



Blue Ribbon Awards 2018

Congratulations!

We are pleased to recognize our Blue Ribbon Award winners for effective school communications and public relations in 2018. The winners are listed below by school district.

▪ **Asheville City Schools** (9 awards)

Gold:

Photography – Becoming Alumni

Marketing – Back to School #TheACSWay

Superintendent’s Communications Plan

Publications – Asheville City Schools 2017-2018 Annual Report

Digital Media Engagement – Engaging Students Through #TheACSway

Special Events and Programs – Celebrating 130 Years of Asheville City Schools

Electronic Media – Graduating #TheACSWay

Asheville Middle School’s Homework Diners

Image Graphic Design – Taking Asheville #TheACSWay

▪ **Buncombe County Schools** (7 awards)

Bronze:

Marketing – Everyone is Welcome

Gold:

Photography – Proud Graduate

Electronic Media – 2019 District Teachers of the Year

Snow Day French Toast

We Are Blackhawks

We Are Erwin

Publications – BCS Advantage Magazine

▪ **Burke County Public Schools** (8 awards)

Bronze:

Excellence in Writing – Young Archer Places Second in World Competition

Photography – Trick-or-Treating at Central Office

Silver:

Excellence in Writing – Smart Helmets Alert Staff to Hard Hits on the Gridiron

Photography – Governor Cooper’s Visit

Bittersweet Graduation

Gold:

Publications – Burke County School and Family Magazine

Postscripts BCPS Employee Newsletter

Electronic Media – Igniting Tomorrow’s Workers video

▪ **Cabarrus County Schools** (12 awards)

Bronze:

Digital Media Engagement – #CCSRaiseTheBar Welcome Back Video
Apple A Day

Silver:

Photography – 2018-2019 First Day of School
Special Events and Programs – CCS/Hilbish Ford Teacher of the Month Recognition Program

Gold:

Photography – 2018 Special Olympics Spring
Special Events and Programs – Royal Oaks Elementary Tour and Dedication
Basketball State Championship Game Coverage
Excellence in Writing – Superintendent’s New School Year Message
Publications – Brand Style Guide
Marketing – Channel 21 Rebranding and Relaunch
Electronic Media – A Bit About Our Bee
The Shoe Fits

▪ **Charlotte-Mecklenburg Schools** (48 awards)

Bronze:

Excellence in Writing – All Options Open
Sarah Patterson: Born to Teach
Kindness Made Visible
“Everything You Said is True”
April Johnson: “Art Saved Me”
“We Took School to the Neighborhood”
Competition + Ingenuity = Apps
“We Believe in You”
A Mother on Mother’s Day
An IT Trailblazer
“Becoming the Most Awesome Kid”
People Can Do Exceptional Things
Merita Little: “My Journey Happened Because I met a Little Boy”
Special Events and Programs – Bus Driver Pay Media Briefing
2018 Teacher and Teacher Assistant of the Year
Photography – Kaz Goes to School
Paint the Pavement

Silver:

Excellence in Writing – “What If” Moments Every Day
Coding, Creativity, Collaboration
“An Honor, But Also Daunting”
Connecting School with Careers
Stretching the Limits
Prevention Over Punishment
The Process Helps Make You Excellent
Stirring It Up
Kaz Goes To School
Reimagining Design
A Commitment to Serve Others
A Tale of Two Musicals

When One and One Equals More Than Two

Publications – CMS Connections

The CMS Insider

Special Events and Programs – All In For the Kids

Photography – Operation Santa

Coding, Creativity, Collaboration

Principal of the Year 2018 Surprise

Heart of a Champion Day 2017

Congratulations, Graduates!

Stop Sign James

Gold:

Excellence in Writing – Stop Sign James

Accelerated Futures

“He Knows What to Prescribe”

“This is a Win-Win”

Joining a Medical Team

Coming In From the Cold

Special Events and Programs – Honoring a Veteran

Photography – Verizon Innovation Lab

Learning Stitch by Stitch

▪ **Chatham County Schools** (5 awards)

Silver:

Image and Graphic Design – Ignite Chatham Logo

Publications – Ignite Chatham Logo

Special Events and Programs – Lovely Day

Gold:

Excellence in Writing – Turnbull’s Impact

Electronic Media – We Are Chatham Middle

▪ **Craven County Schools** (5 awards)

Silver:

Publications – CCS Principals in the Know

Image and Graphic Design – Words Come Alive - CCS New Vision

Digital Media Engagement – Through the Eye of the Storm

Gold:

Photography – Leading By Example

Electronic Media – The Value of Public Education

▪ **Cumberland County Schools** (9 awards)

Bronze:

Special Events and Programs – Connelly Listening to Cumberland County Citizens (CLC3) Tour

