

## 2003 NYSSBA AWARD

Nancy M. Lenz, Editor

2002-2003

West Islip Pride Newsletters

Taxpayers' Update on State Aid

Annually, the New York State School Boards Association provides school district newsletter editors with state and national story suggestions and talking points to be used as the basis for local coverage and presents a special award for outstanding coverage of its issues in a school district newsletter.



## 2003 NYS PR AWARDS

The 24th Annual NYSPPRA Communications Contest Awards are listed alphabetically by district, BOCES and/or association, followed by level of award, entry category, entry title and award recipient[s].

### Babylon Public Schools

#### MERIT

##### Budget/Bond Newsletter

- Highlights, May 2003  
*Nancy Lenz, Editor*

### Baldwinsville Central School District

All awards to *Jacqueline Wiegand, School Information Officer*

#### HONOR

##### Community Newsletter

- The Beecon Community Newsletter, May 2003

##### Special Purpose Publication

- Searching for a Superintendent

#### MERIT

##### Community Newsletter

- The Beecon Community Newsletter, June 2003

##### Excellence in Writing

- Student With Asperger's Becomes Local Celebrity

##### Photograph

- Practicing the Whimmy Dawdle

### Batavia City School District

#### MERIT

##### Calendar

- 2002-2003 Batavia City Schools - District Calendar  
*Kathie Scott, Public Information Coordinator;*  
*Rene Kelly, Graphic Designer*

### Bellmore Union Free School District

#### MERIT

##### Budget/Bond Newsletter

- Bellmore Public Schools May 2003 Budget Newsletter  
*Bellmore Union Free School District and Syntax Communication*

### Bellmore-Merrick Central High School District

#### MERIT

##### Budget/Bond Newsletter

- Special Budget Issue, May 2003  
*Kate Collins, Administrative Assistant*

### Bethlehem Central School District

#### HONOR

##### Community Newsletter

- Highlights Newsletter, March/April 2003  
*Jessica Scheckton, Communications Specialist*

### Broadalbin-Perth Central School District

#### EXCELLENCE

##### Community Newsletter

- BPCSD Report Card, October 2002  
*Elizabeth Phillips, Communications Specialist;*  
*Robert Munn, Superintendent*

#### HONOR

##### Special Purpose Publication

- Pre-Kindergarten Registration Poster  
*Elizabeth Phillips, Communications Specialist;*  
*Robert Munn, Superintendent*

### Broome-Tioga BOCES

#### MERIT

##### Photograph

- Computer "Click"  
*Brenda Potsko, Communications Coordinator*

##### Special Purpose Publication

- Working Together - Enriching Lives Through Education  
*Clare Stenta, Graphic Artist; Don Sbarra, Communications Coordinator*

### Buffalo Public Schools

#### EXCELLENCE

##### PR Marketing Campaign

- Attendance  
*Eric J. Rosser, Director of Attendance*

##### Special Purpose Publication

- Homeless Education - Parent Guide Brochure  
*Eric J. Rosser, Director of Attendance*

#### HONOR

##### Special Purpose Publication

- Graduating From High School is the Most Important Thing in my Life  
*Tonja M. Williams, Director of Youth Services*

#### Video

- Buffalo Bills Attendance PSAs  
*Jeff Cobb, Producer*

#### MERIT

##### Calendar

- 2002-2003 Calendar & Parent Guide  
*Tony Cofrancesco, Editor*

##### Internal Newsletter

- BPS Report, May 2003  
*Tony Cofrancesco and Dea McAuliffe, Co-Editors*

### Burnt Hills-Ballston Lake Central Schools

All awards to *Christine Multer, Communications Specialist*

#### EXCELLENCE

##### Community Newsletter

- BH-BL Bulletin, October 2002

#### HONOR

##### Budget/Bond Newsletter

- Realities, Responsibilities and the 2003-04 School Budget

### Canandaigua City School District

#### EXCELLENCE

##### Community Newsletter

- DIGEST - Community Newsletter, January 2003  
*Andrew W. Thomas, Community Relations Coordinator*

