



Blue Ribbon Awards 2019

Congratulations!

We are pleased to recognize our Blue Ribbon Award winners for effective school communications and public relations in 2019. The winners are listed below by school district.

▪ **Alamance-Burlington School System (7 Awards)**

GOLD:

Special Events – 2019 High School Options Fair
Welcome Class of 2032

SILVER:

Digital Media Engagement – 2019 Online Student Enrollment
Image and Graphic Design – Class of 2019 Successes
Photography – Future Teacher
Superintendent’s Halloween Surprise

BRONZE:

Image and Graphic Design – We Compete; We Win; We Are Proud to be Public

▪ **Asheville City Schools (7 Awards)**

GOLD:

Digital Media Engagement – #ACSGrad19
Marketing – Asheville City Schools Superintendent Search
Photography – Family, Fist Bumps, and the First Day of School
Friday Night Lights
Special Events – Senior Celebration Day
Electronic Media – Celebrating the Class of 2019 - #TheACSWay
A #CougarPride Take on the First Day of School

▪ **Bladen County Schools (1 Award)**

GOLD:

Electronic Media – Read and Feed Summer Feeding Program

▪ **Buncombe County Schools (4 Awards)**

GOLD:

Photography – Twelve Years of the Estes Black Light Show
Electronic Media – 2020 District Teachers of the Year
Full Lockdown
Student Volunteers at Asheville Humane Society

▪ **Burke County Public Schools (11 Awards)**

GOLD:

Photography – Cam Newton Wows Fourth Graders with Healthy Living Tips

Girls Engineer Tiny Houses

Taking a Bite

‘Weld,’ That Was Fun

Special Events – Mountain View Elementary School Dedication

Electronic Media – Learn in Burke Podcast

SILVER:

Excellence in Writing – Quick Actions of Student, Staff Save Heart Attack Victim’s Life

Electronic Media – This is How We Mac and Cheese

We Are Ready

BRONZE:

Digital Media Engagement – Bus Driver Job Posting

Publications – BCPS PostScripts Employee Newsletter

▪ **Cabarrus County Schools (9 Awards)**

GOLD:

Digital Media Engagement – See You Tomorrow Safety Video

Back to School Coverage

Photography – Balanced Calendar Students First Day of School

Electronic Media – CCS Principal of the Year for 2019-2020

CCS: Where You Belong

2019 Graduation Highlights

SILVER:

Image and Graphic Design – Important Dates

Special Events – CCS Health and Wellness Fair 2019

BRONZE:

Image and Graphic Design – CCS 2019 Annual Graduation Poster

▪ **Chapel Hill-Carrboro City Schools (2 Awards)**

BRONZE:

Publications – All About (English and Spanish)

CHCCS Community Schools Program

▪ **Charlotte-Mecklenburg Schools (6 Awards)**

GOLD:

Excellence in Writing – One Pop-Up, Two Pockets, and Lots of Heart

Butler High: Strong Then, Stronger Now

SILVER:

Excellence in Writing – Not the Normal Trajectory

Just Right Home

Hitting the Right Notes

BRONZE:

Excellence in Writing – Butler Strong

▪ **Chatham County Schools (9 Awards)**

GOLD:

Image and Graphic Design – Districtwide Logo Redesign

Photography – Community Cafe

Electronic Media – We Are AVID

SILVER:

Digital Media Engagement – Teach4ChathamNC.org

Marketing – Discover CSSE

Excellence in Writing – Chatham Central’s AVID program in Tampa

BRONZE:

Digital Media Engagement – Civil Discourse

School Nutrition Pop Quiz

Excellence in Writing – We Are AVID

▪ **Cleveland County Schools (2 Awards)**

GOLD:

Electronic Media – Washington Elementary SEL Curriculum

SILVER:

Marketing – Communications Plan and Scorecard

▪ **Craven County Schools (4 Awards)**

GOLD:

Electronic Media – We Are Craven Strong: Hurricane Florence

ALICE: A New Protocol for Safety

SILVER:

Photography – We Love School Lunch!

