



2021 NYSPRA 42nd Annual Communications Contest Award Winners

Amherst Central School District

Award of Excellence

Expanding a Virtual Academy Teacher's View; Piloting a Tech Unit that Benefits Students and Teachers Excellence in Writing

Lori Sosenko, Public Relations Specialist

Bedford Central School District

Award of Honor

Pound Ridge Elementary Readers Share Opinions and Recommend Books Excellence in Writing

Jennifer Garry, Communications Specialist

Bethlehem Central School District

Award of Excellence

Teacher Baseball Cards

Social Media

Patrick Malowski, Digital Content Specialist, Capital Region BOCES Communications Service

Brewster Central School District

Award of Excellence

Mystery Readers Help Build Community in CV Starr's Bilingual Program

Excellence in Writing

Jennifer Garry, Communications Specialist

Award of Honor

Brewster High School Sophomore Axel Britez Creates Virtual Tutoring Program

Excellence in Writing

Jennifer Garry, Communications Specialist

Briarcliff Manor UFSD

Award of Honor

Briarcliff High School Senior Discovers a Love for Biology While Volunteering at a Local Farm

Excellence in Writing

Maytal Wichman, Communications Specialist

Award of Excellence

Briarcliff Manor UFSD Budget Newsletter

Budget/Bond Newsletter

Maytal Wichman, Communications Specialist & Christopher Yerkes, Graphic Designer

Broadalbin-Perth Central School District

Award of Excellence

The New BPCSD.org

Website

Michele Kelley, Director of Internal and External Relations, & Lindsay Quackenbush & Trisha Miller, Public Information Specialists, Capital Region BOCES Creative Team

Award of Honor

Patriot Press: Special Budget Edition

Budget/Bond Newsletter

Michele Kelley, Director of Internal and External Relations

Byron-Bergen Central School District

Award of Honor

Just A Boy and His Duck

Photograph

Amanda Dedie, Communication Support Specialist, Monroe 2-Orleans BOCES

Award of Honor

Kids Heart Challenge

Photograph

Gretchen Spittler, Communication Specialist, Monroe 2-Orleans BOCES

Caledonia-Mumford Central School

Award of Honor

The Sun Will Come Up - Better Days Ahead

Photograph

Caledonia-Mumford Central School Sarah M. Santora PR/Tech Communications

Award of Merit

First Day of In Person School

Photograph

Caledonia-Mumford Central School Sarah M. Santora PR Tech Communications

Award of Merit

Rainbow - A Sign that CMCS is Going to Have a Great Year!

Photograph

Caledonia-Mumford Central School

Award of Merit

Stay Apart but Stick Together

Photograph

Sarah M. Santora PR/Tech Communications Caledonia-Mumford CSD

Genesee Valley BOCES

Award of Merit

Cal-Mum Chronicle

Community Newsletter

Caledonia-Mumford Central School Sarah M. Santora (PR & Tech Communications Dept.) &

Genesee Valley BOCES/Daniel Farrugia, Graphic Designer

Canastota Central School District

Award of Merit

Canastota Budget Newsletter

Budget/Bond Newsletter

Sapna Kollali, Public Relations Coordinator, MOBOCES

Capital Region BOCES

Award of Excellence

2019-20 Annual Report: Leading with purpose, Living our commitments

Annual Report

Capital Region BOCES 360 Team & Capital Region BOCES Creative Team

Award of Excellence

Capital Region BOCES Budget Newsletter

Budget/Bond Newsletter

Capital Region BOCES 360 Team & Capital Region BOCES Creative Team

Award of Excellence

Capital Region BOCES 2021-22 Career & Technical School Course Guide

Special Purpose Publication

Capital Region BOCES 360 Team & Capital Region BOCES Creative Team

Award of Honor

Roadmap To Reopening

Strategic Campaign

Capital Region BOCES School Communications Portfolio Team, Capital Region BOCES

Research and Policy Team, & Capital Region BOCES Creative Team

Award of Honor

Summer Adventure

Website

Capital Region BOCES Creative Team, Capital Region BOCES Web Services Team, Capital