#### Website

- Canandaigua City School District Website  
*Canandaigua City School District Web Team*

### Chautauqua Lake Central School District

#### MERIT

##### Photograph

- Flag Lowering Ceremony  
*Wendy Westwood, Director of Community Relations*

### Churchville-Chili Central School District/Monroe 2-Orleans BOCES

#### EXCELLENCE

##### Photograph

- A Learning Moment  
*Jackie Finn, Photographer*
- Girls and Science  
*Jackie Finn, Photographer*

#### MERIT

##### Special Purpose Publication

- Superintendent's Bookmark  
*Kathy Kelly, Graphic Designer; Jackie Finn, Photographer; Maggie Fitzgibbon, Communication Specialist*

### Cold Spring Harbor School District

All awards to *Helene Begun, Public Information Specialist*

#### HONOR

##### Community Newsletter

- Cold Spring Harbor: A Report On Our Schools, Fall 2002

- Cold Spring Harbor: A Report On Our Schools, Spring 2003

## Copiague Public Schools

All awards to Copiague Public Schools and *Syntax Communication*

### HONOR

#### Budget/Bond Newsletter

- Copiague Connections, May 2003

### Website

- Copiague Public Schools Website

## Cortland Enlarged City School District

All awards to David Blatchley, School Information Officer; Dr. John E. Lutz, Superintendent

### EXCELLENCE

#### Photograph

- Hair Raising Experience

### HONOR

#### Photograph

- Championship Game

## Deer Park Union Free School District

### MERIT

#### Budget/Bond Newsletter

- Deer Park School District May 2003 School Journal  
*Deer Park Union Free School District and Syntax Communication*

## East Aurora Union Free School District

### EXCELLENCE

#### Annual Report/State Report Card

- 2003-2004 Proposed Budget  
*Kristine Robbins & Joette Cappello*

### HONOR

#### Photograph

- Annual Report Cover Photograph  
*Kristine Robbins*

## East Rochester School District

All awards to Doreen DiNardo, Communications Director, unless otherwise noted.

### HONOR

#### Community Newsletter

- E. R. School News, June '03

### Photograph

- PK Grandparents' Day

### MERIT

#### Photograph

- McCare Night
- Build a Better Mouse Trap
- Fossils
- PK Santa Visit

### Special Purpose Publication

- Welcome to the East Rochester School District

### Website

- www.erschools.org  
*Brian Regan, Webmaster*

## East Williston School District

All awards to Mary Marks, District Information Liaison

### EXCELLENCE

#### Overall Graphics and Design

- East Williston School News, April 2003

### HONOR

#### Community Newsletter

- East Williston School News, April 2003

## Eastern Suffolk BOCES

### EXCELLENCE

#### In-house Production-Color Ink

- Executive Briefings Flyer, January 2003  
*Gail Drange, Senior Graphics Technician*

### HONOR

#### Internal Newsletter

- Highlights Newsletter, June 2003  
*Fran Knoedl, Assistant Communications Officer*

### MERIT

#### In-house Production-Color Ink

- Aviation Program Brochure, March 2003  
*Fran Knoedl, Assistant Communications Officer*

### Special Purpose Publication

- BOCES At a Glance  
*Fran Knoedl, Assistant Communications Officer*

## Ellenville Central School District

All awards to Ulster BOCES Community Relations Team

### HONOR

#### Community Newsletter

- Community Newsletter, Winter 2003

### Photograph

- Graduation Day
- Blue Devils Field Hockey

### MERIT

#### Budget/Bond Newsletter

- Budget Newsletter, May 2003

### Photograph

- The Lion & The Mouse

## Erie 1 BOCES

### HONOR

#### Community Newsletter

- Mid-Winter Current, March 2003  
*Jane Burzynski, APR, Editor and Kim Gretka, Graphic Designer*

### Overall Graphics and Design

- "Triumph! Not to be Deterred . . ." Catalog  
*Yana Ivanova-Downing, Senior Graphic Designer*

### PR Marketing Campaign

- Triumph!  
*Jane Burzynski, APR, Communications Director; Yana Downing, Senior Graphic Designer; Paul Becker, Webmaster*

