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**Nashville Public Relations Society of America Recognizes  
Metro Nashville Public Schools Director**

*Dr. Jesse Register honored as Apollo Award Winner for PR Leadership Today*

**NASHVILLE, Tenn. (March 21, 2012)** – The Nashville Chapter of the Public Relations Society of America (PRSA) announces the 2011 Apollo Award winner, Dr. Jesse Register, Director of Metro Nashville Public Schools for his communication leadership. The Apollo Award is given annually to a senior Middle Tennessee executive who demonstrates and exemplifies the public relations and communications function within his or her organization. Dr. Register receives the award today at the monthly PRSA luncheon.

Past Apollo Award recipients include Mayors Karl Dean, Bill Purcell and Phil Bredesen, Davidson County Sheriff Gayle Ray, Tennessee Titans Head Coach Jeff Fisher and Freedom Forum First Amendment Center Founder John Seigenthaler, among others.

“PRSA is proud to honor Dr. Register for his effective, consistent use of communication strategies to connect with parents, faculty, staff and the community,” said Todd Smith, president of PRSA Nashville. “We applaud these forward-thinking communication initiatives as important tools to foster awareness, understanding and academic success for our Nashville youth.”

Since his arrival in January 2009, Dr. Register has consistently emphasized the importance of good communications, both internal and external. Recognizing the importance of listening and accessibility early in his tenure, Dr. Register orchestrated a series of staff and community meetings to hear and understand the needs of parents, employees and community members. He has also been open and available to media, knowing his position directly impacts the future success of the county’s students.

With increased use of digital platforms as a means to communicate, Dr. Register has supported strategies to launch and expand the district’s communication capabilities through technologies and social media such as Facebook, Twitter and blogging.

“Dr. Register understands the importance of communications and works hard to be accessible,” said Meredith Libbey, special communications assistant to the director. “With his support, we have increased access to information about our schools so the community is better informed about our progress in increasing student achievement.”

Dr. Register has been nationally recognized for his work in urban education reform. Since joining Metro Nashville Public Schools, Dr. Register has initiated a comprehensive district-wide transformation plan, *MNPS Achieves: First to the Top*. Through the program, some 200

community leaders, parents and district staff members have joined to improve the academic performance of all students.

Prior to his arrival in Nashville, Dr. Register served as a Senior Advisor to District Leadership for the Annenberg Institute for School Reform at Brown University.

The Public Relations Society of America is the world's largest organization for public relations professionals. The Nashville chapter is in its 55th year and has about 175 active members. Guests are always welcome. For additional information on the Nashville chapter of PRSA, please visit [www.prsanashville.com](http://www.prsanashville.com). PRSA Nashville can also be found on [Facebook](#) and [Twitter](#).

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