Region BOCES Digital Content Strategy Team

Award of Merit

The Collaborative Community Through Distance Learning
Overall Graphics and Design
Capital Region BOCES 360 Team & Capital Region BOCES Creative Team

Award of Merit

24 United: Our Mission Remains the Same
Video
Capital Region BOCES Digital Content Strategy Team

Award of Merit

24 United: Work Together
Video
Capital Region BOCES Digital Content Strategy Team

Carmel Central School District

Award of Honor

CCSD Social Media Instagram
Social Media
Suzanne Kaminkow, Communications Specialist

Cattaraugus-Allegany BOCES

Award of Honor

'21-'22 CTE Course Catalog
Special Purpose Publication
Kim Survil, Graphic Artist

Award of Honor

Instructional Support Services (ISS) Course Catalog
Special Purpose Publication
Ashley Gleason, Graphic Artist

Churchville-Chili Central School District

Award of Honor

ARTS REINVENTED
Excellence in Writing
Chris Klem, Communications Specialist, Monroe 2-Orleans BOCES

Clinton Central School District

Award of Honor

Clinton Central School District's Facebook Social Media
Alyssa Sacco, Public Relations Assistant, Oneida-Herkimer-Madison BOCES

East Greenbush Central School District

Award of Honor

COVID-19: One Year Later

Video

Mark Adam, Public Information Specialist, & Jason Laz, Videographer, Questar III BOCES

Award of Honor

Columbia Student Creates "Blue Devil" Social Distancing Markers for Sidewalks

Excellence in Writing

Mark Adam, Public Information Specialist

East Rochester Union Free School District

Award of Merit

ERUFSD Community Newsletter

Community Newsletter

Editor, Ashley Decker, Communication Specialist, & Shannon Sweeney, Graphic Designer,
Monroe 2-Orleans BOCES

Erie-Chautauqua-Cattaraugus BOCES

Award of Excellence

Annual Report

Annual Report

Alan Gustafson, Carrie Rinehart, & Mike Rukavina, PR Specialists

Award of Excellence

Up Newsletter

Alan Gustafson, Carrie Rinehart, & Mike Rukavina, PR Specialists

Award of Excellence

New Normal

Photograph

Carrie Rinehart, PR Specialist

Award of Excellence

Opening Day

Video

Mike Rukavina, & Carrie Rinehart, PR Specialists

Award of Honor

Laser Focus

Photograph

Mike Rukavina, PR Specialist

Award of Honor

Services & Solutions Guide

Special Purpose Publication

Alan Gustafson, Carrie Rinehart, & Mike Rukavina, PR Specialists

Award of Honor

Educational Collaborations

Special Purpose Publication

Mike Rukavina, & Carrie Rinehart, PR Specialists

Franklin-Essex-Hamilton BOCES

Award of Honor

#FEHBWearsAMask

Strategic Campaign

Public Information Specialist Jess Collier & Management Systems Specialist Michele Frazier

Gates Chili Central School District

Award of Excellence

A Bit of Budget Video Series Strategic Campaign

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

Award of Honor

Gates Chili CSD District Newsletter Budget Issue

Budget/Bond Newsletter

Iva Petrosino, Director of Communications, Lindsey Reddig, Communications Specialist, & Lisa Constantine, Graphic Designer

Glens Falls City School District

Award of Honor

The Nosey Swab Swipe video

Video

Skye M. Heritage, Communications Director

Award of Merit

It's a New Day in Glens Falls: Back-to-School Protocols 2020 video

Video

Skye M. Heritage, Communications Director

Half Hollow Hills Central School District

Award of Honor

2019-2020 Half Hollow Hills CSD Annual Report

Annual Report

Charles Parker, Public Relations Director, Half Hollow Hills CSD

Hastings-on-Hudson UFSD

Award of Honor

Hastings Happenings Budget Newsletter 2021

Budget/Bond Newsletter

Jason Platzner, Communications Specialist, & Christopher Yerkes, Graphic Designer

