

**For Immediate Release**

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## Media Release

### **District picks up 17 honors in SC/NSPRA's annual Rewards for Excellence program**

Division of Strategy and  
Communications

Gerrita Postlewait, Ed.D.  
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**Columbia, SC** – Charleston County School District's (CCSD) Division of Strategy and Communications, along with four schools, combined to receive 17 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 Medallion honor for the district's [Safe Restart](#) and a "Best in Show" honor in the In-House School Video category for Cooper River Center for Advanced Studies' promotional video.

SC/NSPRA celebrated 108 programs and projects from across the state during a virtual ceremony on Thursday, July 15, 2021, on [YouTube](#). The event was co-hosted by CCSD's Director of Communication, Andy Pruitt, and included a Medallion Award presentation from CCSD's Director of Strategic Engagement, Maggie Dangerfield.

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 184 entries from the school and district levels.

The Rewards for Excellence Program features the following three awards programs:

- 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 the district and CCSD schools were honor in this year's Rewards for Excellence program:

## **District**

Medallion – [CCSD's Safe Restart](#)

Excellence in Writing – [CCSD staff going the extra mile in the face of COVID-19 crisis](#)

Excellence in Writing – [Morningside works to address chronic absences](#)

Excellence in Writing – [Nurse's intervention saves student's life](#)

Photography – SOA Drive-Thru Celebration 1

Photography – Stono Park Bike Reveal

Special Publication – [2019-2020 Year in Review](#)

Video (In-House) – [Memminger School Tour Video](#)

Video (In-House) – [Garrett's Final Valedictorian – Stories of CCSD](#)

Video (In-House) – [Code to the Future – Stories of CCSD](#)

Video (In-House) – [Mission Critical Actions Update – February 27, 2020](#)

## **School**

Video – Cooper River Center for Advanced Studies ([Promotional Video](#)) - *Best in Show for School Video*

Video – Mary Ford Early Learning and Family Center ([Morning News Show](#))

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

Website – [Cooper River Center for Advanced Studies](#)

Website – [North Charleston Elementary School](#)

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

“Our communication strategies at the school and district level during the pandemic were thorough,” said CCSD’s Chief of Staff, Erica Taylor. “The Division of Strategy and Communications is driven by energy and passion. Our team works tirelessly to serve the community and produces quality work day in, day out. I appreciate the judges recognizing the excellence and diversity of our efforts.”

Seventeen SC/NSPRA Reward for Excellence awards is the most CCSD has received in one year.

SC/NSPRA is an affiliate of the National School Public Relations Association. The state chapter is composed of 155 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 Division 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 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.