



Charleston County School District
Office of Communications
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Media Release

State Public Relations Association Honors Promotional Efforts by District and School Staff

Charleston, SC (May 8, 2026) – For the seventh year in a row, Charleston County School District (CCSD) brought home double-digit awards in the South Carolina Chapter of the National School Public Relations Association's (SCNSPRA) Rewards for Excellence program. CCSD's Office of Communications, along with two schools, combined to record 18 honors.

CCSD led the state with seven awards in various district-level video categories, six Rewards for Excellence in district-level Photography, and three honors in the district-level Excellence in Writing category. CCSD also earned Best in Show honors in the following categories: Photography (District) and Website (School - West Ashley High School). This is the second year in a row that a CCSD school website received the top prize.

SCNSPRA celebrated 155 entries from across the state during a ceremony on May 1, 2026, in Columbia.

Rewards for Excellence recognizes outstanding communications and public relations efforts by South Carolina schools, school districts, education agencies, and education associations. Public relations veterans with extensive experience in educational and business communications evaluated 374 entries.

The program features the following three main award 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 CCSD earned awards in 2026:

District

Excellence in Writing - [CCSD celebrates Hispanic Heritage Month by recognizing former students who are now employees](#)

Excellence in Writing - [Celebrating CTE Month - Auto Collision students at Cooper River CAS have promising futures](#)

Excellence in Writing - [National Principals Appreciation Month - De Jong helps students recover and rebound towards a path to success](#)

Photography - 2025 Teacher of the Year Winner Surprise

Photography - 2025 Teacher of the Year Winner Hug - **BEST IN SHOW**

Photography - A Purple Morning at Lambs Elementary

Photography - Look Mom - I'm Graduating

Photography - [Lucy Beckham High School Graduation Facebook Photos](#)

Photography - Sanders-Clyde Student Teaches Crowd About Civil Rights Era

Video (Mid-Length) - [Charleston County 2025 Special Olympics Spring Games](#)

Video (Mid-Length) - [Thomas C. Cario Middle School Wins 2024-2025 Palmetto's Finest Award](#)

Video (Mid-Length)- [The Power Of One Degree: The Extra Effort That Will Change CCSD](#)

Video (Long Form) - [Principal Profile - LaCarma McMillan, St. James-Santee Elementary-Middle School](#)

Video (Long Form) - [Principal Profile - Michael De Jong, Turning Point Academy](#)

Video (Long Form) - [Spotlight on CCSD - Project SEARCH](#)

Video (Long Form) - [State of the Schools 2025 - Geovanny Munoz Rocha Profile School](#)

Handbook - Sullivan's Island Elementary School - Staff Handbook

Website – [West Ashley High School](#) - **BEST IN SHOW**

[SCNSPRA](#) is an affiliate of the National School Public Relations Association. The state chapter comprises more than 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 51,000 students in 90 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.

