



**New York School
Public Relations Association**

The New York School Public Relations Association [NYSPRA] is a state chapter of the National School Public Relations Association. It is a statewide group dedicated to the development and dissemination of educational communications that engage parents, staff, community residents, partners in education and other stakeholders. NYSPRA is nationally recognized as a group of committed school public relations professionals. Together, members support student achievement and school improvement initiatives.

Since the 1970s, NYSPRA has connected individuals with a professional network to share ideas and information and provided support regarding all aspects of school public relations. NYSPRA offers dynamic speakers, stimulating workshops and conferences and a host of professional development opportunities. The organization enables members to broaden their networking base by interacting with some of the best and most talented communicators in the state and beyond. NYSPRA helps members to better balance day-to-day demands placed on their time and talent.

To learn more about NYSPRA, visit our website at www.nyspra.org.

To become a member contact:

Evelyn McCormack
Southern Westchester BOCES
50 Executive Drive
Elmsford, NY 10523
914-592-4203



2005 NYSPRA Officers

Stephanie Gouss, President
Rockland BOCES

Marcia Kelley, Secretary
East Syracuse-Minoa Central School District

Rita Wolff, Treasurer
Williamsville Central School District

Patricia Burgio, Past President
Lancaster Central School District



**New York School
Public Relations Association**

**26TH
ANNUAL**

*Communications
Contest*

**Awards
Luncheon**

October 28, 2005

*A Celebration
of Excellence in
Educational*

Communications

Welcome

NYSPRA

AWARDS LUNCHEON

October 28, 2005

The Clarion Riverview Ballroom
Claion Riverside Hotel
Rochester, New York

Program



Welcome and Introductions

Stephanie Gouss
NYSPRA President
Public Information Specialist, Rockland BOCES



Guest Speaker

Joanne Giuffrida
Chief Human Resources Officer
Rochester City School District



Presentation of the 26th Annual NYSPRA Awards

Susan Dieck
Contest Coordinator
*Public Information Specialist
Carmel Central School District*

James S. Van Develde
Contest Chair
*Director of Public Relations
Lakeland Central School District*



2005 NYSPRA Awards 26TH ANNUAL NYSPRA COMMUNICATIONS CONTEST

Altmar-Parish-Williamstown Central School District

All awards to Deborah A. Haab, Superintendent of Schools

Merit

- Budget/Bond Newsletter
2005-2006 School Budget Issue
- Community Newsletter
Rebel Alliance Newsletter, June 2005

Baldwinsville Central School District

All awards to Jacqueline Wiegand, School Information Officer

Excellence

- Community Newsletter
"Off to a Great Start" Community Newsletter, October, 2004
- Community Newsletter
"Spring is Finally Here" Community Newsletter, June 2005
- Excellence In Writing
"Colleagues Show Kidney Kindness", June 2005
- Excellence In Writing
"Forensic Science Draws Big Interest", Dec. 2004
- Overall Graphics and Design
"Spring is Finally Here" Community Newsletter, June 2005

Honor

- Budget/Bond Newsletter
"Planning for Excellence" Budget Newsletter, May 2005
- Excellence In Writing
"Baby Think it Over" - March 2005
- Excellence In Writing
"Project CRISS" - Dec. 2004

Merit

- Community Newsletter
"Think Spring" Community Newsletter, March 2005

Batavia City School District

All awards to Kathie Scott, Public Information Coordinator

Honor

- Excellence In Writing
"Family Secrets" Uncovered, May 2005
- Excellence In Writing
Around the World in Many Ways, March 2005

Bay Shore Union Free School District

Honor

- Overall Graphics and Design
Bay Shore Book Mark, January 2005
Diane Hartill, Coordinator

Bedford Central School District

Excellence

- Community Newsletter
Bedford Dateline - Dec. 2004
Marian Kisch, Public Relations Assistant; Chris Steer, Graphic Designer

Bethlehem Central School District

All awards to Jessica Scheckton, Communications Specialist

Excellence

- Budget/Bond Newsletter
Highlights - Budget Edition, May 2005

Honor

- Web Site
Bethlehem Central Web Site: <http://bcsd.k12.ny.us>

Merit

- Special Purpose Publication
Guide to Student Clubs & Activities, Aug. 2004

Bethpage Union Free School District

Merit

- Calendar
2004-2005 Calendar & Directory
Bethpage UFSD; Syntax Communication

Briarcliff Manor School District

Excellence

- Community Newsletter
Blackboard - June 2005
Chris Heath, Coordinator; Chris Steer, Graphic Designer

