



## 2014 NYSPPRA 35<sup>th</sup> Annual Communications Contest Award Winners

### **Bethlehem Central School District**

JoEllen Gardner, Public Information Specialist, Capital Region BOCES Communications Service  
Excellence / Excellence in Writing  
BCMS student brings national championship home to Bethlehem

JoEllen Gardner, Public Information Specialist, Capital Region BOCES Communications Service  
Merit / Excellence in Writing  
A timely message from a survivor

JoEllen Gardner, Public Information Specialist, Capital Region BOCES Communications Service  
Merit / Excellence in Writing  
Singing alum and The Voice contestant scores lifelong fans in return visit to BC

JoEllen Gardner and Sabre Sarnataro, Public Information Specialists, Capital Region BOCES Communications Service  
Honor / PR/Marketing Campaign  
Common Core in the Classroom - Parental Involvement/Awareness Campaign

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

Michele Kelley, Public Information Specialist, and Margaret Murphy, Graphic Designer, Capital Region BOCES Communications Service  
Merit / Calendar  
Re-Imagining Broadalbin-Perth One Class at a Time - 2013-14 Calendar

Betsy DeMars, Public Information Specialist, Capital Region BOCES Communications Service  
Honor / Excellence in Writing  
B-P Students, Teachers Adjusting Well to Common Core

Michele Kelley, Public Information Specialist, and Denise LaRoque, Graphic Designer, Capital Region BOCES Communications Service  
Honor / Special Purpose Publication  
Identity Standards and Logo Use Guide

### **Brockport Central School District**

Chris Klem, Communications Specialist, Monroe 2-Orleans BOCES  
Merit / Excellence in Writing  
Brockport Countdown to Graduation Newsletter Interview

Debbie Moyer, Communications Specialist, Monroe 2-Orleans BOCES  
Honor / PR/Marketing Campaign  
Countdown to Graduation

### **Broome-Tioga BOCES**

Donald Sbarra, Communications Coordinator, and Clare Ann Stenta, Graphic Artist  
Excellence / Special Purpose Publication  
OC&D brochure

Donald Sbarra, Communications Coordinator, and Paul Marinaro, Graphic Artist  
Merit / Community Newsletter  
Hornets' News

### **Byram Hills School District**

Ellen Lane, Communications Director, Putnam/Northern Westchester BOCES  
Honor / Budget/Bond Newsletter  
Byram Hills Proposed School Budget

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

Chris Klem, Communications Specialist, Monroe 2-Orleans BOCES  
Excellence / Excellence in Writing  
Interview with WNY Tech Academy Principal

### **Capital Region BOCES**

Justin Cortese, Public Information Specialist, Capital Region BOCES Communications Service  
Honor / DVD/Video  
Virtual AP Classes for the 2014-15 School Year

Karen Nerney, Public Information Specialist, Capital Region BOCES Communications Service  
Excellence / Excellence in Writing  
Parent Today: School success builds on foundation of early literacy skills

Karen Nerney, Public Information Specialist, Capital Region BOCES Communications Service  
Excellence / Excellence in Writing  
Parent Today: Why I want my children to fail

Tom Antis and Karen Nerney, Public Information Specialists, Capital Region BOCES Communications Service  
Merit / Excellence in Writing  
Parent Today: Delivering classroom-based paradigms with synergistic effects – huh?

Jill Aurora, Public Information Specialist, and Steve King, Program Manager, Capital Region BOCES Communications Service  
Honor / Social Media  
Education Speaks

Bill DeVoe, Public Information Specialist, and Gigi Gabriel-Dillmann, Graphic Designer, Capital Region BOCES Communications Service  
Honor / Special Purpose Publication  
Capital Region BOCES Career & Technical School Course Guide

Tom Antis, Karen Nerney and Laura Ryan, Public Information Specialists, Capital Region BOCES Communications Service  
Honor / Special Purpose Publication  
Parent Today Seeds of Learning Calendar

### **Carmel Central School District**

Susan Dieck, APR, Public Information Officer  
Jeff Davis, Videographer  
Merit / DVD/Video  
CHS-Powerful

### **Central Valley School District**

Cuyle Rockwell and Erin McNulty, Public Information Specialists, Bonnie Minick, Graphic Designer, and Ken Petersen, Web Developer, Capital Region BOCES Communications Service, and Tammy Morgan, Central Valley Central School District  
Honor / Website  
Central Valley School District Website

