

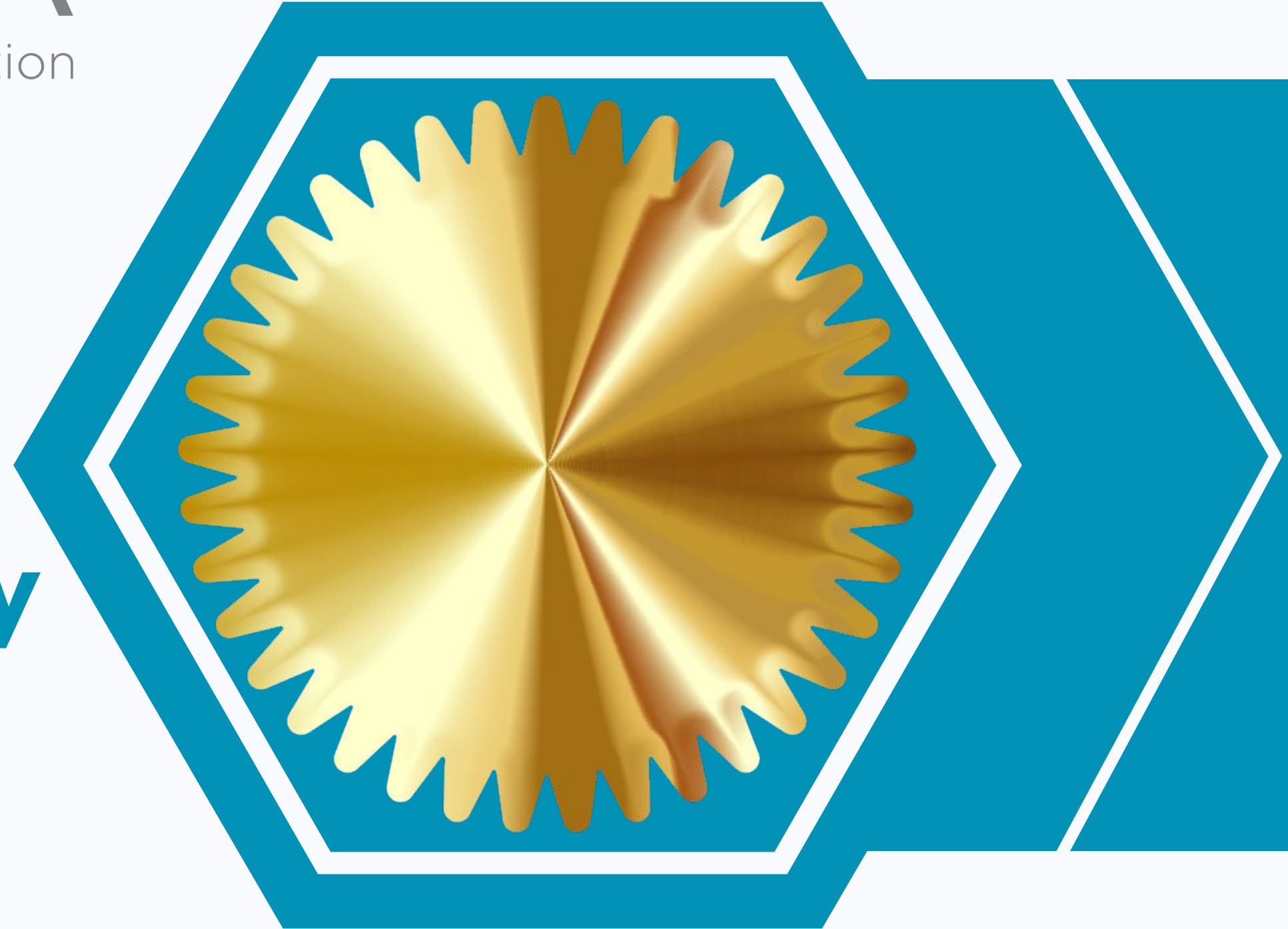


New Jersey School  
**NJSPRA**  
Public Relations Association

# 2023 School Communication Awards Ceremony

October 23, 2023

Atlantic City, NJ



# School Communication Awards

- Recognize districts for managing communications and developing tools that go **above and beyond** in disseminating important messages to their publics
- Identify **best practices** for districts to emulate
- **Open to all** districts and agencies/firms
- Part of NJSPRA member benefits
  - **Two free entries!**