Buffalo Public Schools

Honor

- Video
Accolades #104 - April 2005 Literacy Special
David Seyse, Producer

Merit

- Community Newsletter
BPS REPORT, A Digest of School News - January 2005
Dea McAuliffe, Editor; Tony Cofrancesco, Editor

Byram Hills School District

Merit

- Budget/Bond Newsletter
Byram Hills - Proposed School Budget 2005-06
Fiona Mitchell, PR Assistant; Kris Knapp, Graphic Designer

Carmel Central School District

Merit

- PR Marketing Campaign
Building Expansion & Renovation Referendum
Susan Dieck, Public Information Specialist

Chappaqua Central School District

Excellence

- Calendar
Chappaqua Central School District Calendar 2004-05
Marian Kisch, Public Relations Assistant; Kris Knapp, Graphic Designer

Chautauqua Lake Central School District

All awards to Wendy Westwood, Director Community Relations unless otherwise noted

Excellence

- Photograph
Luscious Chocolate Cake

Merit

- Photograph
Butterflies
- PR Marketing Campaign
Phase IV Construction
Wendy Westwood, Director Community Relations; Benjamin Spitzer, Superintendent; Chuck Kelsey, Director, Mayville Access Channel 5

Clarence Central School District

Honor

- Annual Report/State Report Card
Clarence Central School District Annual Report, May 2005
Christine DiGaudio, Public Information Coordinator

Copiague Public Schools

All awards to Copiague UFSD; Syntax Communication

Merit

- Budget/Bond Newsletter
Copiague "Connections" Newsletter, Budget Edition, May 2005
- Special Purpose Publication
High School Athletics Handbook for 2004-05, Summer 2004
- Web Site
District Website www.copiague.k12.ny.us

Cortland City School District

Merit

- Excellence In Writing
Thoughts of tobacco use go "Up in Smoke"
Dr. John E. Lutz, Superintendent of Schools; Jeremy Boylan, School Information Officer

Deer Park Union Free School District

Honor

- Budget/Bond Newsletter
"The Standard" Budget Newsletter - Spring, 2005
Deer Park UFSD; Syntax Communication

East Irondequoit Central School District

Honor

- Community Newsletter
Within Our Schools - Fall 2004
Lee Steinfeldt, Director of Communications

East Rochester School District

All awards to Doreen DiNardo, Communications Director unless otherwise noted

Excellence

- Photograph
Graduation photos

Honor

- Photograph
Red Ribbon Week
- Photograph
Agricultural Awareness Day
Jill Slavny, Assistant Principal

Merit

- Calendar
E.R. PTA 2004-05 Calendar
- Photograph
Halloween Nap

East Syracuse-Minoa Central Schools

All awards to Marcia Kelley, School Information Officer; Scott Foley, Graphic Technician unless otherwise noted

Honor

- In-house Production/Color Ink
Brochure: Invitation to Apply for Superintendent of Schools
- Photograph
Last Splash for Park Hill Pre-K
Marcia Kelley, School Information Officer
- Special Purpose Publication
Brochure: Invitation to Apply for Superintendent of Schools

Ellenville Central School District

All awards to Judy Herron, Community Relations Specialist II unless otherwise noted

Honor

- Community Newsletter
Fall/Winter 2004 Newsletter
- Excellence In Writing
Police Officer Begs Students to Live Drug Free, May 2005
- Overall Graphics and Design
Ellenville Central School District - A Tradition of Excellence
Ulster BOCES Community Relations Team

Enlarged City School District of Middletown

Excellence

- Budget/Bond Newsletter
2005-06 Budget Newsletter
Melissa Cortellini, Communications Coordinator

Erie 1 BOCES

Merit

- Overall Graphics and Design
Think Bright Brochure, June 2005
Erie I BOCES, Communication Services

Fayetteville-Manlius School District

All awards to Lisa Miori-Dinneen

Excellence

- Web Site
Web Site, June 2005

Honor

- Annual Report/State Report Card
Annual Report, May 2005
- Calendar
Calendar, August 2004

