

For Immediate Release

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Media Release

CCSD leads state in SCNSPRA's annual Rewards for Excellence program

Office of Communications

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Charleston, SC – Charleston County School District (CCSD) scored a state-best 29 honors in the South Carolina Chapter of the National School Public Relations Association's (SCNSPRA) 2024 Rewards for Excellence. This is the third year in a row CCSD has either tied for the most awards or led the state outright in this program.

Some highlights for CCSD include seven awards in the district-level Video category (tied for the state lead), a state-best five Rewards for Excellence in district-level Photography, the prestigious Golden Achievement for the district's Principals Profile campaign (done in October for National Principals Month), and Orange Grove Charter School's district record of eight awards at the school level in a single year.

SCNSPRA recognized 193 programs and projects from across the state during a ceremony on April 26, 2024, in Columbia.

Rewards for Excellence 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 evaluated 295 entries.

The program features the following three main awards categories:

- Medallion (for comprehensive public relations programs)
- Golden Achievement (for a single project or an aspect of a comprehensive program)
- Publications and Electronic Media (for individual products designed to improve communication)

The following entries from the district's Office of Communications and a total of seven CCSD schools were honored in this year's Rewards for Excellence program:

District

Golden Achievement - [Principal Profiles](#)

Excellence in Writing - [Pulse of CCSD – District celebrates Richard Holmes during First Responder Month](#)

Excellence in Writing - [CCSD celebrates creation of Hispanic/Latino Affinity Group](#)

Photography – Charleston Progressive Bike Reveal
Photography – First Day of School at Springfield 2
Photography – Laurel Hill Snow Day
Photography – Mary Ford Bike Reveal 1
Photography – Mary Ford Bike Reveal 2
Video – [Black Wall Street 2023](#)
Video – [CCSD Minute - June 9, 2023](#)
Video – [CTE Month - Biomedical Sciences at West Ashley Center for Advanced Studies](#)
Video – [National Principal Profile – Amber Sainz, Julian Mitchel Elementary](#)
Video – [Spencer Quinlan - Springfield Elementary](#)
Video – [Summer Sail Program 2023](#)
Video - [Zucker Middle School kicks off new STEM approach to learning](#)

School

Newsletter – Orange Grove Charter School (The Tiger's Roar – September 2023)
Newsletter - Orange Grove Charter School (The Tiger's Roar – October 2023)
Newsletter – Orange Grove Charter School (The Tiger's Roar – November 2023)
Social Media – Cooper River Center for Advanced Studies' [Facebook page](#)
Social Media – James Island Elementary School's [Facebook page](#)
Social Media – Mount Pleasant Academy's [Instagram account](#)
Video - Orange Grove Charter School ([5th Grade Presents Black History Month](#))
Video - Orange Grove Charter School ([Announcing Teacher of the Year](#))
Video - Orange Grove Charter School ([National Park Pumpkin Project](#))
Video - Orange Grove Charter School ([Orange Grove Charter's New Natural Gas Bus](#))
Video - Orange Grove Charter School ([Second Grade Famous Americans](#))
Website - [Ashley River Creative Arts Elementary School](#)
Website – [Moultrie Middle School](#)
Website – [Wando High School](#)

"I am proud to serve alongside school communications specialists who are committed to sharing the many points of pride that make CCSD so special," said CCSD's Interim Executive Director of Communications, Vanessa Denney. "The SCNSPRA recognitions are a testament to the professionalism, dedication, and service of the district and school-based school communicators."

This is the third year in row CCSD picked up more than 20 awards in the SCNSPRA Rewards for Excellence program; the district earned [32 awards last year](#) (a district record) and [21 honors in 2022](#).

[SCNSPRA](#) is an affiliate of the National School Public Relations Association. The state chapter is composed of over 140 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 and to encourage meaningful community involvement in and understanding of the public school system.

Please contact the Office of Communications at (843) 937-6303 for additional information.

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About the Charleston County School District

Charleston County School District (CCSD) is a nationally accredited school district committed to providing equitable and quality educational opportunities for all its students. CCSD is the second-largest school system in South Carolina and represents a unique blend of urban, suburban, and rural schools spanning 1,300 square miles along the coast. CCSD serves approximately 50,000 students in 88 schools and specialized programs.

CCSD offers a diverse portfolio of educational options and specialized programs delivered to the students of CCSD through neighborhood, magnet, IB (international baccalaureate), Montessori, and charter schools and programs. Rich educational opportunities for students include programs in science, technology, engineering, and mathematics (STEM); music and other creative and performing arts; career and technical preparation programs; military; dual credit; and many more.