



PRESS RELEASE

Prince George's County Public Schools • www.pgcps.org
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FOR IMMEDIATE RELEASE

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PRINCE GEORGE'S COUNTY PUBLIC SCHOOLS RECEIVES TOP HONORS IN PRINT MEDIA COMPETITION

Prince George's County Public Schools (PGCPS) received top honors, The Crystal Award of Excellence, in *The Communicator Awards 2005 Print Media Competition*. This international competition recognizes outstanding work in the communication field. The competition is judged by industry professionals who look for companies and individuals whose talent exceeds a high standard of excellence and whose work serves as a benchmark for the industry.

The Communicator's prestigious Award of Excellence was presented to **Jim Sherwood, PGCPs Photographer**, for his photo of students returning to school after the winter break. About 13 percent of the more than 5,000 entries won this award. Crystal Award of Excellence winners are listed on The Communicator's web site at www.communicator-awards.com. PGCPs was the only public school system to take this top honor. Among those joining PGCPs in earning this prestigious award are Parade Magazine, Ogilvy Public Relations Worldwide, Syracuse University, and the American Red Cross Blood Services in Los Angeles.

The Office of Communications also received The Award of Distinction for two projects that were judged to exceed industry standards in communicating a message or idea. ***Education Insight***, the school system's quarterly newsletter for students, parents, staff, and community, was recognized with this honor, as was media placement of student Jessica Artis' four-year scholarship award to Howard University. **Birgitt Brevard, Design & Publications Specialist**, is the lead for ***Education Insight***. **Kelly Alexander, Public Information Officer**, led the promotion and placement of the news of then 15-year-old Jessica Artis' early graduation and acceptance into Howard University on a full four-year scholarship. Alexander worked with WRC TV 4 to feature this student's inspiring story and accomplishments in the local news.

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"This recognition only further compliments the quality of work produced by the school system in its efforts to communicate effectively with our students, parents, and the community," said Dr. André J. Hornsby, Chief Executive Officer. "I am very proud of the work of our communications staff and we are committed to continuously improving and increasing communication between the school system and the community."

PGCPS also received honorable mention for its **2004 Annual Report & Future Initiatives** publication. The 2004 Annual Report is an open letter to the community about the wonderful things happening in Prince George's County public schools.

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