



City of McKinney Press Release

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City of McKinney wins four national awards for communications and marketing

McKinney publications and TV programs take honors

McKINNEY, Texas (Sept. 29, 2009) – McKinney’s 2008 annual report “A Natural Progression: Leading with Vision” and the Parks, Recreation and Open Space (PROS) Activity Guide have both been chosen as best in the nation at the annual 3CMA (City-County Communications and Marketing Association) Savvy Awards. With a second place award for the external newsletter, McKinney Info, and a third-place for the monthly news program McKinney Community News, McKinney brought home more top awards at the national competition than ever before.

“We strive to consistently provide the highest quality communications vehicles for both our residents and audiences outside of McKinney who may be exposed to our community for the first time through these materials and programs. Pieces like these are just part of the strategic approach we use to communicate the unique qualities of McKinney. Awards like the Savvys, particularly on a national stage, let us know that we are making the best use of our city resources in producing first-class materials that can be used to make sure our residents and others know about McKinney and the elements that make us unique,” said Marketing and Communications Director CoCo Good.

According to their Web site, “the Savvy Awards recognize outstanding local government achievements in communications, public-sector marketing and citizen-government relationships. The Savvys salute skilled and effective city, county, agency or district professionals who have creatively planned and carried out successful innovations in communications and marketing.” The organization has more than 900 member cities.

The 2008 annual report beat out all competitors with populations from 54,000 to 122,000 for the Savvy award, the top honor given. Judges said, “This annual report is something that the entire community can be proud of. It maintained a strong connection to the community brand; it worked for all different uses...as a citizen communication tool as well as an economic development tool.”

The McKinney Annual Report 2008 used the theme “A Natural Progression: Leading with Vision” to provide residents, businesses and visitors with consolidated data on the city’s annual financial status, goals, achievements and demographics in a way that tells the entire McKinney story cohesively. It covers all McKinney has to offer - the natural

beauty of its rural beginnings and the bustle and convenience of big city life – through the messages and the graphics.

In the catalog category, the PROS activity guide took home the Savvy for populations from 15,000 to 270,000. Judges pointed out that the “layout is attractive, easy-to-read, colorful and doesn’t over-photo you. We loved the event ads. The piece demonstrates an effective use of budget.”

McKinney Info, the city’s quarterly printed citizen newsletter, took home the Silver Circle second place in a very large population range. For all entries with populations from 105,000 to 1.3 million, McKinney’s second place was earned because judges said, “McKinney Info is made easy to read and easy to digest. Graphics keep you turning the pages!”

McKinney Community News, the city’s monthly news show airing on McKinney Vision and video streamed online, brought home a third place Award of Excellence, earning praise for the opening graphics, on-air talent and use of natural sound.

Copies of the city’s many publications, including the McKinney Info newsletter and the annual report, are available at City Hall, 222 N. Tennessee. Electronic copies of the publications and on-demand streaming video of the city’s TV station, McKinney Vision, are available at www.mckinneytexas.org.

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About McKinney

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the country, McKinney has a current population of 122,000. Incorporated in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments and was recently ranked as one of the Top 10 Best Places to Move by Forbes Magazine. Visit the city’s Web site at www.mckinneytexas.org.

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