Silver:

Publications – 2017-2018 Points of Pride

Special Events and Programs – “My Compelling Why” 2019 Principal of the Year Luncheon

Gold:

Publications – Kindergarten Beginner’s Day Mailer

Electronic Media – Welcome Back-to-School Video Series

College Fair 2018

“My Compelling Why” 2019 Principal of the Year Luncheon
Leaving a Lasting Legacy: A Celebration of the CCS Teachers of the Year
Special Events and Programs – New Superintendent “Goes Back to School” Tour 2018-2019

▪ **Elkin City Schools** (4 awards)

Bronze:

Electronic Media – Convocation 2018 - KAPOW

Silver:

Publications – Opportunities for Homeschooled Students
Strategic Plan - Innovation for the Future 2023

Gold:

Publications – Elkin High School Graduation Project Portal

▪ **Franklin County Schools** (6 awards)

Bronze:

Excellence in Writing – Staff Spotlight: Quinton Bullock
Photography – Friday Night at Franklinton

Silver:

Marketing – The Best Choice for Your Child
Image and Graphic Design – Enrollment Push
Publications – Come See Why We’re the Best Choice

Gold:

Electronic Media – “We Came Back”

▪ **Gaston County Schools** (12 awards)

Bronze:

Digital Media Engagement – Graduation 2018 Webpage/Outstanding Senior Profiles

Silver:

Digital Media Engagement – “Quick Clip” videos
Special Events and Programs – Back-to-School Convocation 2018
Excellence in Writing – Superintendent’s Message: Class of 2018
Uncharted Territory is a Familiar Place for First-Year Teacher

Gold:

Special Events and Programs – Stanley Middle School Grand Opening Ceremony
“Big 50” Parade

Marketing – For Your Information: School Bonds 2018

Publications – Teacher Job Fair Publications
Information Guide 2018-2019

Electronic Media – Our Five Finalists: Gaston County Teacher of the Year
“From the Superintendent” video series

▪ **Guilford County Schools** (16 awards)

Bronze:

Electronic Media – Ramp-a-Thon 2018
Publications – Celebration of Excellence 2018

Silver:

Electronic Media – Weaver Tiny House Ribbon Cutting
Graduation 2018

Gold:

Electronic Media – #GCSRoots, #GCSWings Alumni Campaign
Building an Heirloom
Tornado Damage to Guilford County Schools
Gateway Partnership with the Greensboro Cerebral Palsy Association
Special Events and Publications – A-May-Zing GCS
Photography – Senior Spotlights
Publications – Ignite Learning: GCS Strategic Plan 2018-2022
GCS Choice Catalogue
IGNITE Magazine, Spring 2018
IGNITE Magazine, Fall 2018
Traditional Calendar and Parent Guide 2018-2019
2017 Annual Report: Igniting Sparks That Launch Students to New Heights

▪ **Henderson County Public Schools** (9 awards)

Bronze:

Digital Media Engagement – HCPS Welcomes New Teachers
Excellence in Writing – Nat Zegree Wows Henderson High
Literacy Grant and Local Donation Fund New Kindergarten Resource

Silver:

Photography – WHHS Missing Man Ceremony
Excellence in Writing – Edneyville Rallies for Hurricane, Flooding Victims
“Turnover Chain” Inspires Positive Behavior Recognition

Gold:

Excellence in Writing – 2018-2019 HCPS Principal of the Year Press Release
Publications – “Welcome to Henderson County” District Guide
Special Events and Programs – Edneyville Elementary Groundbreaking

▪ **Hickory Public Schools** (23 awards)

Bronze:

Photography – Our Story! - From Five D’s to Five B’s!
2018 Teacher of the Year and His New Ride
Image and Graphic Design – Rise and Shine
Digital Media Engagement – Come Home to Hickory
Excellence in Writing – Golf Comes Naturally for Hickory’s McDonald
Hickory’s Staton to Play Football for LRU
Hickory High’s Durak to Swim for Princeton
Shinn Awarded Full Ride to N.C. Central University
Live Your Dreams!
WHKY’s Hal Row Receives 2018 Media Partnership Award
HPS Tech Team Takes “Cool” Tools to “Useful” Tools
Viewmont’s Gibson Wins NCCTM Outstanding Math Teacher
Special Events and Programs – Hurricane Florence Victims - Helping Our Furry Friends

Silver:

Special Events and Programs – The HPS Kindness Project
Publications – Our Story Brochure Series
Week in Review and Quarterly INSIDER
Excellence in Writing – From Five D’s to Five B’s - HPS Makes the Grade
HCS Cancer Survivors Ready for Game Time

Hickory's Nigrelli Awarded Music Scholarship to UNCG
A Legacy of Service: Celebrating the Life of Reggie Hamilton