# 2023 Awards by the Numbers

**8** Award  
Categories

**Forty-One  
Districts  
Entered**

**102** Total Submissions  
*Highest Number Ever!*

AZ, CA, OH, OK, IL,  
NE, NY, WA | **18 JUDGES**



***AND THE  
WINNERS ARE...***



# Livingston Public Schools

**Newsletter**  
**3rd Place**

## Judge's comment:

*"I really like your "This Week's Highlights" section and how you keep things clean by providing links back to your website vs. having every post/word written out..."*



The screenshot shows the 'LPS Spotlight' newsletter for November 1, 2022. The header is green with the title 'LPS Spotlight' and the subtitle 'News for the Livingston Public Schools Community'. Below the date is a photo of five students in a library. The main article is titled 'National Merit Scholarship Semifinalists!' and mentions that five Livingston High School (LHS) seniors were named among approximately 16,000 semifinalists in the 68th annual National Merit Scholarship Program. A 'THIS WEEK'S HIGHLIGHTS' section is highlighted in green, followed by a list of events under the heading 'SCROLL DOWN FOR INFO ON...'. The list includes: Calendar Reminder: LPS Schools and Offices Are Closed on Nov. 10 & 11; Board of Education Meeting Tonight; Portrait of a Graduate Video/Strategic Plan; Virtual Elementary Parent/Teacher Conferences: Partial Days November 18, 21 and 22; and Staff Members Complete Youth Mental Health First Aid Training.

## LPS Spotlight

News for the Livingston Public Schools Community

November 1, 2022



### National Merit Scholarship Semifinalists!

Five Livingston High School (LHS) seniors have been named among the approximately 16,000 semifinalists in the 68th annual National Merit Scholarship Program. [Read more...](#)

## THIS WEEK'S HIGHLIGHTS

SCROLL DOWN FOR INFO ON...

- Calendar Reminder: LPS Schools and Offices Are Closed on Nov. 10 & 11
- Board of Education Meeting Tonight
- Portrait of a Graduate Video/Strategic Plan
- Virtual Elementary Parent/Teacher Conferences: Partial Days November 18, 21 and 22
- Staff Members Complete Youth Mental Health First Aid Training



**education news**  
an official publication of the Little Falls Township Public Schools



July 2022

## Community committee to evaluate facilities needs

District receives \$685,000 PSE&G grant to replace aging boilers and HVAC

A community facilities committee has been formed to examine the physical condition of the district's schools and make recommendations for improvements. As part of its work, the committee will evaluate the buildings' needs due to age and normal wear and tear, and consider the educational priorities of the district. The community facilities committee will meet and tour the schools later this summer. Recommendations are expected to be presented in the fall. More than 40 people volunteered to participate on the committee. An email inviting residents to serve was sent to community organizations (town council, police department, PTAs, etc.) and invitations were posted on both the district's and the town's social media.

### Efficiency grant money from PSE&G

Extensive heating and ventilation work won't be part of the committee's recommendations: District administrators and representatives from an energy efficiency company worked to secure grant money from PSE&G to replace some energy-inefficient infrastructure. After discussions, PSE&G is awarding the district \$685,000 to replace aging boilers and other heating/ventilations units. The remainder of the cost of these improvements will be paid through the 2022-23 school budget. The work is slated to be completed this summer. The boiler/HVAC replacements were included in the school improvement plan turned down by voters in December. At the core of that plan were building renovations and the addition of prekindergarten classrooms necessary for the district to take advantage of state money for free universal pre-K. (Currently, the district offers a limited tuition-based pre-K program on a first-come, first-serve basis. The half-day program costs pre-K parents \$3,000 per year and is aligned with the New Jersey Department of Education's Preschool Standards.)



Students show off the fish keychains that were given to staff members

### 'O-fish-ally awesome'

In honor of Teacher Appreciation Week, all School No. 2 staff members received fish keychains with a card that read "Our school is offishally awesome because of you." The keychains were made by STEAM teacher Shana Opdenberg using two 3D printers purchased in January by the PTA. All students had an opportunity to see the new printers in action.



### SAYING GOODBYE

On June 17 in a moving-up ceremony, 89 eighth-graders said farewell to the Little Falls School District. As the newly minted high-schoolers exited School No. 1 after removing their mortarboards and gowns, they were "clapped out" by family members and community residents in attendance.

Little Falls Board of Education  
32 Stevens Ave  
Little Falls, NJ 07424

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\*\*\*\*\*ECRWSS\*\*\*\*  
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## LATEST INFO!

Follow us on Twitter for breaking news:  
**@LFschools**  
DON'T FORGET to turn on your notifications!