### MERIT

#### Community Newsletter

- Current, Fall 2002  
*Jane Burzynski, APR, Editor*

## Fayetteville-Manlius School District

### MERIT

#### Annual Report/State Report Card

- Annual Report, May 2003  
*Lisa Miori-Dinneen, Assistant Superintendent of Special Services*

## Franklin Square Union Free School District

All awards to Julie Saffientini, Assistant Superintendent for Curriculum and Instruction

### MERIT

#### Budget/Bond Newsletter

- Franklin Square Cross Roads, May 2003

### Community Newsletter

- Franklin Square Cross Roads, November 2002

## Frontier Central School District

### HONOR

#### Calendar

- District Calendar  
*Elizabeth Angelbeck, Director, Public Relations & Strategic Planning*

## Fulton City School District/Oswego County BOCES

All awards to Marion Ciciarelli, Public Relations Reporter

### EXCELLENCE

#### Excellence in Writing

- Re-enactors Portray Civil War . . .

### MERIT

#### Excellence in Writing

- Granby Students Launch Rockets

## Genesee Valley BOCES

### EXCELLENCE

#### Special Purpose Publication

- Special Education Programs  
*BOCES Special Education Team; Andrea Walton, Public Relations Coordinator; Rene Kelly, Graphic Designer*

### HONOR

#### Excellence in Writing

- Al Hawk . . . , June 2003  
*Andrea Walton, Public Relations Coordinator*

### MERIT

#### Overall Graphics and Design

- Regional Program of Excellence  
*Rene Kelly, Graphic Designer*

## Goshen Central School District

### EXCELLENCE

#### Budget/Bond Newsletter

- In Pursuit of Excellence, May 2003  
*Board President Mary Arne, Superintendent James T. Langlois, Editor Tom Leek*

## Great Neck Public Schools

### MERIT

#### Overall Graphics and Design

- Adult Program Place Mat, September 2002  
*Tara A. Kiprik, Adult Program Advertising Coordinator*

## Greece Central School District

All awards to Department of Communication and Technology, unless otherwise noted.

### EXCELLENCE

#### Budget/Bond Newsletter

- The Connection, 2003-2004 Budget Newsletter

### Calendar

- 2002-2003 Calendar and Handbook

### In-house Production-Black Ink

- Elementary Student Progress Report Teacher Guide  
*Office of Elementary Schools and Department of Communication and Technology*

### Internal Newsletter

- The Cornerstone, May 2003

### Special Purpose Publication

- 2003-2004 Budget Postcards

### Video

- 21st Century Learning Centers  
*Department of Curriculum and Instruction and Department of Communication and Technology*

### HONOR

#### In-house Production-Color Ink

- 2nd Annual Staff & Student Recognition Ceremony

### MERIT

#### Community Newsletter

- The Connection, December 2002/January 2003

### Excellence in Writing

- New Literacy Initiative Has Educators Speaking the Same Language

### In-house Production-Black Ink

- Elementary Reporting System - A Guide for Families  
*Office of Elementary Schools and Department of Communication and Technology*

### Overall Graphics and Design

- Organizing and Leading Around the Improvement of Instruction  
*Department of Curriculum and Instruction and Department of Communication and Technology*
- Points of Pride - Holmes Road

### Photograph

- Second Graders Tap Maple Trees

### PR Marketing Campaign

- 2003-2004 Budget Campaign

### Special Purpose Publication

- As Unique As Your Signature, Parkland-Brookside  
*Department of Communication and Technology and Office of Elementary Schools*
- Autumn Lane and Craig Hill Signature Schools  
*Department of Communication and Technology and Office of Elementary Schools*

## Greenburgh Central School District No. 7

### HONOR

#### Special Purpose Publication

- A Profile of Our Schools  
*Greenburgh Central School District No. 7 and Syntax Communication*

