



## 2020 NYSPRA 41<sup>st</sup> Annual Communications Contest Award Winners

### **Arkport Central School District**

#### ***Award of Merit***

Budget/Bond Newsletter

Arkport Capital Project Newsletter

Jesse Harper, Superintendent, & the Capital Region BOCES Creative Team

### **Brewster Central School District**

#### ***Award of Honor***

Excellence in Writing

Brewster High School's Math in Carpentry and Construction Allows Students to See Math Through a Whole New Lens

Jennifer Garry, Communications Specialist, Putnam|Northern Westchester BOCES

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

#### ***Award of Excellence***

Budget/Bond Newsletter

Patriot Press: 2020 Special Budget Edition

Michele Kelley, Director of Internal and External Relations

#### ***Award of Excellence***

Calendar

Our Core Values: 2019-20 Calendar

Michele Kelley, Director of Internal and External Relations & the Capital Region BOCES Creative Services Team

#### ***Award of Honor***

Video

I Caught the Reading Bug

Lindsay Quackenbush, Public Information Specialist

### **Broome-Tioga BOCES**

#### ***Award of Honor***

Photograph

First Sounds

Don Sbarra, Communications & Public Relations Manager

***Award of Merit***

Photograph

Fire Safety Fun

Don Sbarra, Communications & Public Relations Manager

**Byron-Bergen Central School District**

***Award of Excellence***

Excellence in Writing

Economics meets home economics

Gretchen Spittler, Communications Specialist, Monroe 2-Orleans BOCES

***Award of Excellence***

Photograph

Byron-Bergen Winter Choral Concert

Gretchen Spittler, Communication Specialist, Monroe 2-Orleans BOCES

***Award of Merit***

Excellence in Writing

Comfortable bodies, focused minds Byron-Bergen Central School District

Gretchen Spittler, Communication Specialist, Monroe 2-Orleans BOCES

**Capital Region BOCES**

***Award of Excellence***

Special Purpose Publication

2020-21 CTE Course Guide

Mike McCagg, Public Information Specialist, & the Capital Region BOCES Creative Team

***Award of Excellence***

Special Purpose Publication

Student/Staff Death by Suicide Toolkit

Capital Region BOCES School Portfolio Team

***Award of Excellence***

Strategic Campaign

Bus Driver Recruitment Campaign

Capital Region BOCES School Communications Portfolio Team

***Award of Excellence***

Website

EssentialEd Website

Capital Region BOCES Communications Service & the Capital Region BOCES Creative Team

***Award of Honor***

Annual Report

2018-19 Annual Report: Future Focused, Purpose Driven

Capital Region BOCES 360 Team and Creative Team

***Award of Honor***

211 Services Campaign  
Strategic Campaign  
Capital Region BOCES School Communications Portfolio Team

***Award of Honor***

Strategic Campaign  
CTE Month Social Media Toolkit  
Christina Gore, Public Information Specialist, and the Capital Region BOCES Creative Team

***Award of Honor***

Video  
United We Stand (24 United Kick-off video)  
Lindsay Quackenbush, Public Information Specialist

***Award of Merit***

Strategic Campaign  
24 United Video Series  
Lindsay Quackenbush, Public Information Specialist

**Churchville-Chili Central School District**

***Award of Excellence***

Community Newsletter  
The Link: Churchville-Chili CSD Community Newsletter  
Chris Klem, Communication Specialist, Monroe 2-Orleans BOCES, Photography by Chris Klem, Amanda Puleo, Churchville-Chili CSD Communications Coordinator, Karen Alsup, Graphic Designer, Monroe 2-Orleans BOCES

**East Aurora Union Free School District**

***Award of Honor***

Calendar  
East Aurora 2019-20 Calendar  
Alan Gustafson, PR Specialist, Erie 2-Chautauqua-Cattaraugus BOCES

**East Ramapo Central School District**

***Award of Excellence***

Calendar  
East Ramapo CSD Community 2020-19 Calendar  
Bridget Clark, Public Information Specialist, and Michele Kessler, Graphic Designer, Rockland BOCES