**Newsletter  
2nd Place**

### Judge's comment:

*"Nice layout, purposeful topics, well-written, and I love the tabs on top with overall "topic" for that page. Nicely done."*

# Middlesex County Magnet Schools

## Newsletter 1st Place

### Judge's comment:

*"Nice design, great use of white space, creative styling, use of photos. Content is easy to read, well written, purposeful."*



**MIDDLESEX COUNTY**  
MAGNET SCHOOLS

# INSIGHT

Summer 2023

## A MESSAGE FROM THE SUPERINTENDENT

*What a school year it has been!*

The Middlesex County Magnet Schools began the year with a new name and, as the year progressed, leaned into the rebranding with enthusiasm.

Throughout all the changes in iconography, our students, faculty, administration and staff continued to excel as they have done for more than 100 years.

New programs, new facilities and the announcement of the construction of a sixth campus – the Magnet School of the Future – all reinforce the promise that our district will continue to be a national leader in career and technical education.

You may have seen our first-ever TV commercial or our billboard. Spotlight videos focus on our career majors. We now have a YouTube channel to showcase all the wonderful things happening in the Magnet Schools.

Our alumni continue to distinguish themselves, including New Jersey Environment Protection Commissioner Shawn LaTourette and Joshua Housekeeper, who is using his HVAC skills in the Marine Corps.

Some alums have returned as teachers, including Chef Christian Rios in Piscataway Culinary and student teacher Jennifer Obrizan in East Brunswick Agriscience.

Our students have excelled in the classroom and in numerous FFA, HOSA, SkillsUSA and other competitions. Edison Academy's Team Ad Lunam won the NASA App Development Challenge, creating a rover simulation program for future moon missions and earning a trip to the Johnson Space Center in Houston.

Individual students and student clubs are being recognized for their community service.

We continue to add to our articulation agreements, allowing students to earn college credits and workplace certifications, and a new program will see some of our students earning an associate degree before they graduate from high school. Apprenticeship and internship opportunities continue to expand.

*(continued on next page)*



**Board of Education**

- Keith Jones II, *President*
- Laura Czarneski, *Vice President*
- Karen Eastman, *Member*
- Vittorio Tartara, *Member*
- Kyle Anderson, *Interim Executive County Superintendent of Schools*

**Quick Links**

Follow Us on Social Media!



@middlesexcountymagnetschools

# Perth Amboy Public Schools

## *"Rebranding Perth Amboy Public Schools"*

**Marketing,  
Branding, Image**

**3rd Place**

### **Judge's comment:**

*"The branding was well described and demonstrated."*





# Long Branch Public Schools "LBPS Branding Kit"

Marketing,  
Branding, Image  
2nd Place

**Judge's comment:**

*"The branding effort definitely leads to cohesiveness."*

Department Logos



# Middlesex County Magnet Schools

## *"Rebrand of Middlesex County Magnet Schools"*

**Marketing,  
Branding, Image**

**1st Place**



### **Judge's comment:**

*"This submission description clearly stated the challenge, identified all of the audiences and stakeholders impacted, and the presentation effectively demonstrated the application of the five campus unified brand. Well done!"*

# Piscataway Township Schools

## *"Piscataway Lantern Fly Traps"*

Media  
Relations  
3rd Place

### Judge's comment:

*"It's great to see an academic connection to community service by the science honor society. It showcases many aspects of the school experience in one story."*



