2015 NYSPRA 36th Annual Communications Contest Award Winners

Arkport Central School District
Laura Ryan, Communication Specialist
Honor/Budget Newsletter
May 2015 Budget Newsletter

Batavia City School District
Kathie Scott, Public Relations Coordinator
Merit/Budget Newsletter
A+ Batavia Communicator

Kathie Scott, Public Relations Coordinator
Merit/Calendar
2014-2015 Batavia City School District Calendar

Bethlehem Central School District
JoEllen Gardner, Communications Specialist
Honor/Excellence in Writing
Glenmont’s Bus Buddies program a success

Sabre Sarnataro, Communications Specialist
Excellence/Photo
Saying goodbye to an old friend

Sabre Sarnataro, Communications Specialist
Honor/Photo
Knowing you

JoEllen Gardner and Sabre Sarnataro, Communications Specialists
Excellence/Social Media
Bethlehem Central School District on Social Media

Sabre Sarnataro, Communications Specialist, Ken Petersen, Website Developer, and Bonnie Minick and Gigi Gabriel, Graphic Artists
Honor/Website
Bethlehem Central School District Website

Broadalbin-Perth Central School District
Michele Kelley, Public Information Specialist, and Margaret Murphy, Graphic Artist
Excellence/Calendar
Re-Imagining Broadalbin-Perth Beyond the Classroom - 2014-15 Calendar

Betsy DeMars, Public Information Specialist
Honor/Photo
Rocketing to Nationals
Aaron Cagwin, Betsy DeMars and Michele Kelley, Public Information Specialists
Honor/Social Media
BPpatriots on Facebook

**Burnt-Hills Ballston Lake Central School District**
Tara Mitchell, Public Information Specialist, and Bonnie Minick, Graphic Artist
Honor/Graphics and Design
2014-15 Calendar Publication

Tara Mitchell, Public Information Specialist
Merit/Special Purpose Publication
BH-BL High School Curriculum Guide

**Canajoharie Central School District**
Craig Clark, Public Information Specialist
Honor/Photo
Rowing to the Finish Line

**Capital Region BOCES**
Justin Cortese, Public Information Specialist
Honor/DVD
Middle Skills Gap Video

Justin Cortese, Public Information Specialist
Honor/DVD
New York Public Schools: The Right Investment

Aaron Cagwin, Public Information Specialist, and Margaret Murphy, Graphic Artist
Honor/DVD
Stand Up 4 Public Schools

Karen Nerney, Public Information Specialist
Honor/Excellence in Writing
Parent Today Article

Tom Antis and Karen Nerney, Public Information Specialists, Gigi Gabriel-Dillman, Graphic Artist
Merit/Graphics and Design
Parent Today Seeds of Learning 2015 Calendar

Lucian McCarty, Public Information Specialist, and Bonnie Minick, Graphic Artist
Excellence/Special Purpose Publication
TVHS Principal Search Brochure

Christine Carpenter and Nicole Graf, Public Information Specialists
Merit/Special Purpose Publication
Transforming Schools: guidance around the process of instructional technology planning and the Smart Schools Bond Act

Adrienne Leon, Program Manager, and Margaret Murphy, Graphic Artist
Merit/Special Purpose Publication
4+1 Multiple Pathways to Graduation Flyer
Capital Region Career & Technical School
Mike McCagg, Public Information Specialist, and Gigi Gabriël-Dillman, Graphic Artist
Excellence/Special Purpose Publication
Your Future Starts Here! 2015-16 Course Guide

Central New York Regional Information Center
Danica Kaltaler, Public Information Specialist
Excellence/Electronic Newsletter
CNYRIC Connections

Central Valley School District
Cuyle Rockwell, Public Information Specialist, Bonnie Minick, Graphic Artist, and Ken Petersen, Web Developer
Merit/Website
Central Valley School District Website

Churchville-Chili Central School District
Chris Klem, Communications Specialist, Monroe 2-Orleans BOCES
Graphic Design by Monroe 2-Orleans BOCES Designers Lisa Constantine/Karen Slayton
Honor/Community Newsletter
The Link Community Newsletter

Dutchess BOCES
Genevieve Kellam, Administrator for Communication
Merit/Website
Dutchess BOCES Website

East Greenbush Central School District
Mark Adam, Public Information Specialist
Merit/Excellence in Writing
Columbia Alumna Stars as TV Weatherperson

East Irondequoit Central School District
Dave Yates, Director of Communications
Merit/Photo
Sunset at Rainbow

Fayetteville-Manlius Central School District
Kristine Jarosz, Public Information Specialist
Excellence/Excellence in Writing
Student-run greenhouse cultivates learning at Eagle Hill Middle School

