# KTVB News Group honored for March Against Meth program

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BOISE - The National Association of Broadcasters Education Foundation awarded the KTVB News Group one of its top public service awards Monday.

KTVB's 2007 March Against Meth campaign is the recipient of the 2008 Service to America Friend in Need Award award from the group. The program included a documentary, news stories, community events, an online promotional campaign and a large-scale community forum.

More than 4,000 people attended the community event - including Idaho Governor Butch Otter and nationally known anti-drug speaker Milton Creagh.

"The success of our Idaho Meth Project public awareness campaign depends in large measure on the cooperation and participation of private partners like KTVB," Otter said. "Its help has been invaluable in spreading the word about the dangers of meth in Idaho, and this is well-deserved recognition for that public service."

KTVB president and general manager Doug Armstrong noted that the campaign helped give a boost to meth prevention efforts.

"The results have been very positive," Armstrong said. "We brought the community together for a common cause. We breathed new life into community coalitions, drug free workplace programs, and provided an advance contribution to Governor Otter's Idaho Meth Project."

Each March, the KTVB News Group conducts a wide-scale community service campaign on top of its usual year-round community efforts. The NABEF Service to America award was handed out Monday night in Washington, DC.