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**For Immediate Release**

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## **El Camino College Public Relations & Marketing Department Wins Two Gold Awards**

The El Camino College Public Relations & Marketing Department recently won two Gold Medallion Awards at the 2013 National Council for Marketing & Public Relations (NCMPR) regional conference. Entries for this prominent awards program are judged by a panel of industry leaders in advertising, public relations, marketing, design, and other related areas.

Gold awards were received in the “Radio Ad/PSA” and the “Social or Online Marketing” categories.

Judges' comments regarding the college's 30-second radio ad on KROQ praised the overall style of the spot, noting: “good voice, good music, good theme.” Part of a registration campaign intended to promote classes added for Fall 2013, the ad also focused on the message that students should apply and register as soon as possible to get the classes they need. The radio ad also included banner ads on KROQ's website, and directed listeners to a unique Web page that provided more information regarding the fall semester, and how to apply, register and find classes for fall. Listen to the radio ad at:  
[www.elcamino.edu/administration/publicrelations/docs/KROQ-El-Camino-College-05-16-13.mp3](http://www.elcamino.edu/administration/publicrelations/docs/KROQ-El-Camino-College-05-16-13.mp3).

ECC also won a gold award in the Social or Online Marketing category, recognizing the college's success in implementing and maintaining a highly successful Twitter, Facebook, and Instagram presence. ECC's level of engagement, measured by the number of fans – as well as shares, comments and likes on various posts – indicate a successful mix of visuals, humor, student spotlights, important information, and current events. Judges' comments note that the Twitter page is especially active: “Nice use of hashtags and regular updates.”

The National Council for Marketing & Public Relations is the only organization of its kind that represents marketing and public relations professionals at community and technical colleges. NCMPR has more than 1,550 members from more than 650 colleges across the United States, Canada and other countries.

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