



## 2023 NYSPPRA 44<sup>th</sup> Annual Communications Contest Award Winners

### **Amherst Central School District**

#### ***Award of Honor***

Video

“We Are Amherst” - Visually Showcasing a School District’s Mission

Lori Sosenko, Public Relations Specialist and Paul Hare, ACHS Teacher, Videographer

### **Attica Central School District**

#### ***Award of Honor***

*Excellence in Writing*

Hidden Talents: Attica custodian brightens hallways with artistic flair

Matt Leader, Public Information Assistant

#### ***Award of Honor***

Community Newsletter

Attica Central School District UPDATE: Fall 2022’ and ‘Attica Central School District UPDATE: Winter 2023’

Matt Leader, Public Information Assistant

#### ***Award of Merit***

*Photograph*

Meeting Mr. Claus

Matt Leader, Public Information Assistant

### **Avon Central School District**

#### ***Award of Merit***

*Community Newsletter*

‘Avon Central School District News: Fall 2022’ and ‘Avon Central School District News: Winter 2023’

Matt Leader, Public Information Assistant

### **Blindbrook-Rye Union Free School District**

#### ***Award of Excellence***

*Photograph*

Grand Opening Post Card

Jeffrey Braun, Graphic Illustrator

## **Broadalbin-Perth Central School District**

### ***Award of Excellence***

*Budget/Bond Newsletter*

Newsletter Patriot Press 2023-24 Special Budget Edition

Michele Kelley, Director of Communications

### ***Award of Merit***

*Special Purpose*

Student-Athlete Awards Night Program

Michele Kelley, Director of Communications

### ***Award of Merit***

*Video*

Meet an SRO: Nicole Buckley

Lindsay Quackenbush, Assistant Program Manager

Capital Region BOCES

## **Brockport Central School District**

### ***Award of Excellence***

*Photograph*

Engaging experiments

Ashley Decker, Communication Specialist

## **Broome-Tioga BOCES**

### ***Award of Honor***

*Video*

Unveiling Pathways to Success: Journey with Shniya Jenkins at SkillsUSA

Allen Lown, Videographer/ Photographer

## **Byron-Bergen Central School District**

### ***Award of Honor***

*Photograph*

GLOW brick layer

Gretchen Spittler, Communication Specialist

### ***Award of Merit***

*Photograph*

Fun in the Sun Race

Gretchen Spittler, Communication Specialist

## **CA BOCES**

### ***Award of Excellence***

*Special Purpose*

Hinsdale Window Design - Brittany Childs

Brittany Childs, Graphic Artist

***Award of Honor***

*Special Purpose*

Ellicottville Window Design - Kim Survil

Kim Survil, Graphic Artist

***Award of Merit***

*Poster*

Fillmore Basketball Poster - Ashley Gleason

Ashley Gleason, Graphic Artist

**Camden Central School District**

***Award of Honor***

*Photograph*

Bouncing Around

Ray Biggs, Public Relations Assistant

**Canastota Central School District**

***Award of Merit***

*Calendar*

Canastota CSD Annual Calendar, 2022-23 school year

Sapna Kollali, Director of Communications

**Capital Region BOCES**

***Award of Excellence***

*Community Newsletter*

Niskayuna CSD Community Newsletter

Karen Pacelli, Graphic Artist, Roberto LoBianco, Public Information Specialist and Lindsay Quackenbush, Assistant Manager

***Award of Excellence***

*Photograph*

Hunting for Bugs, Birds and Bees

Erica Miller, Photographer

***Award of Excellence***

*Video*

Charlie's Playground

Matthew VanVaulkenburgh, Digital Content Specialist

***Award of Honor***

*Excellence in Writing*

Waterville Therapy Dog Obituary

Franklin Freytag, Public Information Specialist

***Award of Honor***

*Overall Graphics and Design*

Burnt Hills-Ballston Lake Social Media Graphic

Marj Kline, Graphic Artist and Lindsay Quackenbush, Assistant Manager

***Award of Honor***

*Social Media*

Beyond BOCES Social Media Campaign

Vanessa Salman, Public Information Specialist, Christine Carpenter, Public Information Specialist and Justin Andrews, Digital Content Specialist

