



SUPERINTENDENT OF SCHOOLS
DR. MARK SCOTT

BOARD MEMBERS

HELEN HUGHES, VICE CHAIRMAN
LORI JOHNSON
DR. RICK UNRUH

MR. FRED WILSON, CHAIRMAN

DAVE CROCKETT
HOKE MORROW
BRYAN UPSHAW

NEWS RELEASE

FOR IMMEDIATE RELEASE: MARCH 15, 2021

(Release #2020/21 – 080)

Contact: Beth McLaughlin, Director of Community & School Affairs, 478-988-6390, Beth.McLaughlin@hcbe.net

★ [Facebook](#) ★ [Twitter](#) ★ [YouTube](#) ★ [Pinterest](#) ★ [LinkedIn](#) ★ [Instagram](#)

Community Relations Wins 12 State Public Relations Awards



HOUSTON COUNTY, GA - The Houston County School District's Community Relations Department won 12 state awards from the Georgia School Public Relations Association (GSPRA). Houston County was recognized during the virtual GSPRA awards ceremony on Jan. 28, 2021. The team won four Best in Category awards and eight Gold awards, one for each entry submitted.

Houston County won more Best in Category awards than any other Georgia school district. This was also a record number of state awards for the district. In addition, three of the entries scored 110 points, the highest score possible.

The following entries won both Best in Category and

Gold awards:

- ★ Special Event, Teacher and Employee of the Year Recognition, score of 110.
- ★ Marketing Campaign, "Land the Job You Love" Teacher Recruitment, score of 98;
- ★ Social Media category, Social Media, score of 98; and
- ★ Calendar category, Student Art Calendar, score of 96.

The additional awards and categories follow.

- ★ Gold - Website, Houston County School District Website, score of 110;
- ★ Gold - Special Event, Virtual Retiree Recognition Program, score of 110;
- ★ Gold - Marketing Campaign, "Free Pizza Night" School Nutrition Meal Pickup, score of 96;
- ★ Gold - Marketing Campaign, #HoustonPurpleUp, Virtual Month of the Military Child, score of 94.

Pictured with their Best in Category awards are (from left): Jana Byrd, Community Relations Specialist, Beth McLaughlin, Community & School Affairs Director, and Kimberly Wetzels, Community Relations Secretary.

MORE

P.O. Box 1850 • PERRY, GEORGIA 31069
(478) 988-6200 • FAX (478) 988-6259
WWW.HCBE.NET

Community Relations Wins 12 State Public Relations Awards / page 2 of 2

McLaughlin remarked, “We are proud to be honored with these state awards for our work in School PR, especially to win the most Best in Category awards in Georgia. This success is the result of teamwork, to include many colleagues across the district. It’s a joy to serve our schools and district overall, and we appreciate the support and confidence of our Board and superintendent.”

Judges score each entry on a 100-point scale, evaluating content, engagement, cohesiveness and overall effect. Up to 10 extra points are allowed for documenting how each project utilized the research, analysis, communication and evaluation process or showed formal planning and evaluation efforts. If two entries tie for the top score in the same category, the judges choose the Best in Category winner. A total of 147 entries were submitted by 22 districts or organizations.

Judges’ comments of Houston’s entries follow.

- ★ Teacher and Employee of the Year Recognition - “Outstanding all the way around.”
- ★ “Land the Job You Love” recruitment campaign - “Well done! Everything works together nicely and your measurables are right on target. I absolutely appreciate your Call to Action concept as well.”
- ★ Social Media - “Outstanding! Best of the best! Clear, strategic, effective, and easy to understand. Social Media strategy is difficult to communicate to schools. This is a great product that makes is simple and easy to understand. Beautiful layout.”
- ★ Virtual Retiree Recognition Program - “Fabulous and thorough!”

Houston’s Community Relations team has won 93 state awards since 2006, to include 56 Gold awards over 12 years of entries. Entries have been submitted annually since 2012, as well as 2010, 2008, 2007 and 2006.

Georgia’s school public relations professionals are invited to submit publications, photography and electronic media annually within 14 categories. North Carolina school public relations professionals judged the entries. Possible 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 28 years. For more information, please visit www.gspra.org.

#