Hendrick Hudson School District

Award of Honor

The Lanyard e-Newsletter

Electronic Newsletter

Karen Hoffman, Communications Specialist, & Valerie Laudato, Graphic Designer

HFM BOCES

Award of Honor

HFM PTECH's high school, college graduation rates far surpass national averages

Excellence in Writing

Betsy DeMars, Public Information Specialist, Capital Region BOCES Communications Specialist

Hicksville Public Schools

Award of Excellence

"Be A Hicksville Superhero" Campaign

Strategic Campaign

Joanne Bucci, Digital Media Specialist, Hicksville Public Schools

Award of Honor

Reopening Plan Supplemental Guides

Overall Graphics and Design

Joanne Bucci, Digital Media Specialist, Hicksville Public Schools

Award of Honor

HPS COVID Time Capsule - A Time to Reflect on Hicksville's School Community Response Website

Joanne Bucci, Digital Media Specialist, Hicksville Public Schools

Holley Central School District

Award of Honor

Holley CSD - Two Honored with Soaring Awards

Excellence in Writing

Beth Nash, Communications Specialist, Monroe 2-Orleans BOCES

Katonah-Lewisboro School District

Award of Honor

Nature Lights the Way at John Jay
Excellence in Writing
Lenore Person, Communications Specialist

Kendall Central School District

Award of Honor

Kendall CSD - Waylon Gets Wet
Photograph
Beth Nash, Communications Specialist, Monroe 2-Orleans BOCES

Kenmore-Town of Tonawanda UFSD

Award of Honor

Kenmore East Graduation
Photograph
Patrick Fanelli, Community Relations Coordinator

Liberty Central School District

Award of Excellence

Portrait of a Graduate
Photograph
Lisa Ramirez, Public Information Specialist, Capital Region BOCES Communications Service

Lower Hudson Regional Information Center

Award of Honor

TECH EXPO Brochure
Overall Graphics and Design
Jeffrey Braun, Graphic Illustrator, LHRIC, SWBOCES

Lyndonville Central School District

Award of Merit

Lyndonville 2020-21 District Calendar
Calendar
Tricia Croce, Communication Specialist, & Shannon Sweeney, Graphic Designer, Monroe 2-Orleans BOCES

Mechanicville City School District

Award of Honor

Mechanicville City School District Website
Website
Capital Region BOCES Creative Team & Capital Region BOCES Web Services Team

MOBOCES

Award of Excellence

Skyscraper

Photograph

Sapna Kollali, Public Relations Coordinator

Award of Honor

CTE Explores “The Power of Nice”

Excellence in Writing

Sapna Kollali, Public Relations Coordinator

Monroe 2-Orleans BOCES

Award of Excellence

Monroe 2-Orleans BOCES Annual Report

Annual Report

Stephen Dawe, Communications Manager, Amanda Dedie, Communication Support Specialist, Chris Klem, Beth Nash, & Ashley Decker, Communications Specialists, & Lisa Constantine, Graphic Designer

Award of Excellence

Muscarella Receives Crystal Apple Award

Excellence in Writing

Amanda Dedie, Communication Support Specialist

Award of Excellence

Monroe 2-Orleans BOCES Annual Report

Overall Graphics and Design

Stephen Dawe, Communications Manager, Amanda Dedie, Communication Support Specialist, Chris Klem, Beth Nash, & Ashley Decker, Communications Specialists, & Lisa Constantine, Graphic Designer

Award of Honor

Electrical Students Charged Up Over Hands-On Solar Opportunity

Excellence in Writing

Ashley Decker, Communication Specialist, Monroe 2-Orleans BOCES

Award of Honor

A Lifetime in Education: Honoring BOCES 2 Board Member John Heise

Excellence in Writing

Beth Nash, Communications Specialist

Award of Honor

“Brooks Hill student’s story comes to life on the page”

