

SC/NSPRA recognizes Fort Mill School District for excellence in communications

The South Carolina Chapter of the National School Public Relations Association (SC/NSPRA) celebrated the effectiveness of 91 programs and projects from across the state at its annual Rewards for Excellence awards ceremony on May 10 in Columbia. This program recognizes outstanding communications and public relations efforts by South Carolina schools, school districts, and education agencies and associations. Public relations veterans with extensive experience in educational and business communications from across the country evaluated the 192 entries.

The Rewards for Excellence Program features three awards programs: Medallion (for comprehensive public



relations programs), Golden Achievement (for a single project or an aspect of a comprehensive program), and Publications and Electronic Media (for individual products designed to improve communication). This year “Best in Show” awards were given in each of the publications and electronic media categories.

The Fort Mill School District was among the honorees for the Impact Fee Campaign. Mr. Joe Burke, Chief Communications Officer for the Fort Mill School District, was present at the award banquet to receive the Medallion Award on behalf of the school district. It was one of only two Medallion Awards presented statewide.

SC/NSPRA is an affiliate of the National School Public Relations Association. The state chapter is composed of over 109 school public relations practitioners, superintendents and other educational professionals from across the state. The organization strives to foster development in the field of school public relations by providing ongoing training and professional development for its members. Visit www.scnspra.org for more information.