***Award of Merit***

*Photograph*

Capital Region BOCES CTE Graduation

Erica Miller, Photographer

***Award of Merit***

*Special Purpose*

Hudson Falls High School Course Guide

Karen Pacelli, Graphic Artist, Denise LaRocque, Graphic Artist and DJ Jakala, Public Information Specialist

***Award of Merit***

*Video*

Nisky Ride-Along

Lindsay Quackenbush, Assistant Manager

**Clinton Central School District**

***Award of Honor***

*Photograph*

End of Year Fun

Angela Scheiderich, Photographer

**Croton-Harmon UFSD**

***Award of Honor***

*Overall Graphics and Design*

Croton-Harmon School District Branding

Maria Ilardi, Graphic Designer and Ellen Lane, Communications Director

**Dansville Central School District**

***Award of Honor***

*Excellence in Writing*

Empowering Students: Dansville High School Self-Defense Classes to Foster Confidence and Safety for Our Students

Kim Derrenbacher, Public Information Assistant

## **DCMO BOCES**

### ***Award of Honor***

*Strategic Campaign*

This is my classroom

Annette N. Bagnall, Graphic Designer

## **East Greenbush Central School District**

### ***Award of Honor***

*Excellence in Writing*

Reading is On the Menu at DPS Book Tasting

Mark Adam, Public Information Specialist

## **East Irondequoit Central School District**

### ***Award of Honor***

*Social Media*

#ThankAPrincipal

Danielle Gorevski, Director of Communications

### ***Award of Merit***

*Photograph*

Excited about Full Day Pre-K!

Danielle Gorevski, Director of Communications

### ***Award of Merit***

*Photograph*

Mother Superior

Danielle Gorevski, Director of Communications

## **Eastchester UFSD**

### ***Award of Honor***

*Photograph*

Eastchester Unified Basketball Game

Michael Smith, Communications Specialist

## **Elwood Union Free School District**

### ***Award of Merit***

*Special Purpose*

Our Story

Beth Izzo, Senior Accounts Director

## **Erie 2-Chautauqua-Cattaraugus BOCES**

### ***Award of Excellence***

*Annual Report*

2022-23 E2CCB Annual Report

Alan Gustafson, PR Specialist

***Award of Excellence***

*Overall Graphics and Design*

E2CCB 2022-23 Annual Report

Alan Gustafson, PR Specialist

***Award of Merit***

*Calendar*

2022-23 E2CCB Annual Calendar

Alan Gustafson, PR Specialist and Mike Rukavina, PR Specialist

***Award of Merit***

*Photograph*

Forestville Class of 2023 Celebrates With A Bang

Annie Rosenthal, PR Specialist

***Award of Merit***

*Special Purpose*

2023-24 E2CCB Services & Solutions Guide

Alan Gustafson, PR Specialist

**Fairport Central School District**

***Award of Merit***

*Photograph*

Dudley Playground Fun

Kelly Hubbard, Communications Specialist

**Gates Chili Central School District**

***Award of Excellence***

*Excellence in Writing*

There's Room for Everyone on the Road to Equity

Iva Petrosino, APR, Director of Communications and Troy Olin, Assistant Superintendent for Instruction

***Award of Excellence***

*Strategic Campaign*

United in Our Journey to Equity

Iva Petrosino, APR, Director of Communications and Teri Marsh, Director of Student and Staff Success

***Award of Excellence***

*Video*

Welcome to Kindergarten at Gates Chili!

Iva Petrosino, APR, Director of Communications, Abbey Noble, Communications Specialist and Anthony Puleo, Digital Media Technician

## ***Award of Excellence***

### *Video*

Serving on an Interview Committee at Gates Chili

Iva Petrosino, APR, Director of Communications, Michaela Perrotto, Assistant Superintendent for Human Resources and Labor Relations and Dr. Sandra Vazquez, Director of Recruitment, Hiring and Diversity Practices

## ***Award of Merit***

### *Budget Newsletter*

Gates Chili Central School District Newsletter – Budget Issue

Iva Petrosino, APR, Director of Communications, Dr. Mitchell Ball, Assistant Superintendent for Business, Abbey Noble, Communications Specialist and Lisa Constantine, Graphic Designer

## ***Award of Merit***

### *Strategic Campaign*

A Bit of Budget Video Ser

Iva Petrosino, APR, Director of Communications and Dr. Mitchell Ball, Assistant Superintendent for Business

## **Genesee Valley BOCES**

### ***Award of Excellence***

#### *Social Media*

Senior Spotlight

Lyndsay Herkimer, Public Information Specialist

## **Glens Falls City Schools**

### ***Award of Honor***

#### *Strategic Campaign*

Glens Falls City Schools Mascot Change

Skye Heritage, Director of Communications

## **Great Neck Public Schools**

### ***Award of Merit***

#### *Photograph*

Congratulations, Graduates!