Excellence in Writing

Lindsey Reddig, Communication Specialist

Mount Vernon City School District

Award of Honor

Denzel Washington School of the Arts Renaming
Excellence in Writing
Mike Bieger, Public Relations Specialist

Nanuet Union Free School District

Award of Merit

NUFSD: Maintaining a Culture of Health and Safety
Video
Ashley Columbia, Public Information Assistant, Rockland BOCES

Nassau BOCES

Award of Merit

Happy Grad
Photograph
Nassau BOCES Communications Office

Award of Merit

Holiday Dancer
Photograph
Nassau BOCES Communications Office

New Hartford Central School District

Award of Merit

New Hartford Superintendent Search Recruitment Video
Video
Adam Brockway, Graphic Artist, Oneida-Herkimer-Madison BOCES

New York Mills Union Free School District

Award of Excellence

COVID-19 Safety Posters
Poster
Andrea Rafferty, Graphic Services Supervisor, Oneida-Herkimer-Madison BOCES

Niskayuna Central School District

Award of Excellence

Niskayuna Equity Infographic
Overall Graphics and Design
Karen Pacelli, Graphic Artist, & Matt Leon, Public Information Specialist

North Rockland Central School District

Award of Honor

The Great Cereal Box Challenge

Social Media

Jacqueline Dodrill, Public Information Specialist, Rockland BOCES

Award of Merit

An Inside look at NRCSD's SEL & Counseling Programs

Video

Jacqueline Dodrill, Public Information Specialist, Rockland BOCES

Award of Merit

NYS Essential Elements: Schools-To-Watch - Fieldstone Middle School

Video

Jacqueline Dodrill, Public Information Specialist, Rockland BOCES

Nyack Public Schools

Award of Honor

Get out the Vote: Passing a Referendum

Strategic Campaign

Bridget Clark, Public Information Specialist, Rockland BOCES

Award of Honor

Budget Matters Community Update

Budget/Bond Newsletter

Nyack Public Schools Communications Department, Lisa Mininger Retallack, District Public Relations & Community Outreach Specialist

Oneida-Herkimer-Madison BOCES

Award of Excellence

OHM BOCES Taps into Nature with Maple Syrup Production

Excellence in Writing

Rebecca Neary, Public Relations Specialist

Award of Excellence

P-TECH Students Face Off in Engineering Wars

Excellence in Writing

Rebecca Neary, Public Relations Specialist

Award of Excellence

CTE Program Guide 2021-2022

Overall Graphics and Design

Cheri Derdzinski, Senior Graphic Artist

Award of Excellence

Division Integration (Asst. Supt. Flyers & Working Together Doc)
Strategic Campaign
School Communications

Award of Honor

2021 Annual Meeting Book
Annual Report
Rebecca Neary, Public Relations Specialist, & Kerry Zegarelli, Graphic Artist

Award of Honor

OHM Learning Network
Overall Graphics and Design
Andrea Rafferty, Graphic Services Supervisor

Award of Honor

Thank You Social Media Campaign
Overall Graphics and Design
Andrea Rafferty, Graphic Services Supervisor

Award of Honor

BOCES Social Media
Social Media
OHM BOCES School Communications

Award of Honor

2021-22 Service Directory
Special Purpose Publication
Rebecca Neary, Public Relations Specialist, & Kerry Zegarelli, Graphic Artist

Award of Honor

CTE Program Guide 2021-2022
Special Purpose Publication
Cheri Derdzinski, Senior Graphic Artist

Award of Honor

Career & Technical Education Open House
Strategic Campaign
Adam Brockway, Graphic Artist, Andrea Rafferty, Graphic Services Supervisor, & Rebecca Neary, Public Relations Specialist, School Communications

Award of Merit

Division Integration Get to Know the Assistant Superintendents Flyers
Overall Graphics and Design
Kerry Zegarelli, Graphic Artist

Award of Merit

CTE - Hype Video
Video

Adam Brockway, Graphic Artist

Onondaga Cortland Madison BOCES

Award of Excellence

OCM BOCES 2020 Annual Report
Annual Report

Marketing Coordinator Jackie Wiegand, Public Information Specialist Lou Reid, & School Information Officer Katie Jensen