Kristine Jarosz, Public Information Specialist
Excellence/Excellence in Writing
Students piece together history at F-M's Archaeology Camp
Nancy Cole, Public Information Specialist
Excellence/Excellence in Writing
Teachers exchange ideas to enhance instruction

**Genesee Valley Educational Partnership**
Maggie Fitzgibbon, Public Relations Coordinator, and Rene Kelly, Graphic Designer
Merit/Community Newsletter
GVEP News in Brief

Maggie Fitzgibbon, Public Relations Coordinator, and Genesee Valley Pennysaver, Graphic Design
Merit/Special Purpose Publication
Auction Program

**Great Neck Public Schools**
Robert Zahn, Director of GNPS/TV
Excellence/DVD
The First 200 Years

**Hilton Central School District**
Grace Griffie, Communications Director, Monroe 2-Orleans
Honor/Calendar
BOCES 2014-15 School Calendar

Iva Petrosino, Communications Support Specialist, Monroe 2-Orleans BOCES
Merit/Excellence in Writing
Merton Williams students learn to see the world differently

**Holley Central School District**
Beth Nash, Communications Specialist, Monroe 2-Orleans BOCES
Honor/Community Newsletter
Holley Dimension Newsletter

**Hudson City School District**
Kimberly Shannon, Communications Specialist, Questar III BOCES
Maria Suttmeier, Superintendent
Excellence/Excellence in Writing
Hudson column, Standing by our teachers

**Hudson Falls Central School District**
Tara Sullivan, Coordinator Communication Services, WSWHE BOCES
Honor/Excellence in Writing
Hudson Falls Volleyball “The Return”

**Kenmore-Town of Tonawanda UFSD**
Patrick Fanelli, Community Relations Coordinator
Merit/Social Media
Kenmore-Town of Tonawanda UFSD Facebook Page

**Lakeland Central School District**
James Van Develde, Director of Communications
Merit/Photo
Girl and the firefighter
James Van Develde, Director of Communications, and Rebecca Carcova, Webmaster
Honor/Social Media
Lakeland Central School District Facebook

**Lancaster Central School District**
Patricia Burgio, APR, Director of Communications
Honor/Budget Newsletter
First Class Facilities for WNY's Brightest

Patricia Burgio, APR, Director of Communications
Merit/Budget Newsletter
Annual Budget Report Newsletter

Patricia Burgio, APR, Director of Communications
Excellence/PR/Marketing
Bond Issue PR/Marketing Campaign

Patricia Burgio, APR, Director of Communications
Honor/Social Media
Lancaster Central School District - Social Media

**Livonia Central School District**
Jennifer Meisenzahl, Public Relations Specialist, Genesee Valley Educational Partnership
Honor/Community Newsletter
FOCUS

**Madison-Oneida BOCES**
Lou DeAngelis, Printing Supervisor
Merit/DVD
“Professional Learning Communities”

Sapna Kollali, Public Information Officer
Honor/Excellence in Writing
Grant Provides Virtual AP Courses For Region

Sapna Kollali and Kathy Sims, Public Information Officers
Merit/Social Media
Madison-Oneida BOCES Facebook page

**Maine-Endwell Central School District**
Brenda Potsko, Public Information Specialist
Honor/Calendar
Maine-Endwell Central School District Calendar

Brenda Potsko, Public Information Specialist
Honor/Photo
Take a Walk on the Wild Side

Brenda Potsko, Public Information Specialist
Excellence/Social Media
Maine-Endwell CSD Social Media
Marcellus Central School District
Laura Ryan, Communications specialist
Honor/Special Purpose Publication
Capital Project Re-vote Newsletter

Monroe 2-Orleans BOCES
Heather Campo, Communications Specialist
Merit/Community Newsletter
Together

Iva Petrosino, Communications Support Specialist
Honor/Excellence in Writing
SkillsUSA President says goodbye to one title

Heather Campo, Communications Specialist
Merit/Excellence in Writing
Finding Better Ways: Lynda.com

Jennifer Merkel, Communications Specialist
Merit/Excellence in Writing
Helping others is a piece of the Personal Services puzzle

Monticello Central School District
Alyssa Pagano, Public Information Specialist, and Bonnie Minick, Graphic Artist
Merit/Graphics and Design
Monticello Central School District Basketball Schedule

Nassau BOCES
Communications Office
Excellence/PR/Marketing
Technology and Education Summit 2015

Communications Office
Merit/PR/Marketing
Nassau BOCES Back-to-School employee packets

Oneida-Herkimer-Madison BOCES
Cheri Derdzinski, Graphic Design Artist
Honor/Electronic Newsletter
OHM BOCES Instructional Support Services E-Newsletter