## Guilderland Central School District

All awards to Amy Zurlo, Communications Specialist

### EXCELLENCE

#### Budget/Bond Newsletter

- 2003-04 Guilderland Budget Newsletter, May 2003

### MERIT

#### Community Newsletter

- Guilderland District Newsletter, December 2002

## Hamburg Central School District

All awards to Michele Darstein, Community Relations Coordinator

### MERIT

#### Excellence in Writing

- The Focus, November 2002

### Special Purpose Publication

- Hamburg Central District Brochure

## Highland Central School District

### MERIT

#### Photograph

- Reach for Your Toes!  
*Ulster BOCES Community Relations Team*

## Hilton Central School District

### HONOR

#### PR Marketing Campaign

- Realtors' Packet with CD  
*Barbara Carder Pierce, Director of Communications*

## Holley Central School District/ Monroë 2-Orleans BOCES

### EXCELLENCE

#### Photograph

- Butterfly Girl  
*Grace Griffée, Communication Specialist*

### MERIT

#### Special Purpose Publication

- Holley Superintendent Search Brochure  
*Grace Griffée, Communication Specialist; Kathy Kelly, Graphic Artist*

## Honeoye Falls-Lima Central School District

### MERIT

#### Budget/Bond Newsletter

- Inside HF-L, May 2003  
*Allison J. Armstrong, Communication Specialist*

## Jericho Union Free School District

All awards to Mary Marks, Public Information Consultant

### HONOR

#### Community Newsletter

- Jericho School News, April 2003

### Overall Graphics and Design

- Jericho Public Schools 2002-2003 Calendar and School Guide

### Photograph

- Jacksonites Delight in Diversity

### Special Purpose Publication

- Emergency Planning: A Guide For Parents

### MERIT

#### Community Newsletter

- Jericho School News, October 2002

### Overall Graphics and Design

- Emergency Planning: A Guide For Parents
- Jericho School News, October 2002
- Jericho Curriculum Associates, November 2002

### Photograph

- Seaman Students Pledge America

### Special Purpose Publication

- Jericho Curriculum Associates, November 2002

## Kingston City Schools

### HONOR

#### Budget/Bond Newsletter

- Special Budget Newsletter, May 2003  
*Ulster BOCES Community Relations Team*

### Photograph

- Great New York Read Aloud  
*Dorothy Wills-Raftery, Community Relations Specialist*

### MERIT

#### Overall Graphics and Design

- Special Budget Newsletter, May 2003  
*Holly Brooker, Community Relations Coordinator*

## Lakeland Central School District

All awards to Jim Van Develde, Director of Public Information

### HONOR

#### Calendar

- Calendar of Events

#### Photograph

- Enjoying Reading

### MERIT

#### Community Newsletter

- Focus on Science, November 2002
- Focus on Budget, April 2003

#### Photograph

- Art in Action

#### PR Marketing Campaign

- District Image Campaign

## Lancaster Central School District

### HONOR

#### Special Purpose Publication

- Prepare For Your Future Now  
*Patricia Burgio, Community Relations Coordinator*

## Lawrence District 15

### HONOR

#### Budget/Bond Newsletter

- 2003-04 Proposed Budget, Annual Report & Proposed Bond Issue  
*Cheryl M. Fink, Designer; Dianne Zoppa, Editor*

## Liverpool Central School District

### EXCELLENCE

#### Photograph

- CHM Holds Cultural Immersion Day  
*Julie Carlesco, Communications Assistant*

### MERIT

#### Excellence in Writing

- Matousek Named New Liverpool Superintendent  
*Meghan Piper, Editor, School Bell*

## Long Beach Public Schools

All awards to Long Beach Public Schools and Syntax Communication

### HONOR

#### Video

- Long Beach Public Schools CD Rom

### MERIT

#### Calendar

- Long Beach Public Schools 2002-2003 Calendar

## Longwood Central School District

### HONOR

#### Photograph

- Remembering 9/11  
*Myra Vaughn, Public Relations Specialist*

## Maine-Endwell Central School District

### HONOR

#### Calendar

- Maine-Endwell Calendar  
*Brenda Potsko, Communications Coordinator; Diane Stewart, Graphic Artist*