Award of Honor

BOCES Bits

Electronic Newsletter

Marketing Coordinator Jackie Wiegand and Public Information Specialist Lou Reid

Award of Honor

ocmboces.org Website

Cris Moore, Graphics Technician, Central New York Regional Information Center at OCM BOCES

Bethany Bak, Website Administrator, Central New York Regional Information Center at OCM BOCES

Josh Seitz, Senior Website Administrator, Central New York Regional Information Center at OCM BOCES

Katie Jensen, School Information Officer, OCM BOCES

Lou Reid, Public Information Specialist, OCM BOCES

Jackie Wiegand, Marketing Coordinator, OCM BOCES

Ossining UFSD

Award of Merit

Ossining Budget Video
Video

Jeffry Braun, Ossining Union Free School District, Southern Westchester BOCES

Pawling Central School District

Award of Honor

Magic Man and the IT All-Stars

Excellence in Writing

Alison Pratt, Communications Specialist

Award of Merit

Tiger Tribune 2021

Electronic Newsletter

Alison Pratt, Communications Specialist, & Valerie Laudato, Graphic Designer

Pearl River School District

Award of Excellence

Just Three Words

Photograph

Gina Carbone, Public Information Specialist, Rockland BOCES

Award of Honor

Moving Up and Standing Out

Photograph

Gina Carbone, Public Information Specialist, Rockland BOCES

Penfield Central School District

Award of Merit

Social Distancing

Photograph

Nancy Bradstreet, Director of Communications

Perry Central School District

Award of Excellence

Perry CSD - We "Udderly" Love Agriculture

Photograph

Megan Winter, Public Relations Specialist, Genesee Valley BOCES

Award of Honor

Perry CSD - Where there is darkness, there is light

Photograph

Megan Winter, Public Relations Specialist, Genesee Valley BOCES

Phelps-Clifton Springs Central School District

Award of Honor

Phelps-Clifton Springs Central School District - Community Newsletter

Community Newsletter

Todd Clausen, Public Relations Coordinator, Wayne-Finger Lakes BOCES

Pittsford Central School District

Award of Excellence

2020 Opening Day Social Media Campaign

Social Media

Nancy Wayman, Director of Communication, & Laurie Everhart & Jade Rood,
Communication Specialists

Award of Excellence

Classroom Discussion with Frederick Douglass's Great-great-great Grandson
Strategic Campaign

Nancy Wayman, Director of Communication, & Laurie Everhart & Jade Rood,
Communication Specialists

Putnam|Northern Westchester BOCES

Award of Excellence

Preparing Students In the time of COVID

Video

Fiona Mitchell, Video Producer, & Edward Catapano, Videographer

Award of Honor

Culinary Couple Cooks Up Photo Shoot at Alma Mater

Excellence in Writing

Karen Thornton, Communications Specialist

Rockland BOCES

Award of Excellence

Rockland BOCES 2020-21 Student Services Program Guide

Special Purpose Publication

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

Award of Excellence

2020-2021 Rockland BOCES Virtual Tour Campaign

Video

Scott Salotto, Director of Communications and Governmental Relations

Award of Excellence

Rockland BOCES Rooted in the Community

Video

Scott Salotto, Director of Communications and Governmental Relations

Award of Honor

Rockland BOCES: A Year of Excellence 2020

Video

Scott Salotto, Director of Communications and Governmental Relations

Rome City School District

Award of Honor

Proud Moment

Photograph

Jill Pekarski, Public Relations Specialist

Saratoga Springs City School District

Award of Merit

Capital Project Newsletter

Budget/Bond Newsletter

Maura Manny, Director of Community Outreach & Communications

Scarsdale UFSD

Award of Excellence

A Celebration of National Poetry Month

Social Media

Michelle Verna, Public Information Officer

Schalmont Central School District

Award of Honor

Schalmont CSD Social Media Strategy

Social Media

Jason McCord, Director of Communications

Award of Merit

Schalmont CSD Budget Newsletter

Budget/Bond Newsletter

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

South Orangetown Central School District

Award of Excellence

SOCSD Update

Community Newsletter

Jen Citrolo, Public Information Specialist, & Michele Kessler, Graphic Design, Rockland BOCES

Award of Honor

TZHS Class of 2021 Highlights

Video

Jennifer Citrolo, Public Information Specialist, Rockland BOCES

Suffern Central School District

Award of Honor

Welcome Back to School Mounties!