Merit

- Excellence In Writing
Retiring Superintendent Leaves Legacy of Commitment to Excellence

Genesee Valley BOCES

All awards to Andrea Walton, Public Relations Coordinator; Rene Kelly, Graphic Designer unless otherwise noted

Excellence

- Internal Newsletter
The Pinnacle, November 2004

Honor

- Special Purpose Publication
Career & Technical Education Brochures

Merit

- Community Newsletter
News in Brief, XXXIII No. 1
- Overall Graphics and Design
School Library System Novel Poster
Rene Kelly, Graphic Designer

Genesee Central School District

All awards to Kyle Adamczak, Public Information Coordinator

Excellence

- Community Newsletter
Linkages - December 2004

Honor

- Community Newsletter
Linkages - August 2004

Greece Central School District

All awards to Office of Communications unless otherwise noted

Excellence

- Calendar
Greece Central School District Calendar & Handbook - 2004-05
- In-house Production/Color Ink
Mentor Program Brochure
Office of Communications; Division of Student Learning and Accountability
- In-house Production/Color Ink
2004 Opening Day Ceremony Program
- Internal Newsletter
The Cornerstone, Dec. 2004
- Overall Graphics and Design
2004-05 Calendar & Handbook
- Overall Graphics and Design
Signature School Options
Office of Communications; Division of Student Learning and Accountability; The Office of Student Services
- Photograph
"Students Discovering Nature"
- Photograph
"Quality Education with a Heart"
- Photograph
"Arts for the Sake of Learning"
- Photograph
"Challenge Your Child's Curiosity"
- Special Purpose Publication
The Forum - Fall 2004
Department of Curriculum and Instruction; Office of Communications
- Special Purpose Publication
2004-05 Instructional Handbook, Middle School Level
Office of Communications; The Division of Student Learning and Accountability
- Special Purpose Publication
2005 Pillars of Pedagogy Brochure
Department of Curriculum and Instruction; Office of Communications

Honor

- In-house Production/Black Ink
Survey Postcard
- Overall Graphics and Design
Pillars of Pedagogy Brochure
Department of Curriculum and Instruction; Office of Communications
- Overall Graphics and Design
2005-06 High School Course Offerings Guide
Office of Communications; Division of Student Learning and Accountability
- Photograph
"Pre-Kindergartener Discovering The Arts"
- Photograph
"Learning to Play Together"
- Photograph
Annual Report Cover

- Photograph
"Focusing on Students' Strengths"
- Poster
Hands-On Learning Poster
- PR Marketing Campaign
2005-06 Budget Campaign
- Special Purpose Publication
Pre-Kindergarten Information and Application
Office of Communications; The Division of Student Learning and Accountability; The Office of Student Services

Merit

- Community Newsletter
The Connection, Jan. 2005
- Excellence In Writing
"Informal Leaders - Getting the Job Done"
- In-house Production/Color Ink
Vision Services Brochure
Department of Curriculum and Instruction; Office of Communications
- In-house Production/Color Ink
District Art Gallery Invitation
Department of Curriculum and Instruction; Office of Communications
- Overall Graphics and Design
The Connection, March 2005
- Photograph
"Hands-On Approach to Student Success"
- Special Purpose Publication
2004-05 Points of Pride
- Special Purpose Publication
6-12 Language Resource Guide
Department of Curriculum and Instruction; Office of Communications
- Special Purpose Publication
Professional Performance Review
Office of Communications; The Division of Student Learning and Accountability

Guilderland Central School District

Merit

- Video
The Peaceful School Bus
Nicholas Viscio, Producer Director of Media Services

Harborfields Central School District

All awards to Harborfields Central School District; Syntax Communication

Honor

- Calendar
District Calendar and Guide, August 2004
- Web Site
Harborfields Website: www.harborfieldscsd.net

continued

Holley Central School District

All awards to Grace Griffee, Communication Specialist

Honor

- Photograph
Nearly Squashed

Merit

- Photograph
A Little Help from Mrs. Burgio

Honeoye Falls-Lima School District

Honor

- PR Marketing Campaign
2005-06 Proposed Budget
Allison J. Armstrong, Communication Specialist

Jericho Union Free School District

All awards to Mary Marks, Director Public Information & Community Relations

Excellence

- Community Newsletter
Jericho School News, Feb. 2005
- Photograph
Feet in Flight

