



NEWS

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El Camino College Public Relations & Marketing Department Wins First-Place Awards in National and Statewide Competitions

The El Camino College Public Relations & Marketing Department recently won first-place national and state awards for its work in promoting college programs.

The National Council for Marketing & Public Relations (NCMPR) gave the e-newsletter “ECC Matters” a “gold” Paragon Award, and the Community College Public Relations Organization (CCPRO) awarded a first-place Pro Award to the college’s Center for the Arts Season Brochure. Entries for these prominent awards are judged by a panel of industry leaders in advertising, public relations, marketing, design, and other related areas.

Published monthly, ECC Matters offers an informative look into campus activities, while also showcasing student, alumni, faculty, and staff success stories. Information is shared regarding a wide variety of programs and events, making the college’s online newsletter a campuswide resource. ECC Matters is emailed to all El Camino College employees and is available online: www.elcamino.edu/administration/publicrelations/.

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.

Published in print and online, the El Camino College Center for the Arts Season Brochure underwent a complete redesign for the 2015-16 season. CCPRO judges praised the brochure for its “beautiful use of color, composition, type and imagery,” with an easy-to-read layout that is clean and engaging.”

Featuring a user-friendly format, the brochure provides information about all shows, and includes useful information about the events and ticket purchasing options. The new design was also used as a guide for other marketing and promotional materials, including fliers, posters, and even a redesign of the Center for the Arts Web pages and eNewsletter – all in an effort to improve branding. View the Season Brochure here:

<http://viewer.zmags.com/publication/841f85af#/841f85af/1>

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 provides counsel and assistance relating to the advancement of community colleges statewide.

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