### **Chatham Central School District**

Questar III Communications Service: Adam Charbonneau, Communications Specialist, Kim Vigars, Senior Graphic Designer  
Merit / Budget/Bond Newsletter  
Chatham Budget Newsletter

### **Churchville-Chili Central School District**

Jennifer Merkel, BOCES 2 Communication Specialist, Amanda Puleo, Churchville-Chili Communication Coordinator, and Karen Slayton, BOCES 2 Graphic Designer

Merit / Community Newsletter

The Link

Jennifer Merkel, BOCES 2 Communication Specialist, Amanda Puleo, Churchville-Chili Communication Coordinator, and Karen Slayton, BOCES 2 Graphic Designer

Excellence / PR/Marketing Campaign

Celebrate Churchville-Chili

### **Cohoes City School District**

Jodie Orzechowski and Justin Cortese, Public Information Specialists, Capital Region BOCES Communications Service

Merit / DVD/Video

Cohoes City Schools: What's Left to Lose?

### **Dobbs Ferry School District**

Elizabeth Hausman, Public Information Officer, and Kevin Ridley, DFSD-TV Station Program Director

Honor / DVD/Video

DVD/Video

### **Duanesburg Central School District**

Monique Jacobs, Public Information Specialist, Capital Region BOCES

Excellence / Budget/Bond Newsletter

Duanesburg CSD 2014 Budget Newsletter

### **East Irondequoit Central School District**

Dave Yates, Director of Communications

Merit / Photograph

Different Perspective

Dave Yates, Director of Communications

Merit / Photograph

First Day Friend

### **East Rochester School District**

Doreen DiNardo, Communications Director

Merit / Photograph

PK Grand Finale

### **Fayetteville-Manlius School District**

Nancy Cole, Public Information Specialist, Capital Region BOCES Communications Service

Merit / Community Newsletter

F-M News

Kristine Jarosz, Public Information Specialist, Capital Region BOCES Communications Service

Excellence / Excellence in Writing

F-M students transform Ethiopian community with the gift of water

Kristine Jarosz, Public Information Specialist, Capital Region BOCES Communications Service

Merit / Excellence in Writing

F-M educators adopt "flipped" teaching model

### **Garden City Public Schools**

Catherine Knight, Coordinator of Public Information

Merit / Photograph

Garden City Homecoming

Catherine Knight, Coordinator of Public Information  
Merit / Photograph  
GCPS Kindergarten First Day Smile

### **Gates Chili Central School District**

Jackie Finn, Public Information Specialist, Monroe 2 Orleans BOCES  
Merit / Photograph  
Gates Chili Chess Club Hosts Bring a Teacher to Chess Club

Jackie Finn, Public Information Specialist, Monroe 2 Orleans BOCES  
Merit / Photograph  
Neil Armstrong Fifth-graders become limnologists for the day

### **Genesee Valley Educational Partnership**

Rene Kelly, Graphic Artist  
Honor / Poster  
Enrichment Posters

### **Glens Falls City School District / Queensbury Union Free School District / South Glens Falls Central School District**

Monica Lester and Mellissa Braham, Public Information Specialists, and Margaret Murphy, Graphic Designer, Capital Region BOCES Communications Service, and Skye Heritage, District Communications, Glens Falls City School District  
Merit / PR/Marketing Campaign  
Stand Up for Upstate!

### **Greece Central School District**

Laurel Heiden, Community Relations Manager  
Merit / Calendar  
Calendar and Handbook

Laurel Heiden, Community Relations Manager  
Honor / Photograph  
Fish Story

Laurel Heiden, Community Relations Manager  
Merit / Special Purpose Publication  
Professional Development Programs Catalog

### **Greenville Central School District**

Questar III Communications Service: Christine Kozin, Senior Website Manager, and Kim Vigars, Senior Graphic Designer  
Honor / Website  
Greenville CSD Website

### **Guilderland Central School District**

Amy McGeady, Public Information Specialist, Capital Region BOCES Communications Service  
Merit / Budget/Bond Newsletter  
GCSD 2014-15 Budget Newsletter

