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FOR IMMEDIATE RELEASE:

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NRMPS Wins State Awards for Effective School Communications and Public Relations

Nashville, NC – Nash-Rocky Mount Public Schools (NRMPS) was among 38 school districts in North Carolina to win Blue Ribbon Awards for effective school communications and public relations. The awards were presented by the North Carolina School Public Relations Association (NCSPRA) during the Association’s annual Blue Ribbon Awards ceremony and brunch on Friday, January 26, 2018 at the O. Henry Hotel in Greensboro.

Under the direction of NRMPS Chief Communications Officer and NCSPRA Vice President Dr. Patricia Hollingsworth, the NRMPS Communications Office won 17 awards. Additional NRMPS Communications Department team members include: District Communications Coordinator Ashley Denton and Board of Education Clerk Ashlee Rogers. The department won 11 gold, four silver and two bronze awards in the following categories:

Digital Media Engagement

NRMPS Facebook page – Gold Award
#NRMPSproud – Gold Award
Back to School Resources – Gold Award

Electronic Media

NRMPS Commercial – Gold Award
ZaNia’s Buddy Bench – Gold Award
STEP Video – Gold Award
Teacher of the Year Video – Silver Award
Principal of the Year Video – Silver Award

Photography

Cutz for Kingz - Principal Alston & Student – Gold Award
Maestro Superintendent – Gold Award

Board Members Caroling – Silver Award
#WeDoltForTheKids – Silver Award

Publications

Sounding Board Newsletter – Bronze Award
NRMPS Marketing Card – Bronze Award

Special Events/Programs

Soup with the Supt. – Gold Award
Evening of Academic Excellence – Gold Award
2017 Teacher & Principal of the Year Banquet – Gold Award

In addition, NRMPS won a “Best of the Best” Award in the photography category for a photo entitled “Cutz for Kingz – Principal Alston and student.” District Communications Coordinator Ashley Denton took the winning photo that features Williford Elementary Principal Kendrick Alston teaching a student how to tie a necktie at a Cutz for Kingz event at Williford Elementary School. The entry was considered by the contest judges as the top entry in the state for the photography category.

A Blue Ribbon Award is the highest honor a school district can receive from NCSPPRA. The award recognizes excellence in school communications and public relations in eight categories: digital media engagement, electronic media, excellence in writing, image/graphic design, marketing, photography, publications (print and electronic), and special events and programs. Members of the Georgia School Public Relations Association judged the entries. There are three award levels: gold, silver and bronze. The judges score entries based on content, quality, effectiveness, and overall impression.

“We would like to congratulate Nash-Rocky Mount Public Schools for gaining statewide recognition as a 2017 Blue Ribbon Award winner,” said NCSPPRA president Todd Hagans, who serves as Chief Communications Officer for Gaston County Schools. “Our awards program is about recognizing the quality work of school public relations professionals and bringing attention to their outstanding efforts to support and promote our schools,” he added.

The Blue Ribbon Awards ceremony featured Dr. James Merrill, retiring Superintendent of the Wake County Public School System and 2016-2017 North Carolina Superintendent of the Year, as the keynote speaker. W. Jeffrey Booker, Superintendent of Gaston County Schools and superintendent liaison for NCSPPRA, offered congratulatory remarks on behalf of the state’s school superintendents. A ceremony highlight was the presentation of the Barry Gaskins Service Award to Nora Carr, Chief of Staff for Guilford County Schools, for her many years of outstanding work in school public relations.

NCSPPRA is the premier organization for school communications and public relations professionals in North Carolina. For more information, visit the NCSPPRA website: www.ncsppra.org.
(Photo below)

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Above: The NRMPS Communications Department accepting awards at the NCSPPA Blue Ribbon Awards Brunch. Pictured from left to right: NCSPPA Executive Director Chris Fuller, District Communications Coordinator Ashley Denton, Chief Communications Officer and NCSPPA Vice President Dr. Patricia Hollingsworth and Board of Education Clerk Ashlee Rogers.

(Additional photo below)



Pictured above: District Communications Coordinator Ashley Denton with the Best of the Best award for photography