Brittney Barton, Senior Graphic Artist
Excellence/Graphics and Design
Career and Technical Education Center 2015-16 Program Guide

Brittney Barton, Senior Graphic Artist
Excellence/Special Purpose Publication
Career and Technical Education Center 2015-16 Program Guide

Jean Palmer, Senior Public Relations Specialist
Honor/Special Purpose Publication
OHM BOCES Service Directory 2015-16
Peekskill City School District
Laura Belfiore, Communications Specialist
Excellence/Excellence in Writing
New Community Schools Initiative Program Comes to Hillcrest Elementary

Laura Belfiore, Communications Specialist
Merit/Excellence in Writing
Theater Program Takes Center Stage at PCSD

Laura Belfiore, Communications Specialist
Honor/Photo
PKMS Horn Section: Winter Concert 2015

Laura Belfiore, Communications Specialist
Merit/Photo
Uriah Hill Students at New School Library

Pelham Public Schools
Peter Giarrizzo, Ed.D., Superintendent of Schools
Merit/DVD
What Matters Most in Your Learning

Penfield Central School District
Nancy Bradstreet, Director of Information
Honor/Photo
Touching Moment

Pittsford Central School District
Nancy Wayman, Director of Communication
Merit/Special Purpose Publication
Give to KEEP Postcard

Queensbury Union Free School District
Mellissa Braham, Public Information Specialist
Excellence/Budget Newsletter
Connections Budget Issue 2015

Mellissa Braham, Public Information Specialist
Honor/Community Newsletter
Connections Fall 2014 and Winter 2015

Mellissa Braham, Public Information Specialist
Honor/Special Purpose Publication
Queensbury Summer Academy Grades K-5 and Grades 6-8 Brochures

Rockland BOCES
Rockland BOCES Communications Team
Honor/Calendar
Rockland BOCES 2014-15 Calendar

Rockland BOCES Communications Team
Honor/PR/Marketing
Rockland BOCES At-A-Glance Postcards
Rush-Henrietta Central School District
Dolores Talarico, Communications Assistant, and Travis Anderson, Sr. Information Specialist
Excellence/Social Media
Launching the Rush-Henrietta Facebook Page

Dolores Talarico, Communications Assistant and Travis Anderson, Sr. Information Specialist
Merit/PR/Marketing
2015 Full-Day Kindergarten and Enrollment Management Proposal

Scarsdale Union Free School District
Victoria Presser, Public Information
Excellence/Budget Newsletter
Budget Newsletter

Victoria Presser, Public Information
Excellence/Budget Newsletter
Bond Newsletter

Victoria Presser, Public Information
Honor/Community Newsletter
Community Newsletter - Insight

South Glens Falls Central School District
Monica Lester, Public Information Specialist
Excellence/Budget Newsletter
South Glens Falls Budget Newsletter - Shared Interests

Southern Westchester BOCES
Colette Connolly, Public Relations Specialist
Excellence/Community Newsletter
Tools of the Trade

Doreen Morandi, Public Relations Office Assistant
Excellence/Special Purpose Publication
2015-2016 Southern Westchester BOCES Services Guide

Spencerport Central School District
Lanette Cypher, Communication Specialist
Lisa Constantine, Monroe 2-Orleans BOCES Graphic Designer
Honor/Budget Newsletter
Cornerstone Budget Newsletter

Anthony Puleo, Digital Media Technician, Monroe 2-Orleans BOCES
Merit/DVD
Spencerport Unified Sports

Syracuse City School District
Christine Carnegie, Graphics Technician, Karin Davenport, Communications Specialist, and Mike Henesey, Administrator of Communications
Merit/Electronic Newsletter
Syracuse City School District Electronic Newsletter
Union Endicott Central School District
Linda Myers, Communications Coordinator
Honor/Photo
Oh boy

Union Springs Central School District
Danica Kaltaler, Public Information Specialist, Central New York Regional Information Center
Honor/Website
Union Springs Central School District's Website

Utica City School District
Angela Elefante, Administrator for Public Relations
Excellence/Calendar
Little hands, big hearts: Utica City School District Calendar 2014-15
Andrea Rafferty, Associate Graphic Artist, Oneida-Herkimer-Madison BOCES
Excellence/Photo
Chalk it Up

Victor Central School District
Liz Welch and Sherri Lasky, School and Community Relations Coordinators
Merit/Calendar
2014-2015 VCS Calendar
Liz Welch, School and Community Relations Coordinator
Honor/Excellence in Writing
Check Out Our 21st Century Librarians
Sherri Lasky, School and Community Relations Coordinator
Honor/Photo
Photograph