BRONZE:

Digital Media Engagement – Sharing School Safety Information

▪ **Cumberland County Schools (13 Awards)**

GOLD:

Digital Media Engagement – CCS Online Back-to-School Guide

Marketing – Standout Seniors Campaign

Publications – Brand Guidelines

Electronic Media – CCS Administrators Dinner Video: Leaders with Vision

Special Events – 2020 Administrators Dinner: “Leaders with Vision”

Extra Mile Award

Premier Professionals Gala

SILVER:

Publications – 2019-2020 Proposed Budget: Investing in the Whole Child

Special Events – Back-to-School Convocation 2019-2020

Electronic Media – Express Feature of the Week Video Series

Excellence in Writing – Ramping Up Support for High-Poverty and Low-Performing Schools

BRONZE:

Marketing – Good News Campaign

Electronic Media – Terry Sanford High School Smart Lunch Promo Video

▪ **Durham Public Schools (3 Awards)**

GOLD:

Photography – Leaping to New Heights

Electronic Media – Why Parkwood?

DPS Strategic Plan Explained

▪ **Elkin City Schools (3 Awards)**

GOLD:

Electronic Media – E.L.K.I.N - We'll Be There For You

BRONZE:

Image and Graphic Design – Be A Champion

Publications – Little Champs

▪ **Gaston County Schools (8 Awards)**

GOLD:

Digital Media Engagement – GCS Quick Clips on Facebook

Electronic Media – Holiday Parades Video

Special Events – “Big 50” Employee Talent Show

“Big 50” Anniversary Reception

Gaston County Schools: Our Sports History and More Exhibit

SILVER:

Image and Graphic Design – NCSPRA’s Final Four

Digital Media Engagement – “Big 50” Anniversary History Posts on Facebook

BRONZE:

Special Events – Belmont Middle School Groundbreaking Ceremony

▪ **Guilford County Schools (20 Awards)**

GOLD:

Marketing – GCS: Great Choices for Students

Photography – Bikes for Kids

Electronic Media – GCS Adopts Family for Christmas

GCS Has Great Choices!

Attendance Works

Jones Elementary PTEC Video

Graduation 2019 - Congratulations, Graduates!

A Conversation with Dr. Sharon Contreras

Guilford County Council of PTAs President-Elect

Opportunity Culture: Multi-Classroom Leaders

Publications – 2019-2020 Traditional Calendar and Parent Guide

IGNITE Magazine, Spring 2019

New Signature Academies Fact Sheets

Special Events – Class of 2019: Senior Profiles

GCS Choice Showcase

SILVER:

Digital Media Engagement – GCS Choice Showcase

Publications – My GCS Newsletter

Special Events – Celebration of Excellence

Image and Graphic Design – Guilford Parent Academy’s Engagement Bookmark

BRONZE:

Digital Media Engagement – GCS Back to School Campaign - Facebook

▪ **Harnett County Schools (2 Awards)**

GOLD:

Photography – North Carolina Entry for the Annual White House Easter Egg Roll

BRONZE:

Publications – HCS Insight

▪ **Henderson County Public Schools (7 Awards)**

GOLD:

Digital Media Engagement – School Psychology Awareness Week Campaign

Marketing – New Photo ID Procedure Campaign

“Why Shop Around?” Campaign

Excellence in Writing – Education Hall of Fame 2019 Inductee Profiles

SILVER:

Marketing – 2019-2020 Kindergarten Registration Campaign

Excellence in Writing – “Students Learn History of Ninth Avenue School”

BRONZE:

Publications – “Safe Schools: All In” Newsletter

▪ **Hoke County Schools (5 Awards)**

SILVER:

Digital Media Engagement – Staff Spotlights

BRONZE:

Digital Media Engagement – Relationships Matter

Introducing our Administrators

Image and Graphic Design – Billboard Marketing

Publications – Hoke Headline

▪ **Jackson County Public Schools (2 Awards)**

GOLD:

Photography – Learning About Our Mountain Ecosystem

SILVER:

Excellence in Writing – Public Schools are a Bridge to Hope for Jackson County’s Homeless Children

▪ **Kannapolis City Schools (7 Awards)**

GOLD

Electronic Media – Jackson Park Elementary: Inspiring the Joy of Learning

Kannapolis Middle School: Creating Opportunities for a Lifetime

Shady Brook Elementary: Building Creative, Engaged Learners Through Classrooms of Tomorrow

Woodrow Wilson Elementary: Creating Extraordinary Learning

Fred L. Wilson Elementary: Opening a World of Opportunities

G.W. Carver Elementary: Inspiring Learning and Creativity through A+ Arts

SILVER

Publications – Magnet Programs Brochure

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

GOLD

Excellence in Writing – New Computer Coding Curriculum Building Job Skills, Learning Skills