***Award of Merit***

Video  
East Ramapo CSD Schools Win HUSSC Award  
Bridget Clark, Public Information Specialist, Rockland BOCES

## **East Rochester UFSD**

### ***Award of Merit***

Community Newsletter

East Rochester Union Free School District Newsletter

Mary Prusak & Iva Petrosino, Communication Specialists, & Karen Alsup, Graphic Designer,  
Monroe 2-Orleans BOCES

## **Eastern Suffolk BOCES**

### ***Award of Merit***

Photograph

Honoring our Heroes

Meg Leach, Public Relations Specialist

## **Erie 2-Chautauqua-Cattaraugus BOCES**

### ***Award of Excellence***

Electronic Newsletter

Up

Alan Gustafson, PR Specialist, Carrie Rinehart, PR Specialist, & Mike Rukavina, PR Specialist

### ***Award of Excellence***

Poster

2019 Fredonia Mini Maker Faire

Alan Gustafson, PR Specialist

### ***Award of Honor***

Calendar

E2CCB 2019-20 Calendar

Jen Osborne-Coy, APR, Chief Communications & Development Officer, Alan Gustafson, PR  
Specialist, Carrie Rinehart, PR Specialist & Mike Rukavina, PR Specialist

### ***Award of Honor***

Photograph

Practical Nursing Celebration

Mike Rukavina, PR Specialist

### ***Award of Honor***

Video

E2CCB Practical Nursing Program Profiles: Douglas Justham

Mike Rukavina, PR Specialist

### ***Award of Honor***

Video

E2CCB Practical Nursing Program Profiles: Kolaiah Young

Mike Rukavina, PR Specialist

***Award of Honor***

Video

New Visions at Chautauqua Lake

Mike Rukavina, PR Specialist, & Carrie Rinehart, PR Specialist

***Award of Merit***

Photograph

Hewes Fun Run

Mike Rukavina, PR Specialist

***Award of Merit***

Photograph

Opening Day Speaker

Mike Rukavina, PR Specialist

***Award of Merit***

Video

E2CCB Opening Day

Mike Rukavina, PR Specialist, Carrie Rinehart, PR Specialist, & Alan Gustafson, PR Specialist

**Frewsburg Central School District**

***Award of Honor***

Community Newsletter

Frewsburg CSD Community Newsletter

Alan Gustafson, PR Specialist, Erie 2-Chautauqua-Cattaraugus BOCES

**Gates Chili Central School District**

***Award of Honor***

Budget/Bond Newsletter

Gates Chili CSD District Newsletter - Budget Issue

Iva Petrosino, Director of Public Relations, Stephanie Robusto, Communication Specialist, & Lisa Constantine, Graphic Designer, Monroe 2-Orleans BOCES

***Award of Honor***

Special Purpose Publication

Moving towards your child's future

Stephanie Robusto, Communications Specialist, & Iva Petrosino, Director of Public Relations, Monroe 2-Orleans BOCES

***Award of Honor***

Video

Kindergarten at Gates Chili CSD

Iva Petrosino, Director of Public Relations, Stephanie Robusto, Communication Specialist, Tony Puleo, Videographer, Monroe 2-Orleans BOCES

## **Greater Johnstown School District**

### ***Award of Excellence***

Video

Opportunities Await Next Johnstown Superintendent

Craig Clark, Public Information Specialist, Patrick Malowski, Digital Content Specialist,  
Capital Region BOCES Communications Service

## **Greece Central School District**

### ***Award of Excellence***

Calendar

2019-20 Calendar and Handbook

Tammy Nucci, Communications Assistant

### ***Award of Excellence***

Community Newsletter

The Good Newsletter

Laurel Heiden, Community Relations Manager

### ***Award of Honor***

Special Purpose Publication

Communication Guidelines Booklet

Laurel Heiden, Community Relations Manager

### ***Award of Merit***

Strategic Campaign

COVID-19 Community Connectivity Project

Laurel Heiden, Community Relations Manager

## **Harpursville Central School District**

### ***Award of Merit***

Community Newsletter

Hornets News

Don Sbarra, Communications & Public Relations Manager, & Paul Marinaro, Graphic Artist,  
Broome-Tioga BOCES