Honor

- Photograph
ECO Explorers

Merit

- Overall Graphics and Design
Jericho Public Schools 2004-2005 Calendar & School Guide
- Photograph
We're Here - Now What?
- Photograph
Getting a Leg Up on the Opposition

Kingston City Schools Consolidated

All awards to Dorothy Wills-Raftery, Community Relations Specialist II

Excellence

- Excellence In Writing
Sophie Finn Launches Peer Leadership Program, April 2005

Merit

- Photograph
Students Sing in Commemoration, May 2005

Lakeland Central School District

All awards to Jim Van Develde, Director of Public Relations

Excellence

- Calendar
Lakeland Calendar: A Community of Learners, Aug. 2004
- Web Site
Lakeland CSD Web Site

Lindenhurst School District

Merit

- Community Newsletter
Lindy Spotlight Newsletter, June 2005
Lindenhurst School District; Syntax Communications

Liverpool Central School District

Excellence

- Excellence In Writing
Bus Driver Helps Prevent Accident, November 2004
Meghan Piper, Communications Specialist

Longwood Central School District

Honor

- Community Newsletter
Longwood Life, Oct. 2004
Myra Vaughn, Director of Public Relations

Mahopac Central School District

Excellence

- Community Newsletter
Blue Ribbon Bulletin - March 2005
Barbara Coats, PR Assistant; Maria Iardi, Graphic Designer

Mohonasen Central School District

All awards to Mary Prusak, Editor

Excellence

- Budget/Bond Newsletter
2005-06 Mohonasen Budget Newsletter
- Special Purpose Publication
2004-2005 Success is Required, Parent-Student Handbook

Honor

- Community Newsletter
Mohonasen District Newsletter - Winter 2005

Monroe 1 BOCES

Honor

- In-house Production/Black Ink
The Communicator Staff Newsletter, March 15, 2005
School Community Relations Department

Monroe 2 BOCES - Orleans BOCES

Excellence

- Photograph
Guiding Students
Jackie Finn, Communication Specialist
- Photograph
Making Music
Grace Griffee, Communication Specialist
- Special Purpose Publication
BOCES Day in Albany
Mark Ball, Communications Manager; Monika Markidis, Assistant Digital Printing Coordinator

continued

-
- Web Site
Spencerport Central School District Website
Diane Zielinski, Communication Specialist

Honor

- Internal Newsletter
Together
School Information Services; Marilee Whalen, Graphic Designer
- Photograph
WE-MO-CO Preschooler
Jackie Finn, Communication Specialist

Mount Pleasant Central School District

All awards to Mount Pleasant Central School District;
Eileen Farrell, Public Relations Coordinator

Excellence

- Budget/Bond Newsletter
Budget Issue, May 2005
- Community Newsletter
From the Heart, September 2004
- Excellence In Writing
Trading Spaces, June 2005

Honor

- Community Newsletter
From the Heart, March 2005

Merit

- Excellence In Writing
Cool School Tools, March 2005
- Overall Graphics and Design
From the Heart, June 2005
- Photograph
Load 'em Up, December 2004

Nassau BOCES

Excellence

- Budget/Bond Newsletter
Mineola Outreach - Bond Issue 2005
Mineola Public Schools; Nassau BOCES School Public Relations Service
- Community Newsletter
Mineola Outreach - September 2004
Mineola Public Schools; Nassau BOCES School Public Relations Service
- Overall Graphics and Design
Westbury District Brochure
Westbury Public Schools; Nassau BOCES School Public Relations Service
- PR Marketing Campaign
Westbury Public Schools Campaign
Westbury Public Schools; Nassau BOCES School Public Relations Service
- PR Marketing Campaign
North Shore Budget 05-06 Campaign, May 2005
North Shore Public Schools; Nassau BOCES School Public Relations Service

Honor

- Budget/Bond Newsletter
Freeport Pride - Budget 2005
Freeport Public Schools; Nassau BOCES School Public Relations Service
- Web Site
East Meadow UFSD Web Site
East Meadow Public Schools; Nassau BOCES School Public Relations Service

Merit

- Budget/Bond Newsletter
West Hempstead Educator, Budget 2005
West Hempstead Public Schools; Nassau BOCES School Public Relations Service

