



For Immediate Release

July 16, 2021

Contact

Henry Darby, 843-745-7140

Media Release

NCHS art students' work displayed on billboards throughout the county

North Charleston High School

Gerrita Postlewait, Ed.D.
Superintendent of Schools

Karolyn Belcher
Chief Academic Officer

Joseph Williams, Ed.D.
Associate Superintendent of
Secondary Learning Community

Henry Darby
Principal

North Charleston, SC — At the end of this past school year, students at North Charleston High School (NCHS) received the opportunity for their art to be displayed on billboards throughout the Charleston Area. Those interested submitted their artwork for a contest (through the school) to determine which images would be featured.

Representatives from Adams Outdoor Advertising proposed a student showcase on local billboards to NCHS art teacher Jennifer Connell in the fall. They would display images on digital and physical billboard spaces around Charleston and North Charleston. Principal Henry Darby accepted the partnership with Adams; the company sponsored the contest and 12 billboards for the students. The billboard donation is valued at more than \$35,000.

Connell launched the contest in the spring, and four winners and an honorable mention were selected: Fatima Cuevas ("Angela Davis"), Damian Mackley ("The Mind State"), Charisma Murray ("Lashes"), and Jasmine Parrot ("Malcolm X"). Kerchief Reed also received an honorable mention for his submission, "Blue Heart."

"We are so grateful that Adams donated these billboards to us," said Connell. "The Adams staff were outstanding and provided our young cougar artists with an amazing experience this challenging year. The students and their guardians are so proud."

Prior to the contest, the art students received a lesson on billboards, advertising, and design. They explored the career field and began their submission pieces. Once the students finished and submitted their artwork, the creative staff at Adams, as well as a local artist, Gail Robertson, judged the students' entries.

In May 2021, the 12 billboards were unveiled throughout the Charleston Area. The artwork remained on display for two months, and after being taken down, the vinyl billboards were gifted to the respective student artists.

For more information, please email Jennifer Connell at jennifer_connell@charleston.k12.sc.us.

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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 of 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 49,000 students in 88 schools and specialized programs.

CCSD offers a diverse, expanding portfolio of options and specialized programs, delivered through neighborhood, magnet, IB (international baccalaureate), Montessori, and charter schools. Options include programs in science, technology, engineering, and mathematics (STEM); music and other creative and performing arts; career and technical preparation programs; and military.