## **Hendrick Hudson School District**

### ***Award of Merit***

Social Media

Staff Spotlights From Home

Karen Hoffman, Communications Specialist, Putnam|Northern Westchester BOCES

## **Holley Central School District**

### ***Award of Honor***

Photograph

Holley - "Dead" Girl at Mock Accident

Beth Nash, Communications Specialist, Monroe 2-Orleans BOCES

## **Katonah-Lewisboro School District**

### ***Award of Excellence***

Excellence in Writing

One-of-a-Kind Course Uses County Park as Classroom

Lenore Person, Communications Specialist, Putnam|Northern Westchester BOCES

### ***Award of Honor***

Website

KLSD-at-Home

Lenore Person, Communications Specialist, Putnam|Northern Westchester BOCES

## **Kendall Central School District**

### ***Award of Excellence***

Budget/Bond Newsletter

Kendall Budget Issue 2020 edition

Beth Nash, Communications Specialist, & Shannon Sweeney, Graphic Designer, Monroe 2-Orleans BOCES

## **Kenmore-Town of Tonawanda UFSD**

### ***Award of Honor***

Electronic Newsletter

SchoolGram

Patrick Fanelli, Community Relations Coordinator

## **Liberty Central School District**

### ***Award of Honor***

Photograph

100 Days Smarter

Lisa Ramirez, Public Information Specialist, Capital Region BOCES Communications Service

## **Madison Central School District**

### ***Award of Honor***

Excellence in Writing

Clubs Support Academic, Emotional Needs

Sapna Kollali, Public Relations Coordinator, MOBOCES

## **Midlakes Schools**

### ***Award of Excellence***

Video

Midlakes Strong Chicken Barbeque Video

Todd Clausen, Public Relations Coordinator, Wayne-Finger Lakes BOCES

### ***Award of Honor***

Community Newsletter

Midlakes Journal Community Newsletter

Todd Clausen, Public Relations Coordinator, Wayne-Finger Lakes BOCES

### ***Award of Merit***

Photograph

Midlakes Photography

Todd Clausen, Public Relations Coordinator

## **Monroe 2-Orleans BOCES**

### ***Award of Excellence***

Annual Report

Monroe 2-Orleans BOCES Annual Report

Stephen Dawe, Communication Manager, Karen Alsup, Graphic Designer, Amanda Dedie, Communication Support Specialist, Chris Klem, Communication Specialist, & Ashley Decker, Communication Specialist

### ***Award of Honor***

Social Media

Project Search Changes Lives Social Media Campaign

Chris Klem, Communication Specialist, & Karen Alsup, Graphic Designer, Monroe 2-Orleans BOCES & Client Contacts: Nicole Littlewood, Supervisor, Department for Exceptional Children, Cheryl Hamilton, Project SEARCH Instructor, & Barb Martorana, Director, Department for Exceptional Children

## **Monroe One BOCES**

### ***Award of Honor***

Photograph

Out of their seats and moving to the beat: introducing students to other cultures through music

Stephanie Robusto, Communications Specialist

## **New York Mills Union Free School District**

### ***Award of Merit***

Overall Graphics and Design

NYM Inspirational Bathroom Signs

Carly Wright, Graphic Design Artist, Oneida-Herkimer-Madison BOCES



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

### ***Award of Excellence***

Special Purpose Publication  
CTE Program Guide 2020-21  
Cheri Derdzinski, Senior Graphic Artist

### ***Award of Honor***

Overall Graphics and Design  
CTE Program Guide 2020-21  
Cheri Derdzinski, Senior Graphic Artist