North Salem Central School District

Honor

- Community Newsletter
Compass - Winter 2005
Fiona Mitchell, PR Assistant; Maria Iardi, Graphic Designer

Nyack Public Schools

All awards to Gail Fleur, Director of Communications

Excellence

- Budget/Bond Newsletter
2005-06 Budget Supports Success

Merit

- Special Purpose Publication
Committed to Each Student's Success-Mousepad

Onteora Central School District

All awards to Ulster BOCES Community Relations Team

Excellence

- Community Newsletter
Onteora Spring Newsletter, March/April 2005
- Excellence In Writing
Onteora Music Program Nurtures the Intellect, May 2005

Merit

- Overall Graphics and Design
Onteora Spring Newsletter, March/April 2005

Ossining Union Free School District

Excellence

- Special Purpose Publication
Walk, No, Run - VOTE YES for an Ossining Track
Chris Heath, Coordinator; Maria Iardi, Graphic Designer

Honor

- Community Newsletter
School Bell - Nov. 2004
Fiona Mitchell, PR Assistant; Chris Steer, Graphic Designer

continued

Oswego County BOCES

Honor

- Excellence In Writing
B. Ramer Tech Students Prepare for Ford/AAA State Competition
Marion Ciciarelli, Public Relations Assistant

Merit

- Special Purpose Publication
Summertime on Campus, May 2005
Gisele Benigno, Coordinator of Business & Public Relations

Oyster Bay-East Norwich Central School District

Merit

- Community Newsletter
OB-EN Observer, Summer 2005
Nancy McCloskey

Pearl River School District

Merit

- Internal Newsletter
Friday Notes - Electronic Newsletter
Sandra Cokeley, APR, Director of Community Relations;
Dr. Frank Auriemma, Superintendent
- Special Purpose Publication
District Brochure/Folder
Sandra Cokeley, APR, Director of Community Relations

Perry Central School District

Merit

- Community Newsletter
The Perry Buzz - February 2005
Kyle Adamczak, Public Information Coordinator

Pittsford Central School District

All awards to Nancy Wayman, Director of Information

Excellence

- Calendar
Pittsford School District Calendar, August 2004

Merit

- Budget/Bond Newsletter
2005-2006 Budget, May 2005
- Community Newsletter
Pittsford School News - Spring 2005
- Community Newsletter
Pittsford School News - Summer 2005
- Community Newsletter
Pittsford School News, Fall 2004

Pocantico Hills Central School District

Honor

- Community Newsletter
Homepages-The Quarterly Newsletter of the Pocantico Hills School-Summer
Dr. Thomas C. Elliott; Dania Davey, Creative Director

Putnam/Northern Westchester BOCES

Excellence

- In-house Production/Black Ink
BOCES Reporter - March 2005
Barbara Coats, PR Assistant; Valerie Cruickshank, Graphic Designer

Rochester City School District

All awards to Office of Public Engagement and Communications

Excellence

- Annual Report/State Report Card
Building Upon Our Successes, Nov. 2004
- Video
Students First Video

Rockland BOCES

Merit

- Calendar
Rockland BOCES 2004 Calendar, August 2004
Stephanie Gouss, Public Information Specialist;
Melanie Sullivan, Graphic Designer

Rush-Henrietta Central School District

Excellence

- In-house Production/Color Ink
Facts & Figures, Dec. 2004
Nanette P. Hance, Executive Director, Office of Community Relations
- Web Site
www.rhnet.org
Nanette P. Hance, Executive Director, Office of Community Relations

Honor

- Overall Graphics and Design
2004-2005 Calendar
Karen A. Flanigan, Information Specialist, Office of Community Relations

Merit

- Excellence In Writing
College Board Honors Rush-Henrietta Students
Travis W. Anderson, Senior Information Specialist, Office of Community Relations
- Photograph
Serving Seniors: Day of Caring
Travis W. Anderson, Senior Information Specialist, Office of Community Relations
- Photograph
Elementary School Art
Travis W. Anderson, Senior Information Specialist, Office of Community Relations
- Video
Math for All
Nanette P. Hance, Executive Director, Office of Community Relations; Jody L. Hoch, Director of Mathematics

Rye City School District

All awards to Lynn Ferrari, Coordinator of Public Information

Excellence

- Budget/Bond Newsletter
The Rye City School District Focus on Excellence, May 2005