# Paterson Public Schools

## *"The Longest Serving Teacher in Paterson"*

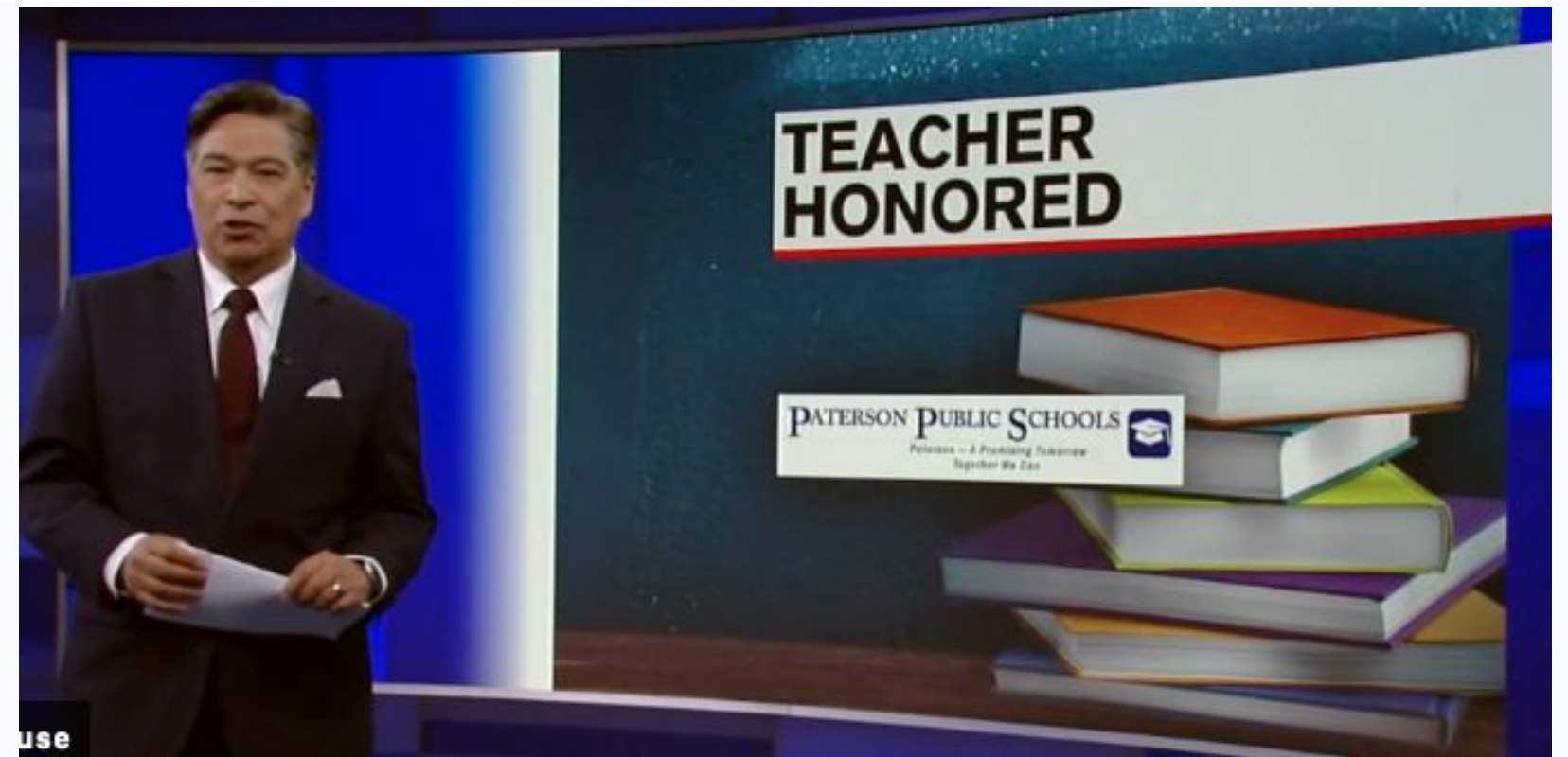
EDUCATION

### New Jersey teacher welcomes students back to classroom for 49th year



By [Toni Yates](#)

Wednesday, September 7, 2022



Media  
Relations  
2nd Place

#### Judge's comment:

*"The perfect story to counter the national teacher shortage headlines while also highlighting the passion, humility and love of the profession. Viewing her tear up, really touched my heart!"*

# Toms River Regional Schools

## *"Promoting Toms River's State Teacher of the Year"*

IN OUR SCHOOLS

### Toms River celebrates its own New Jersey Teacher of the Year



**Jean Mikle**  
Asbury Park Press

Published 5:32 a.m. ET Oct. 18, 2022 | Updated 1:28 p.m. ET Oct. 18, 2022



Christine Girtain, a science teacher and head of the Authentic Science Program at Toms River High Schools North and South, celebrates during the "pep rally" at the RWJ Barnabas Health Arena at Toms River High School North Monday, October 17, 2022, celebrating her being named the state's Teacher of the Year. *Thomas P. Costello*

**Media  
Relations  
1st Place**

#### **Judge's comment:**

*"The social media posts were appropriate and the "See? We weren't kidding!" was clever. Great coverage!"*

## Summit Public Schools "Middle School Science Activity"

Photography  
3rd Place



### Judge's comment:

*"I just love this picture! The joy on the kid's face as he interacts with the teacher is really great."*

# West Orange Public School District "West Orange HS Sports Media Association"

## Photography 2nd Place

### Judge's comment:

*"You see a lot of these type of photos, but rarely are they this effective. The lighting is tremendous, and it's obvious that a lot of time and effort was put in to get it exactly right."*



# Piscataway Township Schools

## *"Piscataway STEAM Challenge"*

**Photography**  
**1st Place**

### **Judge's comment:**

*"Something good and exciting is going on here. I would use this photo to recruit students, teachers and to sell people on how exciting education can be."*





# Cherry Hill Public Schools "Facebook Campaign - Sign Jokester"

**Social Media  
3rd Place**

## Judge's comment:

*"What a creative way to produce engagement!"*



In this season of horrendous heat and heavy traffic, WE appreciate you, Sign ...