### ***Award of Honor***

Website  
BOCES Website  
Oneida-Herkimer-Madison BOCES School Communications

### ***Award of Merit***

Poster  
COVID-19 Posters  
Andrea Rafferty, Graphic Services Supervisor

### ***Award of Merit***

Strategic Campaign  
EPIC  
Carly Wright, Graphic Design Artist

## **Onondaga-Cortland-Madison BOCES**

### ***Award of Excellence***

Video  
Home is the First Classroom - Regional Bilingual Education Resource Network (RBERN)  
Lou Reid, Public Information Specialist

### ***Award of Honor***

Annual Report  
OCM BOCES 2020 Annual Report  
Jackie Wiegand, Marketing Coordinator, Lou Reid, Public Information Specialist, & Katie Jensen, School Information Officer

### ***Award of Honor***

Poster  
CTE Open House - Cortlandville  
Lou Reid, Public Information Specialist

***Award of Honor***

Social Media

Saying "Thank You" to Frontline Workers

Katie Jensen, School Information Officer

***Award of Honor***

Video

Join our Team - Innovative Education at OCM BOCES

Jackie Wiegand, Marketing Coordinator, Lou Reid, Public Information Specialist, & Katie

Jensen, School Information Officer

***Award of Merit***

Electronic Newsletter

BOCES Bits

Jackie Wiegand, Marketing Coordinator, Lou Reid, Public Information Specialist, & Katie

Jensen, School Information Officer

**Peekskill City School District**

***Award of Honor***

Calendar

2019-2020 District Calendar (Bilingual)

Alma Zucco, Executive Assistant to Chief School Officer, & Laura Belfiore, Communications Specialist

**Pittsford Central School District**

***Award of Merit***

Social Media

Virtual Community Events Social Media Campaign

Nancy Wayman, APR, Director of Communication, Laurie Everhart, Communication Specialist, & Jade Rood, Communication Specialist

**Pocantico Hills School District**

***Award of Excellence***

Community Newsletter

Pocantico Hills School District newsletters

Cara Matthews, public relations specialist, & Jeffrey Braun, designer, Southern Westchester BOCES

***Award of Excellence***

Excellence in Writing

Brothers Remember Their Father as They Get VIP Treatment from NY Rangers

Cara Matthews, Public Relations Specialist, Southern Westchester BOCES

## **Putnam|Northern Westchester BOCES**

### ***Award of Merit***

Electronic Newsletter

Tech Talk Online E-Newsletter

Karen Thornton, Communications Specialist, & Valerie Laudato, Graphic Designer

### ***Award of Merit***

Excellence in Writing

BOCES Robotics Class Is Changing Lives at Peekskill High School

Fiona Mitchell, Communications Specialist

### ***Award of Merit***

Excellence in Writing

Caroline Murphy Does Double Duty as Nurse and Teacher During COVID-19

Karen Thornton, Communications Specialist

### ***Award of Merit***

Video

Mandarin Language Program: Creating a Bridge to the Future

Fiona Mitchell, Communications Specialist, & Edward Catapano, Videographer

## **Rockland BOCES**

### ***Award of Honor***

Social Media

#STOPAndSayThankYou: Rockland BOCES Spotlight on School Bus Drivers and Attendants

Ashley Columbia, Public Information Assistant

## **Rome City School District**

### ***Award of Excellence***

Social Media

Twitter

Shannon Griffith, Public Relations Assistant, & Jill Pekarski, Public Information Specialist

## **Rush-Henrietta Central School District**

### ***Award of Excellence***

Photograph

Overwhelmed

Heather Campo, Communications Specialist

### ***Award of Excellence***

Social Media

Rush-Henrietta District Facebook Page

Travis Anderson, Sr. Information Specialist, & Heather Campo, Communications Specialist

***Award of Merit***

Poster

We are Taking the Test!