## Manhasset Union Free School District

### HONOR

#### Community Newsletter

- Schools In Action, Fall 2002  
*Brenda S. Damiani, Administrative Assistant*

#### Excellence in Writing

- I Know What You Did Last Summer, January 30, 2003 (2nd in a Series)  
*Eleanor M. Imperato, Public Information Aide*
- Arts Curriculum Inspires Creativity  
*Brenda S. Damiani, Administrative Assistant*

## Merrick Union Free School District

### HONOR

#### Budget/Bond Newsletter

- Merrick Schools Bulletin, May 2003  
*Merrick Union Free School District and Syntax Communication*

## Mohonasen Central School District

### EXCELLENCE

#### Budget/Bond Newsletter

- Mohonasen Budget Newsletter, Spring 2003  
*Deborah Bush-Suflita, Editor & Photographer*

#### Community Newsletter

- Mohonasen District Newsletter, Winter 2003  
*Deborah Bush-Suflita, Editor*

#### Special Purpose Publication

- Draper Middle School Recipes for School Success  
*Deborah Bush-Suflita, Editor*

### MERIT

#### Calendar

- Mohonasen 2002-03 School Calendar  
*Deborah Bush-Suflita, Editor*

#### Special Purpose Publication

- Mohonasen High School Parent-Student Survival Guide  
*Deborah Bush-Suflita, Editor*

### Website

- Mohonasen District Web Site  
*Deborah Bush-Suflita, Webmaster*

## Monroe #1 BOCES

All awards to John Walker, Coordinator, School-Community Relations; Linda Fischer, Information Specialist; Dawn Boehm, Imaging Center Group Leader

### MERIT

#### In-house Production-Color Ink

- Monroe #1 BOCES Creekside School

### Special Purpose Publication

- The Future Program

## Monroe 2-Orleans BOCES

### EXCELLENCE

#### Excellence in Writing

- Meeting the Needs of All Learners  
*Grace Griffiee, Communication Specialist*

#### Internal Newsletter

- Together, May 2003  
*Debbie Moyer, Jackie Finn, Grace Griffiee, Communication Specialists; Kathy Kelly, Graphic Artist*

### MERIT

#### Community Newsletter

- Pathways, Spring 2003  
*Communications Group - Kathy Kelly; Jackie Finn; Grace Griffiee; Deb Moyer; Julia Hahn; Cheryl Dobbertin, Writer*

#### Excellence in Writing

- For Rick Gage and Students, Learning Goes Both Ways  
*Jackie Finn, Communication Specialist*
- Engaging Students in the Magic of Reading  
*Jackie Finn, Communication Specialist*

## Monticello Central School District

All awards to Board President Richard Feller; Superintendent Eileen P. Casey, Editor Deborah E. Jackson

### HONOR

#### Budget/Bond Newsletter

- The News from Monticello, March 2003

### MERIT

#### Community Newsletter

- The News from Monticello, November 2002

## Nassau BOCES

### EXCELLENCE

#### Calendar

- Nassau BOCES 2002-03 Master Calendar  
*Department of Communications and Agency Planning*

### HONOR

#### Budget/Bond Newsletter

- West Hempstead Budget Brochure, May 2003  
*West Hempstead UFSD, Nassau BOCES School Public Relations Service*

#### Community Newsletter

- Farmingdale - Our Schools, Spring 2003  
*Farmingdale School District, Nassau BOCES School Public Relations Service*

### Video

- The Power To Succeed  
*Nassau BOCES School Public Relations Service*

### MERIT

#### Community Newsletter

- Elmont Dialogue, Winter 2003  
*Elmont School District, Nassau BOCES School Public Relations Service*

## Overall Graphics and Design

- Freeport Magnet Campaign  
*Freeport Public Schools, Nassau BOCES School Public Relations Service*

## Special Purpose Publication

- Barry Tech Catalog  
*Nassau BOCES School Public Relations Service*

## Oyster Bay-East Norwich Central School District

### HONOR

#### Video

- A Great Mix of Programs, A Great Mix of Opportunities  
*Oyster Bay-East Norwich Central School District*