### **Hamilton-Fulton-Montgomery BOCES**

Tom Antis, Betsy DeMars Taryn Kane and Justin Cortese, Public Information Specialists, Capital Region BOCES Communications Service  
Honor / DVD/Video  
Hamilton-Fulton-Montgomery BOCES PTECH: Write Your Own Future

### **Hastings-on-Hudson UFSD**

Jeanine Genauer, PIO  
Merit / Excellence in Writing  
Hastings Schools are Happening

### **Hauppauge School District**

Kathy Bottner, Media Relations Project Manager  
Merit / Website  
Hauppauge School District's New Website

Kathy Bottner, Media Relations Project Manager  
Merit / Photograph  
That Aha! Moment

### **Hilton Central School District**

Grace Griffie, Communication Specialist, Monroe 2 - Orleans BOCES, and Karen Slayton, Graphic Artist  
Merit / Budget/Bond Newsletter  
Hilton Insight - Budget Issue

Grace Griffie, Communication Specialist, Monroe 2 - Orleans BOCES, and Karen Slayton, Graphic Artist  
Merit / PR/Marketing Campaign  
Hilton Cadet Cupboard Campaign

### **Hudson Central School District**

Questar III Communications Service: Christine Kozin, Senior Website Manager, and Kim Vigars, Senior Graphic Designer  
Honor / Website  
Hudson CSD Website

### **Ichabod Crane Central School District**

Questar III Communications Service: Christine Kozin, Senior Website Manager, Mary Prusak, Communications Specialist, and Kim Vigars, Senior Graphic Designer  
Excellence / Website  
Ichabod Crane Website

### **Ithaca City School District**

Kate Patterson, Communications Coordinator  
Honor / Electronic Newsletter  
ICSD Insider

Kate Patterson, Communications Coordinator  
Merit / Social Media  
Ithaca City School District Facebook Account

Kate Patterson, Communications Coordinator  
Merit / Social Media  
Ithaca City School District Twitter Account

### **Lancaster Central School District**

Patricia M. Burgio, APR, Director of Communications  
Merit / Calendar  
Our True Colors Are Shining Through" 2013-14 District Calendar"

### **Madison-Oneida BOCES**

Sapna Kollali, Public Information Officer  
Honor / Community Newsletter  
Madison-Oneida BOCES Newsletter ("The Banner")

Sapna Kollali, Public Information Officer  
Honor / Excellence in Writing  
"VAP Provides 21st Century Learning For Students"

Sapna Kollali, Public Information Officer  
Honor / Social Media  
Madison-Oneida BOCES Facebook page

### **Maine-Endwell Central School District**

Brenda Potsko, Public Information Specialist  
Merit / Social Media  
Maine-Endwell Facebook and Twitter Account

### **Mohonasen Central School District**

Adrienne Leon, Public Information Specialist, Capital Region BOCES Communications Service  
Merit / Community Newsletter  
District Newsletter

Adrienne Leon, Public Information Specialist, Capital Region BOCES Communications Service  
Honor / PR/Marketing Campaign  
Mohonasen's Mo-Tech

Adrienne Leon, Public Information Specialist, Capital Region BOCES Communications Service  
Merit / PR/Marketing Campaign  
Building our Future: A \$48.2 million capital project

### **Monroe 2 Orleans BOCES**

Jackie Finn, Public Information Specialist  
Merit / Photograph  
BOCES 2 New Visions students learn from emergency responders

Heather Campo, Communications Specialist  
Excellence / Excellence in Writing  
Early intervention makes a difference

Chris Klem, Communications Specialist  
Graphic Design by Monroe 2-Orleans BOCES Designer Karen Slayton  
Excellence / Special Purpose Publication  
BOCES Transition Program Brochure

### **Nassau BOCES**

Angela Marshall, Assistant Program Manager  
Merit / Community Newsletter  
insider

### **Niskayuna Central School District**

Matt Leon, Audrey Hendricks, and Erin McNulty, Public Information Specialists, Gigi Gabriel-Dillmann, Graphic Designer, and Ken Petersen, Web Developer, Capital Region BOCES Communications Service  
Excellence / Website  
Niskayuna Central School District Website

### **North Tonawanda City School District**

Lori Sosenko, Sr. Messaging and Graphics Liaison, Erie 1 BOCES  
Honor / Website  
Grabbing Parent's Attention with Web Graphics and News Bites