Colleen Bowler, Public Information Officer

## **Greece Central School District**

### ***Award of Excellence***

#### *Community Newsletter*

The Good Newsletter

Greece Central School District Office of Communications

### ***Award of Merit***

#### *Video*

Greece Gauntlet

Greece Central School District Office of Communications

## **Half Hollow Hills CSD**

### ***Award of Honor***

#### *Social Media*

Afterschool Activities Campaign

Charles A. Parker, Public Relations Director and Dr. Patrick Harrigan, Superintendent of Schools

## **Hendrick Hudson School District**

### ***Award of Merit***

#### *Electronic Newsletter*

The Sailor's Knot e-Newsletter

Karen Hoffman, Communications Specialist and Valerie Laudato, Graphic Designer

### ***Award of Merit***

#### *Excellence in Writing*

Hendrick Hudson's New Turtle Habitat is a Labor of Love

Karen Hoffman, Communications Specialist

## **Hicksville Public Schools**

### ***Award of Honor***

#### *Strategic Campaign*

Hicksville's Traffic Safety Campaign

Joanne Bucci, Digital Media Specialist

## **Holley Central School District**

### ***Award of Excellence***

#### *Excellence in Writing*

Holocaust Survivor's Story Inspires History Lessons

Nicole Mauro, Communications Specialist

Monroe 2-Orleans BOCES

Holley Central School District

### ***Award of Merit***

#### *Excellence in Writing*

Holley - Meet the New MS/HS Principal: Matthew Feldman

Beth Nash, Communications Specialist

### ***Award of Merit***

#### *Excellence in Writing*

Students Soar at Camp Rising Hawk for a Second Summer

Nicole Mauro, Communication Specialist

Monroe 2-Orleans BOCES

Holley Central School District



## **Honeoye Falls-Lima Central School District**

### ***Award of Merit***

#### *Video*

HF-L Oversimplified Season 2

Leah Shepard, Colin Pierce

## **Katonah-Lewisboro School District**

### ***Award of Merit***

#### *Social Media*

We Are KLSD

Lenore Person, Communications Specialist

## **Kenmore-Town of Tonawanda UFSD**

### ***Award of Merit***

#### *Excellence in Writing*

"Helping Every Child Thrive & Grow"

Jenna Stockman

### ***Award of Merit***

#### *Website*

Ken-Ton School District Website

Patrick Fanelli & Jenna Stockman

## **Lower Hudson Regional Information Center**

### ***Award of Merit***

#### *Overall Graphics and Design*

LHRIC TLI Tech Expo Event Collateral

Jeffry Braun, Graphic Illustrator

## **Lydonville Central School District**

### ***Award of Excellence***

#### *Photograph*

I Almost Chose A Different Photo

Amanda Dedie

## **Lyons Central School District**

### ***Award of Honor***

#### *Community Newsletter*

Lyons Central School District August & December 2022 Newsletters

Renée Heining and Georgie McKean, Public Information Coordinators, Wayne-Finger Lakes BOCES

***Award of Merit***

*Video*

Lyons Central School District Capital Improvement Project Video

Kerry Alfred, Media Production Specialist, CPL and Renée Heininger, Public Information Coordinator, Wayne-Finger Lakes BOCES

**Madison Central School District**

***Award of Excellence***

*Excellence in Writing*

Made In Madison: Cori Hughes

Ray Biggs, Public Relations Assistant

***Award of Merit***

*Photograph*

Bringing The Heat

Ray Biggs, Public Relations Specialist

**Madison Oneida BOCES**

***Award of Merit***

*Social Media*

Halloween @ MOBOCES

Sapna Kollali, Director of Communications

**Monroe 2-Orleans BOCES**

***Award of Honor***

*Excellence in Writing*

My Fitness Buddy and Me

Jennifer Merkel, Assistant Communication Manager

**NASSAU BOCES**

***Award of Excellence***

*Photograph*

Nassau BOCES Barry Tech Graduation

Angela Marshall, Nassau BOCES Communications Office

***Award of Excellence***

*Photograph*

Long Island High School for the Arts Graduates Celebrate!