## Pelham Union Free School District

### MERIT

#### Calendar

- Pelham Schools Calendar & Handbook  
*Pelham Union Free School District*

## Pine Bush Central School District

### HONOR

#### Photograph

- Calendar of Events Cover Photo  
*Liz Weisz, Community Relations Coordinator*

### MERIT

#### Special Purpose Publication

- Kids Just Wanna Have Fun! Program Brochure  
*Liz Weisz, Community Relations Coordinator, Sandra Butler-Roberts, Director of Human Resources*

## Port Byron Central School District

### MERIT

#### Calendar

- 2002-03 Calendar  
*Joni Lincoln, Public Relations*

## Port Jefferson Union Free School District

### EXCELLENCE

#### Budget/Bond Newsletter

- Horizon: Budget Issue, May 2003  
*Sara L. Marino, Account Executive, Grossman Strategies*

## Port Jervis City School District

### HONOR

#### Calendar

- 2002-2003 Calendar  
*Board President Mary Bloom, Superintendent Joseph A. DiLorenzo, Editor Tom Leek*

## Putnam/Northern Westchester BOCES

### EXCELLENCE

#### Calendar

- North Salem Calendar 2002/2003  
*Fiona Mitchell, Editor; Maria Iardi, Designer*

## Community Newsletter

- Reflections, January 2003  
*Chris Heath, Editor; Maria Iardi, Designer*
- Reflections, October 2002  
*Chris Heath, Editor; Maria Iardi, Designer*
- BOCES Bulletin, February 2003  
*Marian Kisch, Editor; Chris Steer, Designer*

### HONOR

#### Budget/Bond Newsletter

- Reflections: Special Budget Issue, May 2003  
*Chris Heath, Editor; Maria Iardi, Designer*
- Byram Hills S.D. 03/04: Proposed School Budget, June 2003  
*Fiona Mitchell, Editor; Kris Knapp, Designer*

## Community Newsletter

- Blackboard, June 2003  
*Chris Heath, Editor; Chris Steer, Designer*

## In-house Production-Black Ink

- Bedford Dateline: Construction Update, June 2003  
*Marian Kisch, Editor; Chris Steer, Designer*

### MERIT

#### Community Newsletter

- Blue Ribbon Bulletin, Winter 2003  
*Chris Heath, Editor; Maria Iardi, Designer*
- Bedford Dateline, April 2003  
*Marian Kisch, Editor; Chris Steer, Designer*

## Internal Newsletter

- The Reporter, June 2003  
*Barbara Coats, Editor; Valerie Cruickshank, Designer*

## Rochester City School District

### MERIT

#### Video

- Students First  
*Todd Hall and Tom Moughan, Department of Communications*

## Rockland BOCES

All awards to *Stephanie Gouss, Public Information Specialist*

### MERIT

#### PR Marketing Campaign

- Rockland BOCES/Special Education

## Special Purpose Publication

- Career Education Culinary Poster
- BOCES Bridges Academy Poster

## Rush-Henrietta Central School District

All awards to the *Office of Community Relations*

### EXCELLENCE

#### Video

- The Many Faces of Art  
*Nanette P. Hance, Executive Director*
- Making Sense of Math  
*Nanette P. Hance, Executive Director*

### MERIT

#### Community Newsletter

- Community Newsletter, April 2003  
*Nanette P. Hance, Executive Director; Karen A. Flanigan, Information Specialist*
- Community Newsletter, December 2002  
*Nanette P. Hance, Executive Director; Karen A. Flanigan, Information Specialist*

### Video

- "One Child At A Time," 2002 Staff Presentation  
*Nanette P. Hance, Executive Director*
- Technology in Rush-Henrietta Secondary Schools  
*Nanette P. Hance, Executive Director*

## Sayville School District

All awards to *Dr. Rosemary F. Jones, Assistant Superintendent, Instruction; Richard Kiessling, District Printer; and Linda A. Mittiga, Account Executive, Syntax Communications*