Honor

- Calendar
School Calendar, Aug. 2005

Saugerties Central School District

Honor

- Budget/Bond Newsletter
Capital Project Newsletter, February 2005
Holly Brooker, Community Relations Coordinator

Schenectady City School District

All awards to Michael Lisi, Communications Specialist

Excellence

- Community Newsletter
Schenectady City School District Fall 2004 Newsletter, Aug. 2004

Honor

- Community Newsletter
Schenectady City School District, Spring 2005 Newsletter, April 2005
- Excellence In Writing
A Labor of Love, Spring 2005

Schuylerville Central School District

All awards to Schuylerville Communications Department

Honor

- Special Purpose Publication
Looking Glass Art & Literary Journal

Merit

- CD/DVD
Schuylerville Elementary School Open House DVD Presentation

Shoreham-Wading River Central School District

All awards to Shoreham-Wading River CSD;
Syntax Communication

Merit

- Community Newsletter
"Review" Newsletter, Fall 2004
- Special Purpose Publication
"Vision Statement" Bookmark

South Colonie Central School District

Merit

- Excellence In Writing
"South Colonie Welcomes French Exchange Students", November 2004
John K. Noetzel, Communications Coordinator

South Country Central School District

All awards to Jason Belkin, Public Information Officer

Honor

- Special Purpose Publication
District Informational Folder, Feb. 2005

Merit

- Budget/Bond Newsletter
Soundings-Budget Issue, 2005, April 2005
- Community Newsletter
Soundings - Winter, 2005
- Photograph
Homework Club

Southampton Union Free School District

Excellence

- Community Newsletter
Anchor Newsletter, Spring 2005
Southampton Public Schools; Syntax Communication

Southern Westchester BOCES

Excellence

- Overall Graphics and Design
Valhalla Calendar, Voyages, Connections
Chris Hamilton, Graphic Designer;
Office of Public Information

Honor

- Photograph
Nursing Graduation
Debra Keiser, Public Relations Specialist

Three Village Central School District

Honor

- CD/DVD
"The Three Village I Know", Spring 2005
Three Village Teachers Association; Syntax Communication

Ulster County BOCES

All awards to Ulster BOCES Community Relations Team
unless otherwise noted

Excellence

- Overall Graphics and Design
Career & Technical Center New Visions Brochure

Honor

- CD/DVD
Career & Technical Center Recruitment Video
- Overall Graphics and Design
Career & Technical Center Program Guide
- Special Purpose Publication
Career & Technical Center Program Guide

Merit

- Annual Report/State Report Card
2003-2004 Annual Report to the Community
- In-house Production/Black Ink
2005-2006 Proposed Budget Booklet

continued

- Photograph
Carpentry & Building Trades, Fall 2004
Dorothy Wills-Raftery, Community Relations Specialist II
- PR Marketing Campaign
Career & Technical Center Marketing Package

Valley Stream Central High School District

All awards to **Arlene Hinkemeyer, Community Information Coordinator**

Excellence

- Excellence In Writing
"Central's 'Mr. V': Bridging Cultures, Enriching Minds, Nov. 2004

Merit

- Community Newsletter
The Valley Stream HSD Observer, Jan/Feb. 2005
- Excellence In Writing
"South H.S. Tsunami Survivor Motivates Major Relief Efforts", March/April 2005

West Islip Public School District

All awards to **West Islip Schools, Nancy M. Lenz, Editor unless otherwise noted**

Excellence

- CD/DVD
West Islip Public Schools 2005-2006, A Brief School District History
West Islip Schools, Dr. Beth Blau, Superintendent of Schools; John Simeone, Teacher & AV Coordinator

Honor

- Budget/Bond Newsletter
The Lions' Pride - May 2005
- Community Newsletter
The Lions' Pride - Sept. 2004

White Plains City School District

Merit

- Community Newsletter
"Points of Pride" Newsletter, February 2005
White Plains City School District; Syntax Communication

Williamsville Central School District

Excellence

- Special Purpose Publication
Proposed Budget 2005-06 Brochure
Rita M. Wolff, APR, Director of Communications

Yonkers Public Schools

All awards to **Jerilynne Fierstein, Director Public Information**

Honor

- Calendar
2004-2005 School Calendar & Directory
- Special Purpose Publication
2005-2006 School Programs, Jan. 2005

Merit

- Web Site
Yonkers Public Schools Website

2005 NYSPRA Judges

The 26th Annual NYSPRA Communications Contest committee extends sincere gratitude to the 2005 impartial panel of judges, each with a specific area of expertise. Entries in this year's contest were judged by school communications colleagues from California, along with other marketing and communication experts whose professionalism ensured the competition's long-standing tradition of integrity.

