

## **FOR IMMEDIATE RELEASE**

### **Chatham County Schools Earns Statewide Recognition for Outstanding School Communication**



HIGH POINT, NC (February 12, 2024) – The North Carolina School Public Relations Association (NCSPRA) has honored Chatham County Schools for excellence in school communications and public relations. Chatham County Schools earned a total of 13 Blue Ribbon Awards for outstanding and effective communication. Thirty-five school districts across the state were honored in a ceremony in High Point on February 9th.

Chatham County Schools received 8 Gold level awards for outstanding photography (3), publications (2), special events/programs, digital media, and Image/graphic design, as well as 5 Silver level awards for outstanding electronic media (2), photography, special events/programs, and image/graphic design.

The “Best of the Best” award in the Image/Graphic Design category was earned for the retractable lobby banners at the new Central Services Building that represent every school in the district. The judges praised the creative design, and the banners earned 99 out of a possible 100 design points. This is the second consecutive year Chatham County Schools has taken home a “Best of the Best” Award, with 2022’s Marketing award reflecting work on the One Chatham strategic plan.

#### **CCS Honors:**

- **Gold Publications** - One Chatham Newsletter
- **Gold Publications** - Chatham County Schools
- **Gold Photography** - VCE/SCE Elementary Strings Informance
- **Gold Photography** - Class of 2023
- **Gold Photography** - Books on Break
- **Gold Special Events** - CCS Ribbon Cutting Ceremony
- **Gold Image/Graphic Design** - Lobby Retractable School Banners
- **Gold Digital Media** - National Principals Month
- **Silver Electronic Media** - Arts in Education Week Video Series
- **Silver Electronic Media** - Educator of the Year Video Series
- **Silver Image/Graphic Design** - Welcome to Chatham County postcard
- **Silver Special Events** - Bring Your Legislator to School Day
- **Silver Photography** - Early Childhood Providers partnership
- **BEST OF THE BEST**: Image/Graphic Design for Retractable School Banners

"I'm incredibly proud of the amazing work our public information team has accomplished over the past year. Every day, they work tirelessly to share our district's story, using innovative and creative methods to showcase the incredible things happening in our schools," said Dr. Anthony D. Jackson, Superintendent of Chatham County Schools. "They consistently highlight the successes of our outstanding students and staff, and communicate vital information to our district's stakeholders with openness, honesty, and transparency. These blue ribbon awards truly reflect the high standards of excellence they uphold for themselves."

“We are extremely proud of the work being done by NCSPPRA members across the state, and the Blue Ribbon Award winners have demonstrated excellence in all facets of communication,” Valerie Newton, NCSPPRA President and Director of Communication and Family Engagement for Sampson County Schools, said. “The work of the award winners exemplifies the high standards of the North Carolina School Public Relations Association and the outstanding work of its members. Their expertise and professionalism in the field of communications highlight the superior work being done by North Carolina public schools, and their accomplishments deserve recognition. I congratulate all of our winners for the outstanding work they do to support students and teachers and promote public education.”

NCSPPRA recognizes outstanding communications through its Blue Ribbon Awards program each year. Chatham County Schools was one of 35 school districts statewide to receive a Blue Ribbon Award. This year’s submission categories included: Marketing, Digital Media Engagement, Electronic Media, Excellence in Writing, Publications, Image/Graphic Design, Photography, and Special Projects and Events. WS/FCS won at least one award in each category. The Georgia School Public Relations Association judged NCSPPRA’s 2023 Blue Ribbon entries.

Information about NCSPPRA:

NCSPPRA is a statewide professional organization serving more than 175 members. Its mission is to build support for public education through well-planned and responsible public relations. For more information, please visit the NCSPPRA Facebook page or [www.ncspr.org](http://www.ncspr.org).

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