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Press Release

FOR IMMEDIATE RELEASE:

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EBRPSS Communications Department Wins National School PR Award

Baton Rouge, LA – The East Baton Rouge Parish School System’s Communications Department recently received an honor from the National School Public Relations Association (NSPRA). The Department won a 2011 NSPRA Golden Achievement Award for its marketing campaign “We’ll Make You Think.”

The marketing campaign was developed in 2010 to ask the community “You think you know East Baton Rouge Schools? Think Again.” The campaign included a micro Web site, billboards and print, TV and radio ads. Working with staff from the Communications Department, **Zehnder Communications, which developed the campaign,** created the theme “We’ll Make You Think.” Besides the video, the microsite also included an interactive quiz on the school district, factoids of success, the superintendent's message, the student of the month and links to the school district's Web site and to its Facebook and Twitter sites.

A 2-minute video shared some footage with the two television commercials. The video and commercials featured prominent graduates of the parish School System: “American Idol” judge Randy Jackson, DreamWorks Hollywood screenwriter and animator Karey Kirkpatrick, professional basketball star and U.S. Olympian Seimone Augustus, Louisiana Gov. Bobby Jindal, Emmy Award-winning music composer and teacher Mike Esnault, East Baton Rouge Parish City Court Judge Kelli Terrell Temple and Secretary of State Jay Dardenne. The ads also featured other graduates, as well as current students in the School System.

NSPRA’s Golden Achievement Awards program recognizes exemplary public relations activities, programs and projects. All public and private schools and institutions are eligible.

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