CalSPRA

Similar to NYSPRA, the California School Public Relations Association (CalSPRA) is an award-winning, nationally recognized organization working to create a climate for better public understanding, commitment and support of public education. The National School Public Relations Association has consistently recognized CalSPRA as a Blue



Ribbon Chapter for exemplary programs and services to members. Members include public relations professionals, school administrators, and school personnel. Many members come from school districts and county offices of education ranging from the largest urban districts to those located in remote areas of rural California. Some members represent education-related organizations and institutions that also support districts and schools. Still other members are communications professionals with an interest in public education.

Christine Chenevey

Christine is the Director of Editorial Services for the East Coast Creative Group in White Plains, NY. She brings twenty years of writing, special events and PR experience to the NYSPRA competition. In ten years as the Director of Publicity for Westchester Country Club in Rye, NY, Christine created and edited newsletters, magazines, websites and a club history book. Christine's career began in the non-profit arena, fundraising and marketing for organizations nationwide including MDA, March of Dimes and the Leukemia Society. Christine currently serves as Chairman of the Board of the Putnam County Chapter of the American Red Cross, and is Immediate Past President of the Association for Women in Communications in Westchester.



Christina B. Frantom

In the course of a diverse career in communications, Mrs. Christina B. Frantom has proven to be a skilled and ambitious business woman.



Her background in graphic design, marketing, and publishing has prepared her for the challenges she faces as a program coordinator at Heineken USA in White Plains, NY. Before relocating to New York, Christina served as communications specialist in the Office of the Vice President for Research at Texas A&M University in College Station, TX. She began her career in radio and television as promotions coordinator for Bryan Broadcasting, a multi-

media conglomerate also in College Station, and as the production manager for the mid-day and evening news broadcasts at KBTX-TV Channel 3, the local CBS affiliate in Bryan, TX. Christina has served on the New York International Association for Business Communicators ACE planning committee, on the executive council of the Texas A&M University Communications Advisory Board, and on the China Week committee of the China-U.S. Relations International Conference. Christina is the recipient of several local communications awards and two district Silver Quill awards for Design and Magazine Publication. Christina holds a B.A. in Philosophy from Texas A&M University.

Nan Greenwood

Nan Greenwood is Vice President of Marketing for Mid-Hudson Valley Federal Credit Union, a \$500 million community credit union serving individuals and businesses in Ulster, Orange and Dutchess counties. Her responsibilities at the credit union include advertising, PR, marketing, business development, special events and community relations. Prior to joining MHV in 2001, she held similar posts at three other credit unions: Hudson Heritage in Orange County, USAlliance in Westchester and Hudson Valley FCU in Dutchess County. Earlier, Nan had been employed as



Advertising Manager of World Coffee & Tea magazine, Public Relations Manager of Canada Dry Corporation and Area Supervisor for American Field Service. She currently serves on the board of the Bardavon 1869 Opera House / Hudson Valley Philharmonic.

Jean Havens

Jean Havens has been the Public Relations Manager for Girl Scouts of Westchester/Putnam, Inc., in Pleasantville, NY, for 23 years. Previously, she served as a production editor in the journals department of Pergamon Press, Elmsford, NY, and as Publications Editor for the World Association of Girl Guides and Girl Scouts in London, England. A 35-year member of the Association for Women in Communications, she received the Westchester Chapter's Matrix Award in 2002. Jean is a graduate of Syracuse University's Newhouse School of Communications and has taught communications arts classes at Iona College, New Rochelle, NY.



