



# NEWS

---

El Camino College | Public Relations & Marketing Department  
16007 Crenshaw Blvd., Torrance, CA 90506  
Contact: Ann M. Garten, Director, Community Relations  
Telephone: (310) 660-3406 | E-Mail: [agarten@elcamino.edu](mailto:agarten@elcamino.edu)

For Immediate Release

April 22, 2011

## El Camino College Public Relations & Marketing Department Presented with Gold Awards

An El Camino College publication was recently named best in the country by the National Council for Marketing & Public Relations (NCMPR). The ECC publication *Community News* won the prestigious 2010 Paragon Award at the NCMPR national conference.

*Community News* is a full-color, magazine-style publication that is mailed to residents of the El Camino Community College District twice per year. Alumni profiles, facilities news, financial aid information, academic programs, and stories spotlighting outstanding students are regular features of this publication.

The Paragon Award recognizes outstanding achievement in communications at community and technical colleges. It's the only national competition of its kind that exclusively honors excellence among marketing and public relations professionals at two-year colleges. Entries for this prominent awards program are judged by a panel of industry leaders in advertising, public relations, marketing, design, and other related areas. NCMPR has more than 1,550 members from more than 650 colleges across the United States, Canada and other countries.

In addition, the ECC Public Relations & Marketing Department also won two gold awards and one silver from the Community College Public Relations Organization (CCPRO).

A gold award was received in recognition of the college's online newsletter *ECC Matters*. Published monthly, *ECC Matters* showcases student, faculty, and staff success stories. Information on various programs and events is included, including the college's centers. Department newsletters are also linked from *ECC Matters*, making the college's online newsletter a resource for information campuswide.

El Camino College also won a silver award in the "Social Marketing" category, recognizing the college's success in implementing and maintaining a highly successful [Twitter](#), [Facebook](#), and [YouTube](#) presence. Through these electronic avenues, the college is able to quickly answer questions, provide support, and receive feedback from followers. Posts are updated several times a day.

Another CCPRO gold award was given to the ECC Public Relations & Marketing Department for helping the Nisei Diploma Project Committee organize and implement the Compton Community College District's participation in the California Nisei College Diploma Project. The award was given in the "Media Success Story" category and recognizes the outstanding efforts made in promoting the Nisei College Diploma Project, which served to confer honorary degrees to Nisei students (second-generation Japanese Americans) who had their education interrupted by Executive Order 9066, which caused the incarceration of individuals of Japanese ancestry into internment camps during World War II.

The ECC Public Relations & Marketing Department created news releases, helped with planning the ceremony, and interviewed found Nisei students, contributing to the overall success of the historic event. As a result, 51 families, including 43 former Compton Junior College students, were in attendance to receive honorary Associate of Arts degrees from the Compton Community College District at a special ceremony.

###