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Community Relations Wins National School Public Relations Award



National School Public Relations Association

HOUSTON COUNTY, GA – The Houston County Board of Education Community Relations Department has been honored by the National School Public Relations Association (NSPRA). A **2019 Golden Achievement Award** was presented for the district's *13 Reasons Why Not: A Campaign of Hope and Resiliency*, recognizing it as exemplary

public relations work.

Golden Achievement Award winners are carefully judged for outstanding implementation of four steps of a public relations program: 1) analysis of the need; 2) planning to meet the need; 3) execution and communication of the program; and 4) formal evaluation. Entries are judged individually against the contest criteria.

13 Reasons Why Not: A Campaign of Hope and Resiliency is a series of 13 courageous teens and adults who share their personal tales of adversity to help and encourage others. The central themes are that there is always hope, even in the darkest hour, and that everyone has people in their life who care and want to help. Thirteen videos were shown to secondary schools in 2018 to coincide with School Counseling Week. The [13 Reasons Why Not](#) webpage contains resources, videos and podcasts for anyone seeking help for themselves or others.

The Director of Community and School Affairs, Beth McLaughlin, said, “Our Community Relations and Student Services teams are excited to win this national award. We share this recognition with our 13 video ‘stars’ who were willing to share their personal stories with the world. Our goal is to give hope to anyone who may benefit from the stories and resources posted on the website. We’re proud that it has been well-received by our families and staff, and this NSPRA award is icing on the cake.”

The campaign also won the Georgia School Public Relations Association top award in October 2018. For more information, visit the [NSPRA website](#) or contact McLaughlin at Beth.McLaughlin@hcbe.net or 478-988-6390.

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