



2024 City-County Communicators & Marketing Association Awards

Presented by

Lillian Govus

Communications and Public Engagement



Savvy Awards

- Represented the best in government communications for more than 30 years
- Honors programs nationally that have effectively engaged their constituents and elevated the profession
- More than 1,100 entries in 38 categories were received



Savvy Awards



- Interview/Talk Show/News
Programming Award of Excellence:
Creative Equity Mural Project
Documentary**
- Created in-house featuring artists
Leslie Reynalte & Gabriel Eng-Goetz



Savvy Awards



One Time Event Savvy Award: Community Reparations Summit

- Event coordination a partnership between Buncombe County, City of Asheville, UNC-Asheville
- Judges' comments: "There was great attention to detail in planning and it appears to have been executed wonderfully. Kudos to your entire team! The event was relatively uncomplicated, yet the marketing team demonstrated exceptional skill in execution and tailored the event in a manner that effectively appealed to their key target audience. Their organizational and executional proficiency was truly commendable."