Travis Anderson, Senior Information Specialist, Heather Campo, Communications Specialist, & Janette Biehler, Graphic Designer

**Somers Central School District**

***Award of Excellence***

Electronic Newsletter

Somers Schools - Home Edition

Amanda Bergen, Communications Specialist, Putnam|Northern Westchester BOCES

**South Glens Falls Central School District**

***Award of Merit***

Special Purpose Publication

South Glens Falls Branding Guide

Monica Lester, APR, Public Information Specialist, & Bonnie Minick, Graphic Artist, Capital Region BOCES Communications Service

**South Orangetown Central School District**

***Award of Honor***

Community Newsletter

SOCSD Update

Jennifer Citrolo, Public Information Specialist, & Michele Kessler, Graphic Designer, Rockland BOCES

***Award of Honor***

Video

The Making Of: TZHS Class of 2020 Graduation

Jennifer Citrolo, Public Information Specialist, Rockland BOCES

**Southern Westchester BOCES**

***Award of Merit***

Special Purpose Publication

Adult Education Brochure

Jeffrey Braun, Graphic Illustrator

**Suffern Central School District**

***Award of Merit***

Video

20 Years of FLES in Elementary Schools -- Introducing Language to Our Youngest Students

Jenny Mirmelstein, Public Information Specialist, Rockland BOCES

## **Tonawanda City School District**

### ***Award of Merit***

Video

Consolidation Plan Video Evokes Community Pride

Gregory Fox, Public Relations Associate, Michelle Rozanski, Graphic Artist, & Lori Sosenko,  
Communication Analyst

Erie 1 BOCES Communication Services

## **Union-Endicott School District**

### ***Award of Excellence***

Photograph

I missed you; I will miss you

Linda Myers, Communications Coordinator

## **Utica City School District**

### ***Award of Excellence***

Calendar

2019-20 UCSD Calendar

Carly Wright, Graphic Design Artist, Oneida-Herkimer-Madison BOCES

### ***Award of Merit***

Overall Graphics and Design

2019-20 UCSD Calendar

Carly Wright, Graphic Design Artist, Oneida-Herkimer-Madison BOCES

## **Valhalla Union Free School District**

### ***Award of Merit***

Community Newsletter

Valhalla Voyages Newsletter 2019-2020

Natalia Baage-Lord, Public Relations Specialist, Southern Westchester BOCES

### ***Award of Merit***

Electronic Newsletter

Valhalla Schools E-News 2019-2020

Natalia Baage-Lord, Public Relations Specialist, Southern Westchester BOCES

### ***Award of Merit***

Social Media

Valhalla Schools Facebook: Engaging Audiences and Increasing Support

Natalia Baage-Lord, Public Relations Specialist, Southern Westchester BOCES

## **Vernon Verona Sherrill Central School District**

### ***Award of Honor***

Special Purpose Publication

VVS Memorial Day Learning Guide

Sondra Whalen, Director of Student Programs and Communications

## **Wayne-Finger Lakes BOCES**

### ***Award of Honor***

Social Media

Social Media Variety Wayne-Finger Lakes BOCES

Amanda C. Airth, Public Information Coordinator

### ***Award of Merit***

Video

Marion Beauty and the Beast Video

Todd Clausen, Public Relations Coordinator

## **Wheatland-Chili Central School District**

### ***Award of Merit***

Special Purpose Publication

Wheatland-Chili STEM Airplane Brochure

Jackie Finn, Communication Specialist, & Karen Alsup, Graphic Designer, Monroe 2 BOCES

## **William Floyd School District**

### ***Award of Excellence***

Website

William Floyd's Dynamic New Website

Vincent Vaccarello, Website Manager, & James Montalto, Public Relations Director

### ***Award of Excellence***

Social Media

William Floyd Social Media

James Montalto, Public Relations Director

### ***Award of Honor***

Excellence in Writing

William Floyd Technology Teachers Creating Face Shields to Help Fulfill Critical Healthcare Need

James Montalto, Public Relations Director

## **Williamsville Central School District**

### ***Award of Merit***

Budget/Bond Newsletter

2019-2020 Williamsville Central School District Proposed Budget book

Rita Wolff, APR, Director of Communications, Amy Vohwinkel, Graphic Designer & Professional Photographer

### ***Award of Merit***

Calendar

2019-2020 Williamsville Central School District Calendar

Rita Wolff, APR, Amy Vohwinkel, Graphic Designer & Professional Photographer