Angela Marshall, Executive Manager

Nassau BOCES Communications Office

***Award of Honor***

*Electronic Newsletter Nassau BOCES Spotlight*

Angela Marshall, Executive Manager

Nassau BOCES Communications Officer

***Award of Honor***

*Photograph*

Long Island High School for the Arts Spring Dance Festival  
Angela Marshall, Executive Manager  
Nassau BOCES Communications Officer

***Award of Honor***

*Photograph*

Nassau BOCES Long Island High School for the Arts Scholarship Gala - Alumni Performance  
Angela Marshall, Executive Manager  
Nassau BOCES Communications Officer

**New Hartford Central School District**

***Award of Merit***

*Overall Graphics and Design*

New Hartford Sports Express Digital Newsletter  
Kerry Zegarelli, Graphic Design Specialist

**Oneida Herkimer Madison BOCES**

***Award of Excellence***

*Photograph*

Lightbulb Moment  
Angela Scheiderich, Photographer

***Award of Honor***

*Special Purpose*

CTE Program Guide 2023-2024  
Cheri Derdzinski, Graphic Design Specialist and Maria Roach, Public Information Specialist

***Award of Merit***

*Annual Report*

2023 Annual Meeting Book  
Kerry Zegarelli, Graphic Design Specialist

***Award of Merit***

*Overall Graphics and Design*

CTE Program Guide 2023-2024  
Cheri Derdzinski, Graphic Design Specialist and Maria Roach, Public Information Specialist

**Onondaga-Cortland-Madison BOCES**

***Award of Honor***

*Excellence in Writing*

Students go all out to 'Shave Dave'  
Marketing Coordinator Jackie Wiegand

***Award of Merit***

*Annual Report*

OCM BOCES Annual Report: Empowering All Learners  
Public Information Specialist Lou Reid and Marketing Coordinator Jackie Wiegand

## **Pelham Union Free School District**

### ***Award of Excellence***

*Budget/Bond Newsletter*

PUFSD Budget Newsletter/District Report Card

Alex Wolff, Public Information Officer and Beth Pollock, Graphic Designer

### ***Award of Merit***

*Strategic Campaign*

PUFSD Medical Incident

Alex Wolff, Public Information Officer and Cheryl H. Champ, Superintendent of Schools

### ***Award of Merit***

*Strategic Campaign*

PUFSD - Defining Excellence

Dr. Cheryl H. Champ, Superintendent of Schools, Dr. Alice Bowman, Assistant Superintendent for Teaching & Learning and Alex Wolff, Public Information Officer

## **Penfield Central School District**

### ***Award of Honor***

*Photograph*

High Flyin'

Nancy Bradstreet, Director of Communications

## **Perry Central School District**

### ***Award of Honor***

*Photograph*

Capped Connection

Megan Winter, Public Relations Specialist

### ***Award of Merit***

*Community Newsletter*

Perry CSD - Community Newsletter

Megan Winter, Public Relations Specialist

### ***Award of Merit***

*Social Media*

Perry CSD - Social Media

Megan Winter, Public Relations Specialist

## **Pittsford Central School District**

### ***Award of Honor***

*Budget Newsletter*

Budget Vote Newsletter

Nancy Wayman, Director of Communication, Laurie Everhart, Communication Specialist and Elyse Jones, Communication Specialist

## **Pleasantville UFSD**

### ***Award of Excellence***

*Electronic Newsletter*

Pville Press

Debra West, Communications Specialist and Valerie Laudato, Graphic Designer

## **Putnam Northern Westchester BOCES**

### ***Award of Honor***

*Excellence in Writing*

PNW BOCES Master Class Inspires Young Writers

Ellen Lane, Communications Director

## **Red Creek Central School District**

### ***Award of Honor***

*Website*

RAMSPROUD

Christopher Cassavecca, Public Information Coordinator

## **Riverhead Central School District**

### ***Award of Excellence***

*Website*

Riverhead Central School District Website

Riverhead Central School District

ZE Creative Communications

## **Rockland BOCES**

### ***Award of Excellence***

*Calendar*

Inclusive Culture, Diverse People – 2022-23 Print Calendar

Scott Salotto, Director of Communications and Governmental Relations and Michele Kessler, Graphic Designer

