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

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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

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Awards Luncheon
October 28, 2005

A Celebration of Excellence in Educational Communications
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
<table>
<thead>
<tr>
<th>Bedford Central School District</th>
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<tbody>
<tr>
<td><strong>Excellence</strong></td>
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<tr>
<td>• Community Newsletter</td>
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<tr>
<td><em>Bedford Dateline - Dec. 2004</em></td>
</tr>
<tr>
<td>Marian Kisch, Public Relations Assistant; Chris Steer, Graphic Designer</td>
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<tr>
<th>Bethlehem Central School District</th>
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<tr>
<td><strong>Excellence</strong></td>
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<tr>
<td>• Budget/Bond Newsletter</td>
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<tr>
<td><em>Highlights - Budget Edition, May 2005</em></td>
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<tr>
<td><strong>Honor</strong></td>
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<tr>
<td>• Web Site</td>
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<tr>
<td><em>Bethlehem Central Web Site: <a href="http://bcd.k12.ny.us">http://bcd.k12.ny.us</a></em></td>
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<tr>
<td><strong>Merit</strong></td>
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<tr>
<td>• Special Purpose Publication</td>
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<tr>
<td><em>Guide to Student Clubs &amp; Activities, Aug. 2004</em></td>
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<th>Bethpage Union Free School District</th>
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<td><strong>Merit</strong></td>
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<tr>
<td>• Calendar</td>
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<td><em>2004-2005 Calendar &amp; Directory</em></td>
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<td>Bethpage UFSD; Syntax Communication</td>
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<th>Briarcliff Manor School District</th>
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<td><strong>Excellence</strong></td>
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<tr>
<td>• Community Newsletter</td>
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<tr>
<td><em>Blackboard - June 2005</em></td>
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<tr>
<td>Chris Heath, Coordinator; Chris Steer, Graphic Designer</td>
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<th>Buffalo Public Schools</th>
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<tr>
<td><strong>Honor</strong></td>
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<tr>
<td>• Video</td>
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<tr>
<td><em>Accolades #104 - April 2005 Literacy Special</em></td>
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<td>David Seyse, Producer</td>
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<td><strong>Merit</strong></td>
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<tr>
<td>• Community Newsletter</td>
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<tr>
<td><em>BPS REPORT, A Digest of School News - January 2005</em></td>
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<tr>
<td>Dea McAuliffe, Editor; Tony Coforesco, Editor</td>
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<th>Byram Hills School District</th>
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<td><strong>Merit</strong></td>
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<tr>
<td>• Budget/Bond Newsletter</td>
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<tr>
<td><em>Byram Hills - Proposed School Budget 2005-06</em></td>
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<td>Fiona Mitchell, PR Assistant; Kris Knapp, Graphic Designer</td>
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<th>Carmel Central School District</th>
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<td><strong>Merit</strong></td>
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<tr>
<td>• PR Marketing Campaign</td>
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<tr>
<td><em>Building Expansion &amp; Renovation Referendum</em></td>
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<td>Susan Dieck, Public Information Specialist</td>
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<td><strong>Excellence</strong></td>
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<tr>
<td>• Calendar</td>
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<tr>
<td><em>Chappaqua Central School District Calendar 2004-05</em></td>
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<tr>
<td>Marian Kisch, Public Relations Assistant; Kris Knapp, Graphic Designer</td>
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<th>Chautauqua Lake Central School District</th>
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<td><strong>Excellence</strong></td>
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<tr>
<td>• All awards to Wendy Westwood, Director Community Relations unless otherwise noted</td>
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<tr>
<td><strong>Honor</strong></td>
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<tr>
<td>• Photograph</td>
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<tr>
<td><em>Luscious Chocolate Cake</em></td>
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<td><strong>Merit</strong></td>
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<tr>
<td>• Photograph</td>
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<td><em>Butterflies</em></td>
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<td>• PR Marketing Campaign</td>
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<td><em>Phase IV Construction</em></td>
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<tr>
<td>Wendy Westwood, Director Community Relations; Benjamin Spitzer, Superintendent; Chuck Kelsey, Director, Mayville Access Channel 5</td>
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<th>Clarence Central School District</th>
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<tr>
<td><strong>Honor</strong></td>
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<tr>
<td>• Annual Report/State Report Card</td>
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<tr>
<td><em>Clarence Central School District Annual Report, May 2005</em></td>
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<tr>
<td>Christine DiGaudio, Public Information Coordinator</td>
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<th>Copiague Public Schools</th>
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<td><strong>All awards to Copiague UFSD; Syntax Communication</strong></td>
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<td><strong>Merit</strong></td>
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<tr>
<td>• Budget/Bond Newsletter</td>
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<td><em>Copiague “Connections” Newsletter, Budget Edition, May 2005</em></td>
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<tr>
<td>• Special Purpose Publication</td>
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<td><em>High School Athletics Handbook for 2004-05, Summer 2004</em></td>
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<td>• Web Site</td>
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<tr>
<td><em>District Website <a href="http://www.copiague.k12.ny.us">www.copiague.k12.ny.us</a></em></td>
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<td><strong>Merit</strong></td>
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<tr>
<td>• Excellence In Writing</td>
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<tr>
<td><em>Thoughts of tobacco use go “Up in Smoke”</em></td>
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<td>Dr. John E. Lutz, Superintendent of Schools; Jeremy Boylan, School Information Officer</td>
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<th>Deer Park Union Free School District</th>
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<td>• Budget/Bond Newsletter</td>
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<tr>
<td><em>“The Standard” Budget Newsletter - Spring, 2005</em></td>
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<tr>
<td>Deer Park UFSD; Syntax Communication</td>
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This is Your Time to Shine!
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
  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