July 25, 2022 at 1:08 PM

ID: 164375766140249

Interactions

👍 210 reactions

💬 15 comments

➦ 10 shares

# Social Media 2nd Place

## Judge's comment:

*"Congratulations on meeting your goals and getting other talented individuals involved! Your entry is a great model for school PR!"*

## Toms River Regional Schools "TRRS on Instagram"



# New Brunswick Public Schools "NBPS Social Media"

**Social Media**  
**1st Place**

## Judge's comment:

*"The photos and graphics are beautiful and seem to fit each audience you're trying to reach."*



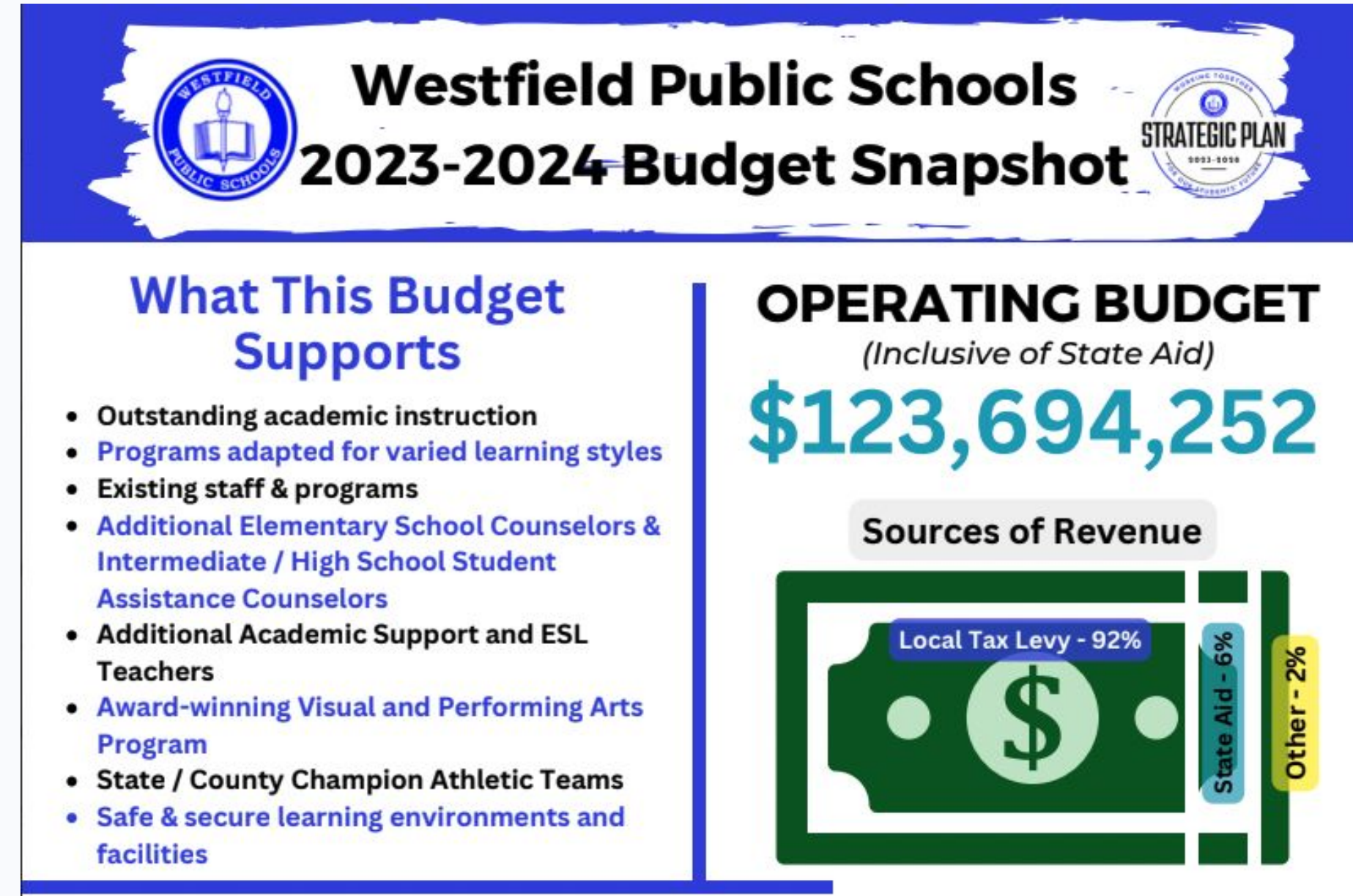
nbpschools • Follow

**nbpschools** Yesterday, over 70 volunteers collaborated to complete the @RooseveltNBPS Media Center Makerspace Project! A heartfelt thanks to @heartofamerica and @abbvie for this amazing project that will help us continue to prepare, empower, and inspire our lifelong learners. #ALLIN4NB #NBPSLetsGO!

4w

# Westfield Public Schools "Budget Snapshot Infographic"

Special Interest  
Publication  
3rd Place



## Judge's comment:

*"Clearly and visually shows the complex act of school funding in a way that "regular" people can understand. Good use of infographics and layout to make it easy to read and understand."*

# Piscataway Township Schools "Piscataway School Calendar and Guide"

Special Interest  
Publication  
2nd Place

## Judge's comment:

*"A lot of great, purposeful content, nicely formatted in a creative and eye-catching design. This looks great and serves its purpose."*



# Ramsey School District

## "Ramsey 2022-23 Academic Calendar"

Special Interest  
Publication  
1st Place

### Judge's comment:

*"Clear, simple, easy to understand. nice balance of content and graphics/photos. Excellent publication!"*

### 2023-2024 Calendar

# RAMSEY

Schools Closed
  Homework Free Weekend
  Professional Day/ No students
  Minimum Day

#### July 2023

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

#### August 2023

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

#### September 2023

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

#### October 2023

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# Laura Bishop Communications - Shrewsbury Borough School *"Shrewsbury District Clearly Explains Bond Vote"*

**Video  
3rd Place**



## **Judge's comment:**

*"All of the speakers seemed natural and the tone was conversational but to the point. It gave the video a warm, friendly feeling that kept me focused on the benefits of the bond instead of any concerns."*

<https://youtu.be/MLI3z7zkwS0>

# Hamilton Township School District

## *"Are You Ready To Be My Teacher?"*

**Video**  
**2nd Place**



[https://youtu.be/eC\\_Yg7qWcvE](https://youtu.be/eC_Yg7qWcvE)

