



# Muscogee County School District

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## For Immediate Release

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## NEWS RELEASE

### Award Winning District Communications NSPRA Golden Achievement Award

**(Columbus, GA)**-The Muscogee County School District's, Director of Communications, Valerie Fuller was awarded the National School Public Relations Association (NSPRA) Golden Achievement Award for the coordination and implementation of the Be There Parent/Family Involvement Campaign.

NSPRA's Gold Achievement Award recognizes the exemplary work in every aspect of school public relations efforts. As a winner, Ms. Fuller earned a Golden Achievement Award Certificate, a letter of recommendation for the Muscogee County School District, and recognition on the national School Public Relations Association web site. The MCSD local campaign, which is featured as a national model, will be added to NSPRA's resource files to be available to members and other education leaders across the country who are seeking exemplary public relations programs. In addition, the exemplary public relations campaign entry notebook was available for participants to review at the NSPRA National Conference in San Antonio, Texas on Sunday July 10, 2011, and is available for viewing at the NSPRA home office in Rockville, Maryland. A copy is also available in the MCSD Communications office in Columbus.

The MCSD Be There Campaign inspires parents to connect with their children by showing parents how easy it is to get involved and stay involved with their child's education by inviting them, welcoming them, and encouraging them to Be There using a variety of methods including public service announcements, billboards, posters, feature television interviews, and stories shared by parents through their submission at schools throughout the district.

The Muscogee County School District would like to thank the excellent parents, students, and media partner (WTVM) administrators, teachers, staff, and community for supporting the program and helping to make the Be There Parent/Family Involvement Campaign one of the best in the country!

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