### HONOR

#### In-house Production-Color Ink

- Highlights of the Sayville School District, January 2003

### MERIT

#### In-house Production-Color Ink

- Currents in Sayville Curriculum, Spring 2003

## Schalmont Central Schools

All awards to *Jill Aurora, Communications Coordinator*

### EXCELLENCE

#### Budget/Bond Newsletter

- Schalmont Central Schools May 2003 Budget Newsletter

### MERIT

#### Community Newsletter

- Schalmont Central Schools November 2002 Newsletter

## South Huntington Union Free School District

All awards to *South Huntington Union Free School District and Image Dynamics, Inc.*

### EXCELLENCE

#### Overall Graphics and Design

- Guidance Brochure

### HONOR

#### Special Purpose Publication

- Guidance Brochure

### MERIT

#### Calendar

- 2002-03 Calendar - Parent Handbook

#### PR Marketing Campaign

- Bond Newsletter & Survey

## Southampton Public Schools

### HONOR

#### Community Newsletter

- Anchor, November 2002  
*Southampton Public Schools and Syntax Communication*

## Southern Westchester BOCES

### EXCELLENCE

#### In-house Production-Color Ink

- A Guide to BOCES  
*Evelyn McCormack, Public Information Editor*

### HONOR

#### Internal Newsletter

- The Insider, Winter 2003  
*Colette Connolly, Public Information Specialist;*  
*Evelyn McCormack, Public Information Editor;*  
*Chris Hamilton, Page Designer*

### MERIT

#### Photograph

- Louis Flores Photograph  
*Colette Connolly, Public Information Specialist*

## Spencerport Central School District/Monroe 2-Orleans BOCES

### MERIT

#### Special Purpose Publication

- Budget Poster  
*Mary Kay Glazer, Communication Specialist*

## Springville-Griffith Institute Central School District

### HONOR

#### Overall Graphics and Design

- District Calendar  
*Jen Osborne Coy, Public Relations Specialist*

## Suffolk County School Superintendents Association

### HONOR

#### Website

- Suffolk County School Superintendents Association Website  
*Suffolk County School Superintendents Association and Syntax Communication*

## Tuckahoe Union Free School District

### MERIT

#### Community Newsletter

- Tuckahoe School News, Fall 2002  
*Linda Tarrant-Reid, Public Information Officer*

## Ulster BOCES

### EXCELLENCE

#### In-house Production-Black Ink

- 2003-2004 Proposed Budget  
*Holly Brooker, Community Relations Coordinator*

### Photograph

- LPN Graduation  
*Dorothy Wills-Raftery, Community Relations Specialist*

### HONOR

#### Annual Report/State Report Card

- Annual Report 2001-2002  
*Mid-Hudson Regional School Support Center*

### Excellence in Writing

- Success Series: Gus Gothards  
*Dorothy Wills-Raftery, Community Relations Specialist*

### Photograph

- Childcare Center  
*Dorothy Wills-Raftery, Community Relations Specialist*

### MERIT

#### Photographs

- My Red, White & Blue  
*Dorothy Wills-Raftery, Community Relations Specialist*
- Gus Gothard Graduates  
*Dorothy Wills-Raftery, Community Relations Specialist*

### Special Purpose Publication

- Unlimited Possibilities Postcard  
*Ulster BOCES Community Relations Team*

## Valley Stream High School District

All awards to *Arlene Hinkemeyer, Community Information Coordinator*

### EXCELLENCE

#### Excellence in Writing

- Social Studies Teacher 'Stands Tall' at Central H. S.

### HONOR

#### Excellence in Writing

- Astronaut Mike Mullane 'Counts Down' at Memorial

## Washington•Saratoga•Warren•Hamilton•Essex BOCES

### MERIT

#### Special Purpose Publication

- Got Drama?  
*Beth Myers, Coordinator for the Communications Group*

## Wayne-Finger Lakes BOCES

### HONOR

#### Special Purpose Publication

- Ripples  
*R. J. Rapoza, Enrichment Coordinator;*  
*Jenine Wech, Graphics Designer*

## West Irondequoit Central School District

### HONOR

#### Overall Graphics and Design

- The Windows Project Supplement  
*Carol Fridd; Mary Vernetti; Teresa Werth; Mary Lou Wilson; Sarah Crandall, Messenger Post Newspapers;*  
*Fox Creative*

