

www.awardwinningpaducah.com