SILVER

Image and Graphic Design – Class of 2019 Poster

BRONZE

Marketing – #learnlcps

▪ **Moore County Schools (2 Awards)**

GOLD

Image and Graphic Design – New Moore County Schools Tagline, Logo and Brand

Electronic Media – 2019 School Year Kick-Off Videos

▪ **Mount Airy City Schools (8 Awards)**

GOLD

Special Events – Community Central Office Open House
Community Night

Excellence in Writing – More Than Sad

Electronic Media – Graduation Walk

SILVER

Digital Media Engagement – Student Showcase

“Felt cute, might recognize some folks later, I don’t know”

Excellence in Writing – Band Members Sign to Perform at the Collegiate Level

BRONZE

Image and Graphic Design – Free Summer Camps Here!

▪ **New Hanover County Schools (16 Awards)**

GOLD

Photography – Pre-K Playground Pals

Electronic Media – Back to School Call-In Show

Spectacular Students - April 2019

NHCS Podcast: Equity

SILVER

Image and Graphic Design – Connect With Us

Marketing – Realtors Tour

Photography – Im“paws”ible to Put Down

Forest Hills Reading Partners

Special Events – Regional PIO Meeting

Electronic Media – #YouAreNotAlone

BRONZE

Image and Graphic Design – SEA-Tech Marketing Flyer

Special Events – College Park Dedication Ceremony

Multicultural Fair

Digital Media Engagement – #NHCSWhosWho

James McAdams Hope Garden

Superintendent’s Blog: We’re All About Kids...All Day, Every Day

▪ **Onslow County Schools (9 Awards)**

GOLD

Photography – Presenting Mr. Scott and his Band!

Electronic Media – Edulog’s Parent Portal App

AVID to AVID - Chatham High and Jacksonville High

Rules for the Ride

SILVER

Marketing – Thank You to Our Community Campaign

BRONZE

Digital Media Engagement – OCS Gifted Service Facebook Page

Image and Graphic Design – Employee Appreciation 2018-2019

Excellence in Writing – NMSI Comes to OCS

Daniel Scott - Teacher of the Year

▪ **Pitt County Schools (7 Awards)**

GOLD

Photography – “Grow Local” Student Meets Future Career Path

Electronic Media – Early College Feature video

Early College High School Promo Video

Grow Local - Thank You Video

SILVER

Digital Media Engagement – #PCSSchoolSpotlight

Publications – Inspire Magazine

Special Events – Spanish Heritage Month Celebration/Dual Language Program

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

GOLD

Digital Media Engagement – Rowan-Salisbury Schools Dynamic Website

Marketing – Marketing the Renewal School System

Photography – Smiles and Excitement on the First Day of School

Publications – The Renewal Guidebook

Special Events – The Renewal Reveal

Electronic Media – The Renewal Video

▪ **Rutherford County Schools (5 Awards)**

GOLD

Digital Media Engagement – RCS Back to School

Marketing – RCS New Branding and Marketing Plan

Special Events – Camp Innovate

SILVER

Publications – Academically and/or Intellectually Gifted Program Overview

Electronic Media – Power of One Video

▪ **Surry County Schools (8 Awards)**

GOLD

Publications – Annual Report 2018-2019

Electronic Media – Region Five Superintendent of the Year

SILVER

Photography – North Surry High School Agricultural Barn Ribbon Cutting
Special Events – Next Generation Career Academy Job Signing Event

BRONZE

Digital Media Engagement – Region Five Superintendent of the Year
Image and Graphic Design – Strategic Plan Design
Excellence in Writing – Joint Statement on Vaping and Dab Pens
Electronic Media – Convocation 2019

▪ **Transylvania County Schools (5 Awards)**

GOLD

Digital Media Engagement – Happy #THANKSsylvania 2018!
Image and Graphic Design – Bond Referendum Committee Ads
Photography – Prom Spectacular
Main Street Economics: Making Markets at PFE

BRONZE

Digital Media Engagement – Soldier Surprise: Welcome Home, Dad!