### ***Award of Excellence***

*Electronic Newsletter*

Tuxedo Talk

Jonathan Clark, Public Information Specialist

### ***Award of Excellence***

*Excellence in Writing*

Faculty Spotlight - February 2023

Jonathan Clark, Public Information Specialist

### ***Award of Excellence***

*Video*

Welcome to Kindergarten in the PRSD (2023-24 Kindergarten Orientation)

Gina Carbone, Public Information Assistant

***Award of Excellence***

*Video*

Welcome to the STREAM Lab

Bridget Clark, Senior Public Information Specialist

***Award of Honor***

*Budget Newsletter*

2023-24 NUFSD Budget Newsletter

Ashley Columbia, Public Information Specialist and Michelle Kessler, Graphic Designer

***Award of Honor***

*Social Media*

TZHS Senior Profile Campaign

Hailey Robertson, Public Information Specialist

***Award of Honor***

*Video*

“The Rockland BOCES Buzz” - September 2022

Scott Salotto, Director of Communications and Governmental Relations

***Award of Merit***

*Community Newsletter*

Excelsior, The Award-Winning Newsletter of the Suffern Central School District

Michelle Calcaterra, Public Information Specialist and Michele Kessler, Graphic Designer

***Award of Merit***

*Electronic Newsletter*

Nyack Schools Connection

Bridget Clark, Senior Public Information Specialist

***Award of Merit***

*Social Media*

#KnightShift

Ashley Columbia, Public Information Specialist

***Award of Merit***

*Video*

The Suffern Scoop, May 2023

Michelle Calcaterra, Public Information Specialist

***Award of Merit***

*Video*

ERCSD Welcome Back Video - September 2022

Trisha Sullivan, Public Information Specialist

## ***Award of Merit***

### *Video*

NRCSD Safety and Security Campaign

Jacqueline Dodrill, Public Information Specialist, James Phillips, Public Information Assistant and Scott Salotto, Director of Communications and Governmental Relations

## **Sauquoit Valley Central School District**

### ***Award of Merit***

#### *Strategic Campaign*

Sauquoit Valley Superintendent Search

Kerry Zegarelli, Graphic Design Specialist and Rebecca Neary, Senior Public Relations Specialist

## **Scarsdale Public Schools**

### ***Award of Excellence***

#### *Website*

Scarsdale High School Auditorium Project Website

Michelle Verna, Public Information Officer

## **Schalmont Central School District**

### ***Award of Excellence***

#### *Special Purpose*

Winter Concert Postcard

Jason McCord, Director of Communications and Bonnie Minick, Graphic Designer, Capital Region BOCES

### ***Award of Honor***

#### *Budget Newsletter*

Budget Newsletter

Jason McCord, Director of Communications and Denise Larocque, Graphic Designer, Capital Region BOCES

### ***Award of Merit***

#### *Community Newsletter*

Community Newsletter

Jason McCord, Director of Communications and Denise Larocque, Graphic Designer, Capital Region BOCES

## **Schuylerville Central School District**

### ***Award of Honor***

#### *Video*

Camp Chingachgook Outdoor Education

Schuylerville Central School District Communications Director, Taryn Kane

## **Sherburne-Earlville**

### ***Award of Honor***

#### *Photograph*

A Star Is Born!

Dean Russin, Public Information Specialist, DCMO BOCES

***Award of Excellence***

*Social Media*

A Star Is Born!

Dean Russin, Public Information Specialist, DCMO BOCES

**Somers Central School District**

***Award of Honor***

*Annual Report*

Somers Forward in Excellence Report

Amanda Bergen, Communications Specialist and Valerie Laudato, Graphic Designer

**Southern Westchester BOCES**

***Award of Merit***

*Electronic Newsletter*

Careers Central monthly e-newsletter, SWBOCES Career Services

Brian Howard, Director of Communications

**Troy City School District**

***Award of Excellence***

*Overall Graphics and Design*

2022 Troy Football Posters

Jason P. Laz, Communications Specialist

***Award of Excellence***

*Photograph*

Homecoming Queen Crowning

Jason P. Laz, Communications Specialist

***Award of Honor***

*Website*

Troy CSD Career Website

Jason P. Laz, Communications Specialist

***Award of Honor***

*Video*

Varsity Softball Heads to State Tournament

Jason P. Laz, Communications Specialist

***Award of Honor***

*Video*

Why Teach on Team Troy?

