



# N E W S

---

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

May 25, 2012

## El Camino College Public Relations & Marketing Department Wins Six Awards, Including Gold and Silver!

The El Camino College Public Relations & Marketing team recently won six awards in national and state competitions. [ECC Matters](#), the online college newsletter, won a Gold Medallion Award from the National Council for Marketing & Public Relations (NCMPR) at its annual conference. In addition, a Silver Paragon Award in the Government Relations or Community Relations category was given to the “[El Camino College Compton Center: Five Years of Success, Report to the Community.](#)”

The prestigious Paragon Awards is the only national competition of its kind that honors excellence exclusively among marketing and PR professionals at two-year colleges. This year, more than 80 judges from around the country reviewed nearly 1,800 entries.

All 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 is an affiliate of the American Association of Community Colleges and includes more than 1,550 members from more than 650 colleges across the United States, Canada and other countries.

The Community College Public Relations Organization (CCPRO) gave a first-place award to the newly redesigned ECC college-outreach and marketing folder. Second-place awards were given in the Social Marketing category for ECC’s social media plan, including the successful [Facebook](#), [Twitter](#) and [YouTube](#) pages, and in Radio Advertisement for a 60-second ad for KFVB’s “On Your Corner” live radio broadcast. ECC also won third place for the brochure “[El Camino College Compton Center: Five Years of Success, Report to the Community.](#)”

More than 300 entries from California community colleges were judged by industry leaders in publishing, printing, graphics, writing, Web and social networking, and photography. CCPRO is a professional development and service organization that serves as a central resource of information. The organization also provides counsel and assistance relating to the advancement of community colleges statewide.

###