▪ **Union Academy (6 Awards)**

GOLD

Digital Media Engagement – Alumni Spotlights
Image and Graphic Design – Family Day Shirts
Photography – Spirit Parade

SILVER

Publications – UA Newsletter

BRONZE

Marketing – UA Recruitment
Excellence in Writing – Union Academy Varsity Cheer Squad Awarded the NCHSAA Commissioner's Cup for Service

▪ **Union County Public Schools (11 Awards)**

GOLD

Digital Media Engagement – #UShine - Social Media Graduation Campaign
UCPS Connect and Chat
#StartWithHello Week - Social Media Campaign
Publications – UCPS: Empowering Future Leaders
Excellence in Writing – Piedmont High Students “Break the Silence” on Mental Health
#UCPSGrads: Where Are They Now?
Electronic Media – Mad Scientist Day Event Recap

SILVER

Special Events – And the Winner Is ... UCPS Principal of the Year
Marketing – UCPS Website Refresh

BRONZE

Marketing – Shiloh Valley: Better Together
Publications – UCPS Budget

▪ **Wilkes County Schools (8 Awards)**

GOLD

Photography – A Glimpse Into the Future
Singapore Math Visit
Traphill Students - Green and Growing
First Day of School at Ronda-Clingman
Electronic Media – Wilkes County Schools Holiday Card

SILVER

Digital Media Engagement – #WilkesCoSchoolsFirstDay19
Photography – The First Step in Letting Go
North Carolina State Teacher of the Year Visit

▪ **Wilson County Schools (1 Award)**

SILVER

Special Events – Teacher and Principal of the Year Celebration

▪ **Winston-Salem/Forsyth County Schools (23 Awards)**

GOLD

Image and Graphic Design – Hackers and Makers
Excellence in Writing – The Money Lady Enriches Life at East Forsyth
Electronic Media – Dine WS/FCS
Winston-Salem/Forsyth County Schools Promo
Clemmons Middle School
2Day with Dr. Beverly Emory
Thank You, Dr. Emory
Thank You, Teachers!
Reynolds High School
Core Awards Nominees

SILVER

Image and Graphic Design – Student-Parent Handbook
Photography – Cash Elementary
Electronic Media – IN TOUCH with Dr. Angela Hairston
First Day of School
RISE Summer Camp
The Core Value Awards

BRONZE

Excellence in Writing – Surrounded By Love
Electronic Media – Open Space Forum at Northwest Middle School
Core Values Over the Years
Image and Graphic Design – Student Showcase
Innovation Showcase
College Fair/Post-Secondary Opportunity
Meadowlark Elementary and Middle, Student Pick-Up/Drop-Off

■ Best of the Best Awards 2019

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 2019 are:

■ Digital Media Engagement

Union County Public Schools – #StartWithHelloWeek

110 out of 100 points

Judge's Comments: This project was spectacular! You reached your audience via multiple platforms, and the amount of engagement demonstrated the true power of a well-rounded and well-produced digital media campaign.

■ Electronic Media

Durham Public Schools – Strategic Plan Explained

100 out of 100 points

Judge's Comments: I love this video. It is a concise, easy-to-understand explanation of a broad strategic plan. Once you watch it, you know what the strategic plan is about.

■ Excellence in Writing

Charlotte-Mecklenburg Schools – One Pop-Up, Two Pockets, and Lots of Heart

95 out of 100 points

Judge's Comments: This is an impressive and timely article that focuses on providing prom dresses for students! We liked the student focus; it is well written; and the great use of quotes carried the storyline.

■ Image and Graphic Design

Chatham County Schools – Districtwide School Logo Refresh

100 out of 100 points

Judge's Comments: This is incredible work! The logos are visually consistent and high quality while allowing each school to retain and celebrate its own identity. The final product is more than deserving of the Best of the Best Award.

■ Marketing

Cumberland County Schools – Standout Seniors Campaign

96 out of 100 points

Judge's Comments: The overall campaign is impressive! The videos are well produced, and the photos capture the students in their element and in their cap and gown. Best of all, you took a strategic approach to highlighting quality education by focusing on the students.

▪ **Photography**

Guilford County Schools – Bikes for Kids

100 out of 100 points

Judge's Comments: These images are AWE...SOME! The pictures show excitement and emotion – From just seeing the pictures, we learn that some students have probably never owned a bicycle, and other students are just super excited.

▪ **Publications**

Rowan-Salisbury School System – The Renewal Guidebook

100 out of 100 points

Judge's Comments: The concept, content, and execution are all excellent! If you are looking for a quality publication – this is it!

▪ **Special Events and Programs**

Rowan-Salisbury School System – The Renewal Reveal

97 out of 100 points

Judge's Comments: This event brought together people from all aspects of your community to learn about the renewal school system plan and to find out how it is influencing what your schools and teachers are doing. This event had to get people excited about what is happening in your district.

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