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# PLUS

HOLYOKE

## HCC honored for excellence in marketing

**T**wo stories about Holyoke Community College graduates earned awards for the college at the Fall 2024 District 1 Conference of the National Council for Marketing & Public Relations.

HCC won the top two Medallion awards in the category of Excellence in Writing – Short Form, for stories up to 800 words. Taking gold: “Name That Tune,” a short profile of HCC math major Tom Dulac ’23, now a student at Westfield State University. In 2023, Dulac won a national award for musical composition that he submitted under the pseudonym “Zac Dune.”

Taking silver: “Ready to Go,” a commencement profile about Tatiana McKnight ’23, who suffered from agoraphobia as a teenager. Encouraged by her grandmother, the Puerto Rican educator and author Sonia Nieto, McKnight enrolled at HCC, where she excelled and used as a springboard for transfer to Mount Holyoke College.

Both stories were written by HCC Media Relations Manager Chris Yurko. “Name That Tune” was pub-

lished in the Alumni Out & About section of the Spring 2024 issue of the HCC college magazine, The Connection, and “Ready to Go” in the Spotlight section of the HCC website in July 2023.

“It always feels good to be recognized by one’s colleagues, but it gives me even greater joy to be able to bring attention to the great work being done at the college and the remarkable achievements of our students,” said Yurko, who is also editor-in-chief of the college’s award-winning magazine, The Connection, which received a national Paragon award from NCMPR in 2023.

NCMPR represents marketing and public relations professionals at community and technical colleges in the United States and beyond. The NCMPR Medallion Awards recognize outstanding achievement in design and communication in each of NCMPR’s seven districts. HCC resides in District 1, which includes Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, the Canadian provinces of New Brunswick, Newfoundland, Nova Scotia, Prince Edward Island and Quebec, and the United Kingdom.

The NCMPR District 1 Conference was held Oct. 23-25 in Baltimore, Maryland.



Holyoke Community College Media Relations Manager Chris Yurko and multimedia specialist Louis Burgos hold gold and silver Medallion awards the college received Oct. 24 from the National Council for Marketing & Public Relations during an awards ceremony at the National Aquarium in Baltimore, Md. (SUBMITTED)