### **Oneida-Herkimer-Madison BOCES**

Amy Nimon, Graphic Design Artist and Jacob Dowker, Graphic Design Artist  
Merit / DVD/Video  
Right to Know Training Video

Andrea Rafferty, Associate Graphic Artist and Amy Nimon, Graphic Design Artist  
Merit / Electronic Newsletter  
OHM BOCES Instructional Support Services E-Newsletter

Jacob Dowker, Graphic Design Artist  
Excellence / Overall Graphics and Design  
Utica City School District Rebrand 2014

Andrea Rafferty, Associate Graphic Artist  
Honor / Overall Graphics and Design  
Oneida-Herkimer-Madison BOCES 65th Anniversary Book

Amy Nimon, Graphic Design Artist  
Excellence / Photograph  
Puppy Love

Andrea Rafferty, Associate Graphic Artist  
Honor / Photograph  
Ignite Your Passion

Andrea Rafferty, Associate Graphic Artist  
Merit / Special Purpose Publication  
CTE Program Guide 2014-15

### **Ossining School District**

Nicole Reis, Executive Assistant to the Superintendent  
Merit / DVD/Video  
Thinking Maps Video

### **Oyster Bay - East Norwich Central School District**

Tom Gould, Media Communications Specialist  
Excellence / Photograph  
The Joy of Music

### **Pelham Public Schools**

Peter Giarrizzo, Superintendent of Schools  
Excellence / Social Media  
Peter Giarrizzo @PeterGiarrizzo

### **Penfield Central School District**

Nancy Bradstreet, Director of Information  
Merit / Photograph  
One Moment in Time

### **Perry Central School District**

Megan Winter, PR Specialist, Genesee Valley Educational Partnership  
Merit / Community Newsletter  
Perry CS Newsletter

### **Pittsford Central School District**

Nancy Wayman, Director of Communications  
Merit / Budget/Bond Newsletter  
Pittsford Central School District Budget Newsletter

Nancy Wayman, Director of Communications  
Honor / Community Newsletter  
Pittsford Central School District Community Newsletter

### **Putnam/Northern Westchester BOCES**

Ellen Lane, Communications Director  
Merit / Electronic Newsletter  
Pines Bridge Journeys

### **Queensbury Union Free School District**

Melissa Braham, Public Information Specialist, and Denise LaRocque, Graphic Designer, Capital Region BOCES Communications Service, and Robin Fitzpatrick, Communication and Information Technology Specialist, Queensbury Union Free School District  
Excellence / Budget/Bond Newsletter  
Connections Budget Issue 2014

Melissa Braham, Public Information Specialist, and Denise LaRocque, Graphic Designer, Capital Region BOCES Communications Service, and Robin Fitzpatrick, Communication and Information Technology Specialist, Queensbury Union Free School District  
Excellence / Community Newsletter  
Connections Fall 2013 and Winter 2014

Melissa Braham, Public Information Specialist, Capital Region BOCES Communications Service, and Robin Fitzpatrick, Communication and Information Technology Specialist, Queensbury Union Free School District  
Excellence / PR/Marketing Campaign  
School budget vote campaign, "2014-15 School Budget, Capital Project and Bus Proposition Vote"

Robin Fitzpatrick, Communication and Information Technology Specialist  
Merit / Special Purpose Publication  
Queensbury High School Curriculum Handbook 2014-2015

### **Questar III**

Questar III Communications Service: Erin Clary, Communications Specialist, Caitlin Dederick, Communications Specialist, Dan Sherman, Director of Communications, and Kim Vigars, Senior Graphic Designer  
Excellence / Calendar  
Questar III Calendar

Questar III Communications Service: Erin Clary, Communications Specialist, and Dan Sherman, Director of Communications  
Excellence / Electronic Newsletter  
Questar III E-News

Questar III Communications Service: Dan Sherman, Director of Communications, and Kim Vigars, Senior Graphic Designer  
Merit / Special Purpose Publication  
Career-Tech Guide for Students

Questar III Communications Service: Kim Vigars, Senior Graphic Designer  
Merit / Overall Graphics and Design  
Adult Education Programs

### **Ramapo Central School District**

Jen Citrolo, Communications Coordinator, Rockland BOCES, and Michele Kessler, Public Information Assistant, Rockland BOCES  
Honor / Community Newsletter  
Excelsior community newsletter

