



S.C. School Improvement Council

“Civic Engagement in Public Education”

FOR IMMEDIATE RELEASE

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Contact: Tom F. Hudson, Director of Program Services, S.C. School Improvement Council
(803) 777-7658 HUDSONTF@GWM.SC.EDU

SC-SIC newsletter receives state PR publications award

COLUMBIA – The S.C. School Improvement Council newsletter, *Council News*, has received a Reward for Excellence from the S.C. Chapter of the National School Public Relations Association, the chapter announced recently.

Claudia Wolverton, SC-SIC public information coordinator and *Council News* editor, accepted the award at SC/NSPRA’s Awards Luncheon April 18 in Columbia.

Council News is published four times a year and mailed to over 15,000 local School Improvement Council members and friends across the state. The newsletter features information critical to the running of an effective SIC, such as responsibilities and deadlines. Timely articles help increase schools' awareness of current issues and assist in identifying resources and best practices.

“This is a significant honor for us, highlighting some of our ongoing efforts to strengthen civic engagement in public education,” said SC-SIC Executive Director Cassie Barber. “We are grateful for this recognition and very proud of the work of our staff.”

The SC-NSPRA Rewards for Excellence 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 179 entries, of which 72 were selected as award winners.

Located at the University of South Carolina’s College of Education in Columbia, the S.C. School Improvement Council provides training, resources and technical assistance to parent, community, staff, and student members of legislatively-mandated SICs in each of South Carolina’s nearly 1,200 public schools.

SC/NSPRA is an affiliate of the National School Public Relations Association, and is composed of more than 100 school PR practitioners, superintendents, and other educational professionals from across the state. Both the state and national organization strive to foster development in the field of school public relations and to encourage meaningful community involvement in and understanding of the public school system.