### **Judge's comment:**

*"This is a great idea and showcased several district students."*

*"This is an exceptional video for teacher recruitment. Very well done."*



# Laura Bishop Communications - NJCCVTS

## *"Showcasing the Modern CTE Experience in NJ"*

**Video**  
**1st Place**



<https://youtu.be/-TOTFaeiDkQ>

### **Judge's comment:**

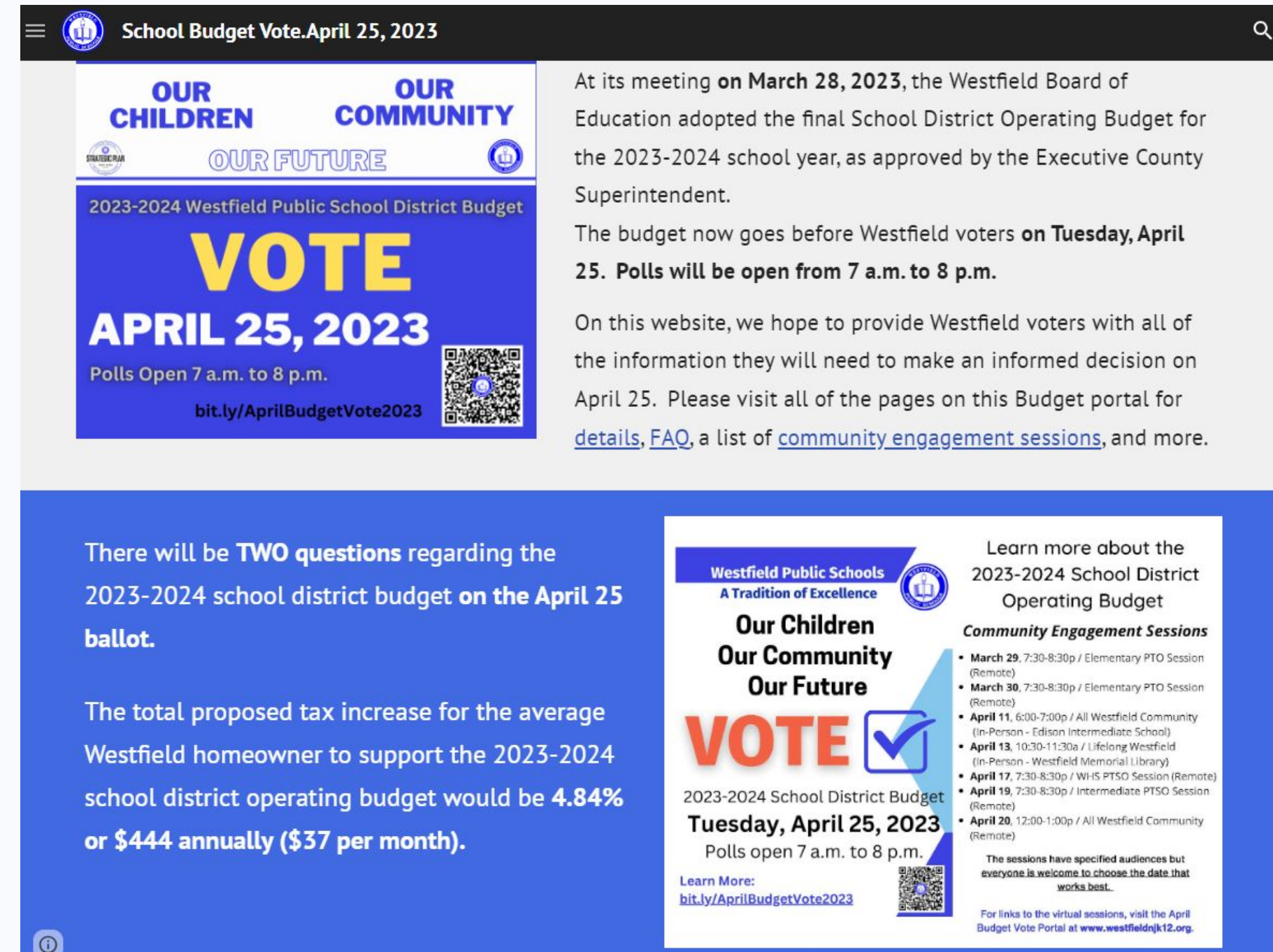
*"The video is engaging and the scene transitions help maintain the flow and interest. After watching this video, I would want to enroll my children."*

