



## 2015 NYSPPRA 36<sup>th</sup> 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  
BPatriots 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 Gabriel-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

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

### **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

Chris Klem, Communications Specialist, Monroe 2-Orleans BOCES  
Merit/Excellence in Writing  
Innovation at All Levels

### **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 Griffee, 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

**Regional Advocacy Campaign: Queensbury Union Free School District, Glens Falls City School District, South Glens Falls Central School District, Saratoga Springs City School District, Stillwater Central School District, Schuylerville Central School District, Mechanicville Central School District, Washington-Saratoga-Warren-Hamilton-Essex BOCES**

Merit/DVD  
Stand Up for Upstate Children Video

Merit/PR/Marketing  
Stand Up for Upstate Schools regional advocacy campaign

## 2015 NYSPRA 36<sup>th</sup> 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