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## NEWS RELEASE

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### Community Relations Wins Nine State Public Relations Awards



HOUSTON COUNTY, GA – The Houston County Board of Education Community Relations Department won nine state awards from the Georgia School Public Relations Association (GSPRA). Houston County was recognized during the GSPRA annual conference held Oct. 23-24, 2017. The team brought home six Gold and three Silver awards.

The following entries won Gold:

- ★ Human Resources Recruitment marketing campaign;
- ★ Freedom Field Stadium Grand Opening special event;
- ★ A Day in Pre-K electronic media;
- ★ Houston County Career Academy Industrial Maintenance Program Open House special event;
- ★ HCBOE Graduation Infographic special purpose publication; and
- ★ Value of Advanced Placement Classes marketing campaign.

Silver was awarded for:

- ★ Graduate Spotlights for the Class of 2017 electronic media;
- ★ Board Members at Freedom Field photograph; and
- ★ Meet Our Principals electronic media.

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## **Community Relations Wins Nine State Public Relations Awards / page 2 of 2**

Judges score each entry on a 100-point scale, evaluating overall effect, design/layout, focus and writing quality. Up to 10 extra points were allowed for documenting how each project utilized the research, analysis, communication and evaluation process or showed formal planning and evaluation efforts.

The highest rated entry was the Human Resources Recruitment campaign with 109 points. The Freedom Field grand opening and Pre-K registration video earned 107 points each. Next with a score of 93 was the Industrial Maintenance Program open house event. Pictured with their awards are (from left): Teresa Davis, Secretary; Beth McLaughlin, Community & School Relations Director; and Tabitha Clark, Media/Technology Assistant.

McLaughlin said, "These awards represent the work of a lot of people in our district. At the central office, we are united in our goal to do everything we can to support the teacher in the classroom. Departmental work often overlaps as we collaborate on projects to support our schools and accomplish our mission to produce high-achieving students. I am fortunate to work with a creative and industrious team, as well as great coworkers overall. Houston County is a great place to work, learn and live!"

Houston's Community Relations team has won a total of 61 state awards since 2006, to include 34 Gold awards over 10 years of entries. In addition to 2017, entries were submitted in 2016, 2015, 2014, 2013, 2012, 2010, 2008, 2007 and 2006.

Annually Georgia's school public relations professionals are invited to submit publications, photography and electronic media within 14 categories for judging by a public relations group in another state. North Carolina professionals judged this year's entries. The state awards include Best in Category, Gold, Silver and Bronze.

Chartered in 1973, GSPRA is a professional organization for school communicators and school-community relations specialists. An affiliate of the National School Public Relations Association, the organization has been designated a NSPRA Blue Ribbon Chapter for the past 26 years. For more information, please visit [www.gspra.org](http://www.gspra.org).

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