Video

Jenny Mirmelstein, Public Information Specialist, Rockland BOCES

Syracuse City School District

Award of Excellence

PSLA Student Selected to Play for US National Amputee Soccer Team

Excellence in Writing

Karin Davenport, Communications Specialist

Union-Endicott School District

Award of Excellence

These are my friends

Photograph

Linda Myers, Communications Coordinator

Utica City School District

Award of Excellence

2021-22 UCSD Calendar

Calendar

Carly Wright, Graphic Design Artist, Oneida-Herkimer-Madison BOCES

Award of Excellence

2021-22 UCSD Calendar

Overall Graphics and Design

Carly Wright, Graphic Artist

Valhalla Union Free School District

Award of Excellence

Valhalla Voyages 2020-2021

Community Newsletter

Natalia Baage-Lord, Public Relations Specialist

Award of Excellence

Valhalla Senior Sports Spotlights

Social Media

Natalia Baage-Lord, Public Relations Specialist

Vernon Verona Sherrill Central School District

Award of Honor

VVS COVID Communications Strategic Campaign

Strategic Campaign

Sondra Whalen, Director of Student Programs and Communications

Warwick Valley Central School District

Award of Excellence

Warwick Valley Central School District 2021 Budget Newsletter

Budget/Bond Newsletter

Warwick Valley Central School District

Award of Excellence

Warwick Valley Central School District Photo Submission 1: The Year Begins
Photograph

Warwick Valley Central School District

Award of Honor

Warwick Valley Central School District Photo Submission 2: The Year Ends
Photograph

Warwick Valley Central School District

Award of Honor

Warwick Valley Central School District Website Redesign
Website

Warwick Valley Central School District

Wayland-Cohocton Central School

Award of Merit

Wayland-Cohocton Performing Arts Center Unveiling
Video

Wayland-Cohocton Central School Flying Baby Productions

Wayne-Finger Lakes BOCES

Award of Honor

Ready To Learn

Photograph

Amanda C. Airth, Public Information Coordinator, Wayne-Finger Lakes BOCES

West Genesee Central School District

Award of Honor

West Genesee Central School District e-Newsletter-December 30, 2020

Electronic Newsletter

Bonnie M. Russell, School Information Officer

Award of Honor

West Genesee Central School District e-Newsletter-March 25, 2021

Electronic Newsletter

Bonnie M. Russell, School Information Officer

Wheatland-Chili

Award of Excellence

Girls Soccer Coach Gary Ward to Retire

Excellence in Writing

Jordan Kirkpatrick, Communication Specialist

Whitesboro Central School District

Award of Honor

District Nurses Go Above and Beyond Usual Duties During COVID-19 Pandemic

Excellence in Writing

Rebecca Walts, Public Relations Assistant, Oneida-Herkimer-Madison BOCES

William Floyd School District

Award of Excellence

William Floyd School District Website

Website

James Montalto, Public Relations Director, & Vincent Vaccarello, Website Manager

Williamsville Central School District

Award of Excellence

PRESS RELEASE - WCSD Students to Present WillPower for Wishes Donation to Make A Wish Western New York

Excellence in Writing

Nick Filipowski, Director of Communications

Award of Honor

Williamsville Central School District 2020-2021 School Calendar
Calendar

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

Award of Honor

PRESS RELEASE - WCSD Students Begin WillPower for Wishes Fundraiser to Benefit Make A Wish

Excellence in Writing

Nick Filipowski, Director of Communications