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**For Immediate Release**

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**El Camino College Public Relations & Marketing Department Wins Six Awards;  
*First-Place Honors go to Newsletter and Social Media Efforts in Statewide Competition***

The El Camino College Public Relations & Marketing Department recently won six awards in a statewide competition. The Community College Public Relations Organization (CCPRO) awarded first-place honors to the college's online newsletter "ECC Matters" and to a social media campaign highlighting Commencement 2014.

A perfect score went to ECC's #ECCGrad Blue Carpet Social Media Event for the 2014 Commencement, an innovative and lively addition to the traditional commencement reception. The event provided graduates, their families, faculty and staff a custom step-and-repeat backdrop (complete with a blue carpet) and an opportunity to share social media content in the larger celebratory conversation online by using the unique hashtag #ECCGrad. The campaign was extremely successful in using social media to further expand and share the excitement and celebration of commencement in a venue that truly connects to graduates and their families.

A first-place award also went to ECC Matters, published monthly by the college's Public Relations & Marketing Department. The online newsletter showcases student, faculty, and staff success stories and recently received a makeover to provide readers with an updated format that is even easier to navigate. The redesign was based on feedback from readers, featuring additional and larger photos, as well as more interaction opportunities with informational links placed throughout. CCPRO judges praised ECC Matters for engaging readers through a clean design that presents a variety of topics, stories and images.

Second-place awards went to an energetic ECC audio ad for Pandora and to an informational campaign regarding Compton Community College District's successful 2014 facilities bond. The informational campaign won the "Media Success Story" category and focused on informing Compton Community College District residents of the progress with the 2002 facilities bond; providing an update of additional projects scheduled for completion; and demonstrating how the proposed \$100 million 2014 Measure C facilities bond would allow the district to upgrade classrooms, labs, infrastructure, and instructional equipment, while making much-needed health and safety repairs and energy efficient improvements.

Two newsletters took third place: ECC Compton Center's online newsletter "The Messenger" and ECC's print publication "Community News." Both feature stories about academic programs, student spotlights and the many support services available to students.

Hundreds of 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.

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