Geneseo 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

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
  2004-05 Calendar & Handbook
Office of Communications; Division of Student Learning and Accountability
- 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
Department of Curriculum and Instruction; Office of Communications

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

Merit
• Photograph
  Nearly Squashed

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 Ilardi, 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
  Jackie Finn, Communication Specialist
  Guiding Students
• 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
• 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 Ilardi, Graphic Designer

Nyack Public Schools

All awards to Gail Fleur, Director of Communications

Excellence
• Budget/Bond Newsletter
  2005-06 Budget Supports Success
• Special Purpose Publication
  Committed to Each Student's Success-Mousepad

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
  Fiona Mitchell, PR Assistant; Maria Ilardi, Graphic Designer

Merit
• Overall Graphics and Design
  Trading Spaces, June 2005

Ossining Union Free School District

Excellence
• Special Purpose Publication
  Walk, No, Run - VOTE YES for an Ossining Track
  Chris Heath, Coordinator; Maria Ilardi, 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
<table>
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<tr>
<th>School District</th>
<th>Awards</th>
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<tbody>
<tr>
<td>South Country Central School District</td>
<td>All awards to Jason Belkin, Public Information Officer</td>
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<td><strong>Excellence</strong></td>
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<td></td>
<td>• Special Purpose Publication</td>
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<td>District Informational Folder, Feb. 2005</td>
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<td><strong>Honor</strong></td>
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<td>• Budget/Bond Newsletter</td>
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<td>Soundings-Budget Issue, 2005, April 2005</td>
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<td>• Community Newsletter</td>
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<td>Soundings - Winter, 2005</td>
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<td>• Photograph</td>
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<td>Homework Club</td>
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<td>Rye City School District</td>
<td>All awards to Lynn Ferrari, Coordinator of Public Information</td>
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<td><strong>Excellence</strong></td>
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<td>• Budget/Bond Newsletter</td>
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<td>The Rye City School District Focus on Excellence, May 2005</td>
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<td>• Calendar</td>
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<td>School Calendar, Aug. 2005</td>
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<td>Saugerties Central School District</td>
<td>All awards to Holly Brooker, Community Relations Coordinator</td>
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<td>Capital Project Newsletter, February 2005</td>
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<td>Schuylerville Central School District</td>
<td>All awards to Schuylerville Communications Department</td>
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<td>• Special Purpose Publication</td>
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<td>Looking Glass Art &amp; Literary Journal</td>
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<tr>
<td>Schenectady City School District</td>
<td>All awards to Michael Lisi, Communications Specialist</td>
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<td><strong>Excellence</strong></td>
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<td>Schenectady City School District Fall 2004 Newsletter, Aug. 2004</td>
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<td>Schenectady City School District, Spring 2005 Newsletter, April 2005</td>
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<td>• Excellence In Writing</td>
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<td>A Labor of Love, Spring 2005</td>
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<td>Shoreham-Wading River Central School District</td>
<td>All awards to Shoreham-Wading River CSD; Syntax Communication</td>
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<td>&quot;Review&quot; Newsletter, Fall 2004</td>
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<tr>
<td></td>
<td>• Special Purpose Publication</td>
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<td>&quot;Vision Statement&quot; Bookmark</td>
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<td>Three Village Central School District</td>
<td>All awards to Schuylerville Communications Department</td>
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<td><strong>Honor</strong></td>
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<td>• CD/DVD</td>
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<td>Schuylerville Elementary School Open House DVD Presentation</td>
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<td>Southampton Union Free School District</td>
<td>All awards to Southampton Public Schools; Syntax Communication</td>
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<td></td>
<td><strong>Excellence</strong></td>
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<td>• Community Newsletter</td>
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<td>Anchor Newsletter, Spring 2005</td>
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<tr>
<td>Southern Westchester BOCES</td>
<td>All awards to Ulster BOCES Community Relations Team unless otherwise noted</td>
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<td></td>
<td><strong>Excellence</strong></td>
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<td></td>
<td>• Overall Graphics and Design</td>
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<td>Valhalla Calendar, Voyages, Connections</td>
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<td>• Photograph</td>
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<td>Nursing Graduation</td>
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<td>Ulster County BOCES</td>
<td><strong>Merit</strong></td>
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<td>• Overall Graphics and Design</td>
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<td>Career &amp; Technical Center New Visions Brochure</td>
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<td>• Special Purpose Publication</td>
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<td>Career &amp; Technical Center Program Guide</td>
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<td>• Annual Report/State Report Card</td>
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<td>2003-2004 Annual Report to the Community</td>
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<td>• In-house Production/Black Ink</td>
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<td>2005-2006 Proposed Budget Booklet</td>
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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

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 conference 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.

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.

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.

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.

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.

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, USAAlliance 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.

Mary is the Director of Communications for Coastal Fairfield County

This is Your Time to Shine!

This is Your Time to Shine!
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 & Schutser; 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.