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Media Release

CCSD earns 13 awards from state public relations organization

Office of Strategy and Communications

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Columbia, SC – Charleston County School District's (CCSD) Office of Strategy and Communications, along with CCSD four schools, combined to receive 13 awards in this year's Rewards for Excellence program, sponsored by the South Carolina Chapter of the National School Public Relations Association (SC/NSPRA). This includes a prestigious Golden Achievement honor the district's [Teacher of the Year Celebration Program](#) and a "Best in Show" honor in the School Video category for Wando High School's student news show, *Tribe Talk*.

SC/NSPRA celebrated 138 programs and projects from across the state during the annual awards ceremony on Wednesday, August 5, 2020, via a virtual ceremony on [YouTube](#) co-hosted by CCSD's Director of Communications and Technology, Andy Pruitt.

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 evaluated a combined 212 entries from the school and district levels.

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).

The following entries from the district and CCSD schools earned recognition in this year's Rewards for Excellence program:

District

Golden Achievement - CCSD Teacher of the Year Program
Photography - West Ashley High School Valedictorian
Photography - Week of the Young Child - West Ashley Head Start
Special Publication - [Focus on CCSD](#)
Video - [2019 CCSD Teacher of the Year Top-5 Finalists](#)

Video - [Daffodil Project at Cario Middle School](#)

Video - [West Ashley High School's Perfect Valedictorian](#) - Stories of CCSD

School

Social Media - Thomas Cario Middle School ([Facebook](#))

Video - Thomas C. Cario Middle School ([CTV News](#))

Video - Wando High School ([Tribe Talk](#)) - *Best in Show for School Video*

Website - [Ashley River Creative Arts Elementary School](#)

Website - [Pinehurst Elementary School](#)

Website - [Thomas C. Cario Middle School](#)

"To have this many honors in one year speaks to the quality of work our office and schools are producing on a regular basis," said CCSD's Chief of Staff, Erica Taylor. "We are thankful the national and state judges in the program see what our communities see every day, high-quality storytelling and promotion through multiple forms of digital communication."

SC/NSPRA is an affiliate of the National School Public Relations Association. The state chapter is composed of over 162 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.

For more information, contact CCSD's Office of Strategy and Communications at (843) 937-6303.

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About the Charleston County School District

Charleston County School District (CCSD) is a nationally-accredited school district that is 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 more than 50,000 students in 87 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.