### **Rockland BOCES**

Stephanie Gouss, APR, Director of Communications, and Michele Kessler, Public Information Assistant  
Merit / Overall Graphics and Design  
What Are You Interested In? Adult Education postcard

Stephanie Gouss, APR, Director of Communications, and Michele Kessler, Public Information Assistant  
Merit / Special Purpose Publication  
Reauthorization of out-of-state legislation advocacy piece

### **Rome City School District**

Jill Pekarski, Public Information Specialist, Madison-Oneida BOCES  
Merit / Photograph  
Gansevoort Elementary School, "Camp Read A Lot" event

### **Roslyn UFSD**

Barry Edelson, Director of Community Relations & Adult Education  
Excellence / Budget/Bond Newsletter  
Roslyn UFSD Bond Newsletter

### **Scarsdale Union Free School District**

Victoria Presser, Public Information Officer  
Honor / Budget/Bond Newsletter  
Budget Newsletter



### **Schodack Central School District**

Questar III Communications Service: Jason McCord, Senior Communications Specialist  
Honor / Social Media  
Social Media: Schodack Central School District

### **Schoharie Central School District**

Monique Jacobs, Public Information Specialist, Capital Region BOCES Communications Service  
Merit / Budget/Bond Newsletter  
Schoharie CSD Budget Newsletter

Monique Jacobs, Public Information Specialist, Capital Region BOCES Communications Service  
Merit / Community Newsletter  
Schoharie CSD newsletters

### **South Colonie Central School District**

John Noetzel, Public Information Specialist, and Margaret Murphy, Graphic Designer, Capital Region BOCES Communications Service  
Honor / Special Purpose Publication  
South Colonie District Brochure

### **South Glens Falls Central School District**

Monica Lester, Public Information Specialist, Erin McNulty, Public Information Specialist, Gigi Gabriel-Dillmann, Graphic Designer, and Ken Petersen, Web Developer, Capital Region BOCES Communications Service  
Honor / Website  
South Glens Falls Website

### **Spencerport Central School District**

Lanette Cypher, Graphic Designer  
Honor / Community Newsletter  
The Cornerstone

### **Stillwater Central School District**

Erin McNulty, Public Information Specialist, Capital Region BOCES Communications Service  
Merit / Electronic Newsletter  
Stillwater Central School District E-Newsletter

### **Troy Central School District**

Questar III Communications Service: Kim Vigars, Senior Graphic Designer  
Merit / Calendar  
Troy CSD Calendar

### **Union-Endicott Central School District**

Christopher Schmidt, Public Information Coordinator  
Merit / Special Purpose Publication  
2013 Union-Endicott Central School District Capital Project Newsletter

### **Vestal Central School District**

Regina Felice, Public Information Coordinator, Broome-Tioga BOCES  
Merit / Excellence in Writing  
Vestal screens "The Blue Tattoo"

### **Victor Central School District**

Sherri Lasky, School and Community Relations Coordinator, Design, and Liz Welch, School and Community Relations Coordinator, Writing  
Excellence / Community Newsletter  
Excellence on Display News Magazine

Sherri Lasky, School and Community Relations Coordinator  
Honor / Overall Graphics and Design  
VCS Swim Program Timeline

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

Bonnie Russell, School Information Officer  
Merit / Electronic Newsletter  
West Genesee e-News

Bonnie Russell, School Information Officer  
Excellence / Social Media  
Social Media - Tweets from the Superintendent

Bonnie Russell, School Information Officer  
Merit / Website  
West Genesee CSD Website

### **White Plains City School District**

Jill Singer, Designer, and Hillary Millman, Writer  
Honor / Community Newsletter  
District Newsletter

### **William Floyd School District**

James Montalto, Public Relations Specialist, and Diana White, Photographer  
Excellence / Photograph  
Mr. Ivy League

James Montalto, Public Relations Specialist  
Honor / Social Media  
William Floyd School District Social Media

Vincent Vaccarello, Webmaster  
Excellence / Website  
William Floyd School District website

### **Williamsville CSD**

Rita Wolff, APR, Director of Communications, and Amy Vohwinkel, Graphic Artist  
Honor / PR/Marketing Campaign  
A Celestial Reopening

Rita Wolff, APR, Director of Communications, and Amy Vohwinkel, Graphic Artist  
Excellence / Special Purpose Publication  
2014-15 Proposed Budget Summary Book