Gold:

Photography – Hickory High Homecoming Queen - Victory for Virginia!
Excellence in Writing – Technology Collaboration Benefits Students
Hickory High Student Wins First Place at International Competition

▪ **Hoke County Schools** (11 awards)

Bronze:

Digital Media Engagement – Graduation Live Stream
Photography – Supplies and Smiles

Silver:

Photography – Cooking with Class
Marketing – See Something, Say Something
Publications – Hoke Headline

Gold:

Excellence in Writing – Communicating After the Storm
Electronic Media – Change the World
See Something, Say Something
Hoke Highlights
When I Grow Up
Special Events and Programs – Hoke County High Fire Tower Ribbon Cutting

▪ **Iredell-Statesville Schools** (3 awards)

Silver:

Special Events and Programs – 2018 Iredell-Statesville Schools Convocation
The Secret Life of a Teen

Gold:

Publications – Focused: Strategic Plan 20/20

▪ **Kannapolis City Schools** (5 awards)

Bronze:

Digital Media Engagement – KCS Friday Photo Galleries

Silver:

Photography – Kameron Marlowe Selfie

Gold:

Electronic Media – Joy of Learning in KCS
Learning and Service in Action
Region 6 PIO Job-Alike Group: “It’s Happening” Regional Promotional Video

▪ **Lee County Schools** (2 awards)

Gold:

Publications – INSPIRED: Lee County Schools’ Digital Digest
INSPIRED: An Insider’s Guide to Opportunity in Lee County Schools

▪ **Lenoir County Public Schools** (3 awards)

Silver:

Photography – Black History Living Wax Museum

Gold:

Photography – Science Olympiad
Excellence in Writing – After Florence

▪ **Mount Airy City Schools** (9 awards)

Bronze:

Special Events and Programs – The Great Kindness Challenge
The Walking School Bus

Digital Media Engagement – #Mafirstday
BOE Teacher Grants - Surprise Announcements

Silver:

Digital Media Engagement – Teacher Feature

Gold:

Electronic Media – Kindergarten and Learning at Tharrington Primary

Publications – Superintendent Message to Staff and Community
Less is More - Handbook Organization

Image and Graphic Design – STAR (Successful, Thoughtful, Academically Resourceful) Students

▪ **New Hanover County Schools** (10 awards)

Bronze:

Photography – Palmer Studies for the EOGs
Learning Howe to Love

Image and Graphic Design – Social Media Outreach

Digital Media Engagement – #NHCSBackToSchool
Superintendent’s Blog - “It Never Firecrackers Here”

Special Events and Programs – Dr. Martin Luther King, Jr. 50th Anniversary Commemoration

Silver:

Photography – Air Jordan

Image and Graphic Design – 2018 Graduation Infographic

Gold:

Photography – Rock Your Socks

Electronic Media – NHCS Hurricane Stories

▪ **Onslow County Schools** (7 awards)

Silver:

Electronic Media – Career Day at RHS

Excellence in Writing – Teachers Preparing for Students to Return

Gold:

Electronic Media – OCS Virtual Academy

Excellence in Writing – Dixon Elementary Duct Tape Incident Release

Publications – The Instructional Loops

Photography – OCS Instructional Framework

Digital Media Engagement – Storm Recovery - Daily Updates

▪ **Orange County Schools** (9 awards)

Bronze:

Excellence in Writing – OCS Names Five New Administrators

Image and Graphic Design – T-Shirt Design

Silver:

Excellence in Writing – OCS Exceptional Children’s Department
Community Support to Help Our Families in Need
Publications – OCS HR Recruiting Booklet
Image and Graphic Design – STEAM Summer Camp T-Shirt

Gold:

Image and Graphic Design – After-School Program Illustrations
OCS Day Camp Poster
National School Lunch Week

▪ **Rowan-Salisbury School System** (6 awards)

Bronze:

Electronic Media – Introduction to Renewal
Special Events and Programs – “Celebrations” BOE Monthly Meetings
Excellence in Writing – So What Is This RENEWAL I’m Hearing So Much About?