### PR Marketing Campaign

- The Windows Project Campaign  
*West Irondequoit Foundation "Windows Committee"*  
*and Fox Creative*

### Special Purpose Publication

- The Windows Project Supplement  
*Carol Fridd; Mary Vernetti; Teresa Werth; Mary Lou Wilson; Sarah Crandall, Messenger Post Newspapers;*  
*Fox Creative*

## West Islip School District

### MERIT

#### Budget/Bond Newsletter

- Pride Newsletter, May 2003  
*Nancy Lenz, Editor*

## Westbury Union Free School District

All awards to *Westbury Union Free School District and The Blankman Group*

### MERIT

#### Budget/Bond Newsletter

- Westbury Budget Newsletter

### Community Newsletter

- Westbury Spring Newsletter

## Westfield Academy and Central School

All awards to *Jen Osborne Coy, Public Relations Specialist*

### HONOR

#### Overall Graphics and Design

- WACS 2002-2003 Calendar

### MERIT

#### Excellence in Writing

- A Creative Canvas

## Westhampton Beach School District

### EXCELLENCE

#### Special Purpose Publication

- Hurricane Educational Foundation June 2003 Brochure  
*The Hurricane Educational Foundation, Inc. and Syntax Communication*

## Williamsville Central School District

### MERIT

#### Calendar

- 2002-03 Calendar/Brochure  
*Rita M. Wolff, APR, Director of Communications*

**Congratulations  
on  
achieving  
"Excellence"  
in  
school  
communications!**

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Congratulations to all 2003 recipients of excellence, honor or merit awards in the 24th Annual NYSPPRA Communications Contest. With 650 entries in 14 categories, this year's contest was a closely drawn competition and continues to be one of the largest in the nation.

Today is your *time to shine!* Just over one-third of all entries submitted in this year's contest were selected as winners. It is our honor and pleasure to recognize award recipients for outstanding achievement in educational journalism and excellence in school communications.

May each of you continue to enrich education and support student success through effective communication.

*Nanette P. Hance*  
2003 Contest Coordinator

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## 2003 JUDGES

The 24th Annual NYSPPRA Communications Contest committee extends sincere gratitude to this year's impartial panel of judges, each with a specific area of expertise. Entries in this year's contest were judged by school communications colleagues from Connecticut, along with marketing and communication experts from throughout the United States, whose professionalism ensured the competition's long-standing tradition of integrity.

*Thank you* to the 2003 team of judges for your commitment to the advancement of education through professional practices that support continuous improvement.

**Anthony Antinetti, Account Manager ■ PMI-Remley, Inc.**

**ConNSPPRA ■ The Connecticut Chapter of the National School Public Relations Association**

**Buffy DeBreaux-Watts, Director of Marketing ■ American Board for Certification of Teacher Excellence**

**Gene Kinney, Vice President ■ New York State PTA**

**Rachel Laniok, Customer Service Representative ■ Flower City Printing**

**Penny Leaske, President ■ New York State PTA**

**Carla M. Mancusco, Public Relations Manager ■ Dixon Schwabl Advertising**

**Jamie L. Peters, Web Designer ■ Education Department, Cornell University**

**Jennifer Roberts, Professor of Public Relations ■ St. John Fisher College**

**Dayna Roselli, Anchor and Reporter ■ Fox Rochester, The Ten O'Clock News**

**Jeff Sickelco, Web Designer ■ Education Department, Cornell University**

**Kimberly B. Tulp, Director of Communications ■ Education Leaders Council**



## 24th Annual Communications Contest Committee

**Nanette P. Hance ■ 2003 Contest Coordinator**

**Executive Director of Community Relations ■ Rush-Henrietta Central School District**

**Holly Brooker, Community Relations Coordinator ■ Ulster BOCES**

**Patricia Burgio, Community Relations Coordinator ■ Lancaster Central School District**

**Karen Flanigan, Co-President ■ Genesee Valley Professional School Communicators**



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