



SC/NSPRA presents 119 awards for excellence in communications

The South Carolina Chapter of the National School Public Relations Association celebrated the effectiveness of 119 programs and projects from across the state at its annual Rewards for Excellence awards ceremony on May 13, 2022 in Columbia. 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 all entries.

The Rewards for Excellence Program features three awards programs: Medallion (for comprehensive public relations programs), Golden Achievement (for a single project or an aspect of a comprehensive program), and Publications and Electronic Media (for individual products designed to improve communication).

The South Carolina High School League was among the honorees for two entries, ***“Make a Long Story Sport”*** blog and the **2020-21 Impact Report**, created by Tammie Newman, Director of Communications and Public Relations. Newman has over 20 years of public relations and communications experience in education and athletics, to include 8 years with the SCHSL. “Highlighting the achievements of our student-athletes and delving into topics associated with academics-based athletics has been a joy. With so many topics surrounding high school sports, I feel it is an honor to share how the SCHSL benefits South Carolina’s youth,” states Newman. “The SC/NSPRA brings awareness to how important communication and transparency is to our schools and stakeholders. It’s the best resource in the state for professionals working in the K-12 arena.”

SC/NSPRA is an affiliate of the National School Public Relations Association. The state chapter is composed of over 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. Visit www.scnspra.org