Silver:

Special Events and Programs – Student-Led “Edcamp Rowan” for Teachers
Digital Media Engagement – RSS District Website

Gold:

Marketing – RSS Introduction to Becoming a Renewal School System

▪ **Rutherford County Schools** (4 awards)

Gold:

Electronic Media – RoCo Shoutout Show - Kindergratulations
Special Events and Programs – Kinder-Palooza
Publications – RCS Education Foundation Sponsorship Packet
Image and Graphic Design – Thank You Cards

▪ **Surry County Schools** (6 awards)

Silver:

Marketing – SCS Campus Tour Day
Communications Plan - Marketing SCS Animal Science Labs
Excellence in Writing – Press Release - Ribbon Cutting for Animal Science Labs

Gold:

Digital Media Engagement – SCS Hurricane Preparedness Message
Special Events and Programs – David H. Diamont Stadium Dedication
Image and Graphic Design – Making an Impact

▪ **Transylvania County Schools** (3 awards)

Silver:

Photography – Principals in Action - Principal Profile: Tonya Treadway
Digital Media Engagement – TCS Bond Website

Gold:

Image and Graphic Design – Enrollment Portfolio

▪ **Union County Public Schools** (20 awards)

Bronze:

Photography – Rea View Elementary Loves Guinness, the Therapy Dog
Congrats, UCPS Grad!

Image and Graphic Design – Fall Sports

Silver:

Image and Graphic Design – College Board Assessments

Digital Media Engagement – Twitter Chat

Marketing – UCPS Career Fair

Welcome to UCPS!

Gold:

Photography – Calling All Super Readers!

Digital Media Engagement – Back to School Facebook Live

Marketing – #UCPSGrads

Computer Science Education Week

UCPS Realignment 2018

Publications – Connect with U

UCPS 2017-2018 Accountability Data Snapshot

Electronic Media – Dual Language Immersion Videos

#KeepingUSafe Video Series

TutorMate Recruitment

Special Events and Programs – UCPS Mobile Book Bus

Excellence in Writing – Spanish Immersion Students Make History

Celebrating Our #UCPS Grads

▪ **Watauga County Schools** (2 awards)

Gold:

Image and Graphic Design – Parade Notecard

Electronic Media – WCS Teacher of the Year Video

▪ **Wayne County Public Schools** (1 award)

Gold:

Electronic Media – A Community of Support: From Failure to Firefighter

▪ **Winston-Salem/Forsyth County Schools** (21 awards)

Silver:

Publications – Student/Parent Handbook 2018-2019

Special Events and Programs – The Core Value Awards

Excellence in Writing – Acting in the Moment

Electronic Media – Generic WS/FCS Commercial

Wiley Middle School Drop Off/Pick Up

Dr. Emory's Holiday Card

2Day with Dr. Beverly Emory

Image and Graphic Design – WS/FCS Badges

Bully Prevention Month

Gold:

Electronic Media – Reverse Angle Parking

One Gibson

Kimberley Park Elementary

Demographic Specific Texts

RJ Reynolds High School Commercial

Dr. Emory's Welcome Back!

Welcome New Teachers!

Excellence in Writing – Scorpion Cupcakes and Worm Delight
Image and Graphic Design – Teacher Academy
Marketing – Summer Construction
Digital Media Engagement – WS/FCS Mobile App
Photography – Summer Reading

■ **BEST OF THE BEST Awards**

One Gold Award winner in each category was chosen by our judges as the most outstanding entry for the category. That entry receives the Best of the Best Award to distinguish the entry as the overall winner for the category.

The recipients of the Best of the Best Awards for 2018 are:

■ **Digital Media Engagement**

Union County Public Schools – Back to School Facebook Live

Judge’s Comments: This is Digital Media Engagement – more than any website, social media platform, graphic, or app on its own. Interactive opportunities like these for your audience are what it’s all about. Excellent work!

■ **Electronic Media**

Asheville City Schools – Graduating - #TheACSWay

Judge’s Comments: A great way to capture graduation. We love it!

■ **Excellence in Writing**

Lenoir County Public Schools – After Florence

Judge’s Comments: An excellent piece about what is often an untold story. Patiently crafted, good imagery, excellent quotes. This is a home run!

■ **Image and Graphic Design**

Mount Airy City Schools – STAR (Successful, Thoughtful, Academically Resourceful) Students

Judge’s Comments: Yes, Yes, Yes. Great use of public input, graphic design, white space, and simple, yet effective color. This builds student and district pride in an easy way. Love the diversity and pictures. Simple + effective + duplication = success.

■ **Marketing**

Union County Public Schools – UCPS Realignment 2018

Judge’s Comments: Use of “let’s talk” to engage community is a great idea. Well-crafted messages. Clear video instructions.

▪ **Photography**

Guilford County Schools – Senior Spotlights

Judge’s Comments: Beautiful portraits of these seniors – all so different and illustrative of their personalities. Stunning! Good use in the spotlight series.

▪ **Publications**

Henderson County Public Schools – “Welcome to Henderson County” District Guide

Judge’s Comments: This is an excellent resource. We love it!

▪ **Special Events and Programs**

Gaston County Schools – “Big 50 Parade”

Judge’s Comments: Great work – this certainly was no small undertaking. The designs and graphics are amazing. The incorporation of so many individuals and the amount of sponsorships are impressive.

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