Jason P. Laz, Communications Specialist



## **Union-Endicott School District**

### ***Award of Excellence***

#### *Video*

One bad choice

James Buyck, Broome-Tioga BOCES videographer/producer and Linda Myers, U-E Communications Coordinator

## **Utica City School District**

### ***Award of Honor***

#### *Calendar*

2022-23 Utica City School District Calendar

Kerry Zegarelli, Graphic Design Specialist

### ***Award of Honor***

#### *Overall Graphics and Design*

2022-23 Utica City School District Calendar

Kerry Zegarelli, Graphic Design Specialist

### ***Award of Merit***

#### *Photograph*

Friendship is Love

Angela Scheiderich

## **Valhalla Union Free School District**

### ***Award of Honor***

#### *Community Newsletter*

Valhalla Voyages Newsletter 2022-23

Natalia Baage, Public Relations Specialist

## **Vernon Verona Sherrill Central School District**

### ***Award of Excellence***

#### *Strategic Campaign*

VVS Facilities Strategic Plan

Sondra Whalen, Director of Student Programs and Communications

## **Warwick Valley Central School District**

### ***Award of Honor***

#### *Photograph*

Flag Football Championship Celebration

Warwick Valley Central School District

### ***Award of Merit***

#### *Budget Newsletter*

WVCSD 2023-2024 Budget Newsletter

Warwick Valley Central School District

### ***Award of Merit***

*Excellence in Writing*

District Presents Comprehensive Look at Mental Health Programs & Plans  
Warwick Valley Central School District

### **Washingtonville Central School District**

#### ***Award of Merit***

*Excellence in Writing*

High Schoolers Teach Elementary School Students Through iDecide Program  
Washingtonville Central School District  
MJB Communications

### **Watervliet City School District**

#### ***Award of Excellence***

*Video*

A Day in the Life ... Prekindergarten @ WES Watervliet City School District  
Judy Frost, Public Information Specialist and Kirsten DeMento, UPK Director

### **Wayne-Finger Lakes BOCES**

#### ***Award of Merit***

*Photograph*

Kind Always Wins  
Amanda Airth, Public Information Coordinator

### **West Genesee Central School District**

#### ***Award of Honor***

*Electronic Newsletter*

West Genesee CSD e-Newsletter  
Bonnie Russell, School Information Officer

#### ***Award of Merit***

*Electronic Newsletter*

WGCS D Community e-Newsletter  
Bonnie Russell, School Information Officer

### **Williamson Central School District**

#### ***Award of Honor***

*Excellence in Writing*

¡Hola estudiantes! Mrs. Solano's Spanish Classes Take on New Format  
Georgie McKean, Public Information Coordinator

#### ***Award of Honor***

*Video*

Music at Williamson CSD  
Georgie McKean, Public Information Coordinator

## **Williamsville Central School District**

### ***Award of Honor***

#### *Video*

Autism Nature Trail

Nick Filipowski, Executive Director of Communications and David Morales, Assistant Director of Public Relations

### ***Award of Honor***

#### *Video*

Country Parkway Time Capsule

Nick Filipowski, Executive Director of Communications and David Morales, Assistant Director of Public Relations

### ***Award of Honor***

#### *Video*

Cosmo the Dog

Nick Filipowski, Executive Director of Communications and David Morales, Assistant Director of Public Relations

### ***Award of Merit***

#### *Calendar*

2022-2023 Calendar

Nick Filipowski, Executive Director of Communications and Amy Vohwinkel, Graphic Artist/Designer

## **WSWHE BOCES**

### ***Award of Excellence***

#### *Video*

WSWHE BOCES Work Inspired

Maribeth Macica, Senior Public Information Specialist, WSWHE BOCES

### ***Award of Honor***

#### *Strategic Campaign*

WSWHE BOCES Staff Recruitment Campaign

Maribeth Macica, Senior Public Information Specialist, WSWHE BOCES and Dawn Neville, Public Information Specialist, WSWHE BOCES