Warsaw Central School District
Megan Winter, Public Relations Specialist, and Rene Kelly, Graphic Designer, Genesee Valley Educational Partnership
Excellence/Community Newsletter
Connections

Warwick Valley Central School District
Louise Hutchison and Maureen Westphal, Communications Specialists
Excellence/PR/Marketing
See for Yourself

West Genesee Central School District
Bonnie Russell, School Information Officer
Honor/Social Media
Social Media - West Genesee CSD Blog - Notes from the Superintendent
Bonnie Russell, School Information Officer
Merit/Social Media
Social Media - West Genesee - Superintendent Twitter

Wheatland-Chili Central School District
Jackie Finn, Communication Specialist, Monroe 2-Orleans BOCES
Excellence/PR/Marketing
1,000 Books Before Kindergarten

**Whitesboro Central School District**
Shaun Kaleta, Public Relations Assistant, Oneida-Herkimer-Madison BOCES
Honor/Excellence in Writing
Hydroponic Garden at Hart’s Hill Teaching Students

**William Floyd School District**
James Montalto, Public Relations Director
Honor/Photo
Future Scientists

James Montalto, Public Relations Director
Excellence/Social Media
William Floyd School District Social Media

**Williamsville Central School District**
Rita Wolff, APR, Director of Communications, Amy Vohwinkel, Graphic Artist
Honor/Calendar
2014-15 Calendar Publication

Rita Wolff, APR, Director of Communications, Regina Ticco, Producer
Honor/DVD
Athletic Field Improvement Project Video

Rita Wolff, APR, Director of Communications, Amy Vohwinkel, Graphic Artist
Excellence/Special Purpose Publication
2015-16 Budget Summary Book

**Wynantskill Union Free School District**
Jason McCord, Senior Communications Specialist, Questar III BOCES
Honor/Social Media
Wynantskill Facebook

Merit/DVD
Stand Up for Upstate Children Video

Merit/PR/Marketing
Stand Up for Upstate Schools regional advocacy campaign
2015 NYSPRA 36th Annual Communications Contest Judges

Jill Asencio
Communications Associate, CSEA Inc.

Kara Beach (InSPRA)
Communications Specialist, Community Consolidated School District 21

Shelly Belcher (PenSPRA)
Peters Township School District

David Beery (InSPRA)
Director of Communications, Maine Township High School District 207

Kimberly Golden Benner (PenSPRA)
Director of Communications, Allentown School District

Barbara Bradley
Deputy Director of Online Communications and Project Planning, New York State School Boards Association

Nicole Castagna (InSPRA)
HR/PR Assistant, H-F High School

Christine Chenevey
Communications Specialist, CAREERS for People with Disabilities

Paul Conti
Assistant Professor, Web, Multimedia & New Media, College of St. Rose

Vicki Flotta (PenSPRA President)
Director of Public Relations, Bethel Park School District

Greg Hayes (PenSPRA)
Williamsport Area School District

Al Holliday
Original PenSPRA President

Donna Holmes (PenSPRA)
Director of Community Relations & Development, Palisades School District

Tracy King
Commissioner of the Liberty League

Melanie Krakauer (InSPRA)
Communication Assistant, Glenbrook HS District 225

Robert M. Kucharavy
Professor Emeritus, S.I. Newhouse School of Public Communications, Syracuse University

Dr. Yi Luo
Assistant Professor, School of Communication and Media, Montclair State University
Marissa Orbanek (PenSPRA)
Administrative Assistant/Public Relations Manager, General McLane School District

Al Marlin
Communications Director, New York State School Boards Association

Members of the California School Public Relations Association

Patricia McGlone (PenSPRA)
Director of Public Information and Development, Downingtown Area School District

Matt Milless
Professional Photographer for MahiMattPhoto

Kim Newell (PenSPRA)
Colonial School District

Melissa Robinette
Director of Public Relations, Spartanburg District Five Schools, South Carolina

Karen Smith
PenSPRA Executive Director

Vittoria Sprague
Graphic designer/Adjunct instructor, Culinary Institute of America/SUNY New Paltz

Laura Thomson (PenSPRA)
Public Relations Coordinator, South Allegheny School District

Bernadette Tramm (InSPRA)
Public Information Coordinator, Park Ridge-Niles School District 64

Nancy Vaughn, APR (ConnSPRA and current NSPRA Treasurer)
School/Community Relations Coordinator, Waterbury Public Schools

Sarah Welch (PenSPRA)
Coordinator of Public Relations & Communications, Keystone Oaks School District

Renee Zoladz (InSPRA)
Associate Superintendent for Instructional and Personnel Services, Grayslake Community High School District 127