Mary Lukens

Mary is the Director of Communications for Coastal Fairfield County (CT) Convention & Visitor Bureau and is responsible for marketing the region as a destination for leisure, business, sporting events, and film industry markets. She is the liaison with travel media, freelance writers and public relations agencies for media pitches, press tours and trade shows. Mary oversees the Bureau's marketing publications, including the *Annual Report*, *Calendar of Events*, *Getaway Guide*, *Meeting Planning Guide* and various other collateral and web site content. Additionally, Mary interfaces



with the Bureau's constituent base to solicit marketing, advertising and public relations participation. Previously, Mary was the Marketing & Public Relations Director for Urban Retail Properties Company for ten years. While there she developed marketing programs and events, designed a concierge loyalty and service program, wrote a training manual and directed staff. She supervised outside agencies for media placement and creative design, wrote newsletters, proposals, speeches, press releases and advertising copy. Mary oversaw event management, meeting planning, displays and décor; and has conducted workshops and property tours. She is a Certified Marketing Director, a member of PRSA National and she serves as Co-Chair of the Membership Committee for the PRSA Fairfield/Westchester PR Chapter.

Danielle Mackey

Danielle joined Greystone Partners, located in Poughkeepsie New York, as Director of Marketing and Communications in March of 2004. She particularly enjoys the variety that the Agency's diverse clientele affords. Previously, Danielle spent more than five years as an Account Director at J. Walter Thompson in New York City. While with JWT, Danielle conceived advertising strategies and campaigns for Pepsi and Lipton beverages and Elizabeth Arden and Boots cosmetics and beauty products. The beauty and fashion industry is a personal area of interest for Danielle, who spent several years with Calvin Klein's in-house ad agency before J. Walter Thompson. During her time there she developed ads for the designer's various brands which appeared globally. Danielle has a B.A. in Fine Arts and English and has studied studio art and pottery.



Elena Rover

Elena Rover has been editing and writing about health, fitness, food and nutrition, home and garden décor, travel and other topics for 19 years. Currently, she works as a freelance writer for national magazines. Elena has a biology degree from Barnard College and a Masters degree from the Columbia University Graduate School of Journalism. She has held positions as editorial director for *Reader's Digest* websites, articles editor for *Health* magazine, senior health editor for *Ladies' Home Journal* and fitness editor for *Self* magazine. Elena wrote a column for *Shape* for five years and was a contributing editor for *Walking* magazine. She also worked in various positions during the launch year of *Food Arts* magazine, was ski instruction editor for *Snow Country* and started her publishing career at *The New York Times*. She has written for *Life*, *Glamour*, *Men's Health*, *Condé Nast Traveler*, *Prevention*, *Fitness*, *Bride's*, *Tennis*, *American Health*, *Natural Health* and others.



Anthony Serino

Anthony is the Sales Manager for Maar Printing Service in Poughkeepsie, NY. Maar is a large commercial, high end sheet-fed printer providing products to major international, domestic and local corporations in the tri-state area. Anthony previously worked as Sales Manager for a book publishing firm, providing short run editions for all major U.S. publishers. He was a print buyer for a national manufacturer of OEM and replacement parts. He has a Business Degree from SUNY Oswego.



Douglas Short

Douglas Short has been a television entertainment reporter the past 15 years. His movie and video reviews are featured on WRNN-TV every Monday and Friday evening on RNN *Valley News Live*. He also teaches Television Production at the State University of New York at New Paltz. Mr. Short attended the University of Hartford and has won an Emmy for outstanding on-camera achievement in news.



Bonnie Sklar

Bonnie Sklar serves as the Public Relations Coordinator for the New York State Credit Union League, the trade association for the state's credit unions. She is responsible for publicizing the credit union message locally, statewide and in trade publications. She also serves as coordinator of the League's statewide "Care for Kids" Scholarship and "International Credit Union Week" campaigns. Bonnie has spent over two decades in the public relations field, working with state government, non-profits and for publishers such as Simon & Schuster; Little Brown; Prentice-Hall and *Ms. Magazine*



Donald Verity

Donald Verity is the Director of Regional Advertising at WRNN-TV in Kingston, NY. Over a 25 year span, Don has been an Account Executive, Advertising Manager and General Manager for several broadcasting stations in New York State. He has written, directed and produced radio and television campaigns for hundreds of clients during his career. In addition, he has managed event marketing and helped multiple non-profit organizations in their marketing and fund raising efforts. Don is a graduate of Mahopac High School, New York and the University of Bridgeport, Ct. In addition, he has studied at University at Notre Dame and worked with many leaders in the broadcast industry.



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