# Westfield Public Schools "Budget Vote Website"

Website  
3rd Place

## Judge's comment:

*"The website clearly met its objective! Well done!"*



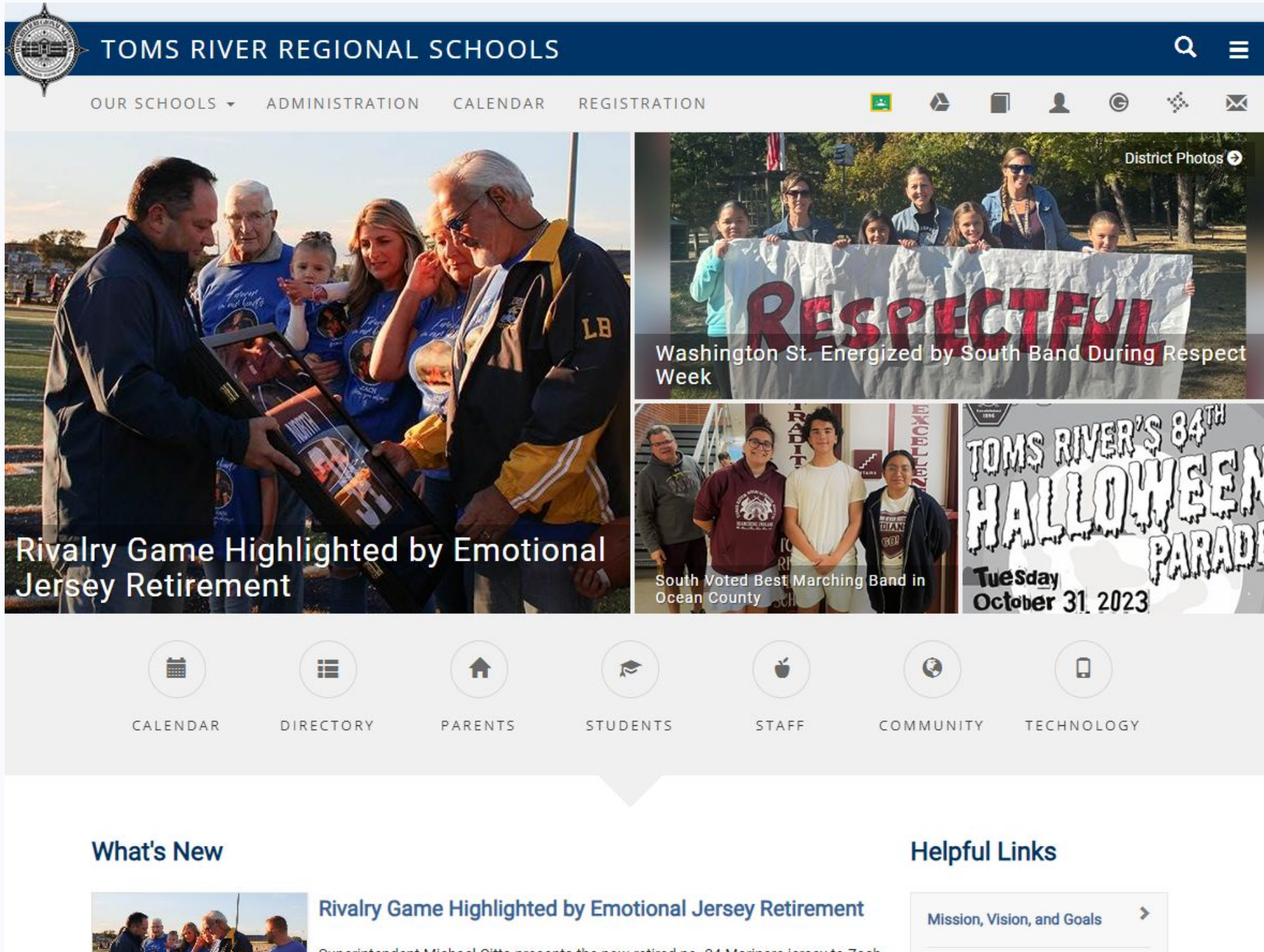
The screenshot shows the website's header with the title "School Budget Vote. April 25, 2023" and a search icon. Below the header is a blue banner with the text "OUR CHILDREN OUR COMMUNITY OUR FUTURE" and "2023-2024 Westfield Public School District Budget". The main heading is "VOTE APRIL 25, 2023" with "Polls Open 7 a.m. to 8 p.m." and a QR code. A link "bit.ly/AprilBudgetVote2023" is also present. To the right of the banner is a text block: "At its meeting on March 28, 2023, the Westfield Board of Education adopted the final School District Operating Budget for the 2023-2024 school year, as approved by the Executive County Superintendent. The budget now goes before Westfield voters on Tuesday, April 25. Polls will be open from 7 a.m. to 8 p.m. On this website, we hope to provide Westfield voters with all of the information they will need to make an informed decision on April 25. Please visit all of the pages on this Budget portal for details, FAQ, a list of community engagement sessions, and more." Below this is a blue section with text: "There will be TWO questions regarding the 2023-2024 school district budget on the April 25 ballot. The total proposed tax increase for the average Westfield homeowner to support the 2023-2024 school district operating budget would be 4.84% or \$444 annually (\$37 per month)." To the right of this text is a white box titled "Westfield Public Schools A Tradition of Excellence Our Children Our Community Our Future VOTE" with a checkmark icon. It lists "2023-2024 School District Budget Tuesday, April 25, 2023" and "Polls open 7 a.m. to 8 p.m." with a QR code and a link "bit.ly/AprilBudgetVote2023". To the right of this box is a list of "Community Engagement Sessions" with dates and times, and a note: "Learn more about the 2023-2024 School District Operating Budget Community Engagement Sessions" and "The sessions have specified audiences but everyone is welcome to choose the date that works best." At the bottom right, it says "For links to the virtual sessions, visit the April Budget Vote Portal at www.westfieldnj12.org."

<https://sites.google.com/westfieldnj12.org/april-vote-2023/home>

# Toms River Regional Schools

*"TRSchools.com"*

Website  
2nd Place



**Judge's comment:**

*"The strategies implemented made to district and individual school sites were cohesive and streamlined the website maintenance process. Well done!"*

District Website  
<https://www.trschools.com/>

# Laura Bishop Communications - "North Caldwell Bond Referendum Website"

Website  
1st Place

## Judge's comment:

*"The website design is informative, engaging,  
and user friendly. Well done!"*

The screenshot shows the homepage of the NCBOE Referendum website. At the top, there is a navigation bar with the following links: HOME, PROPOSAL, FUNDING, VIDEOS, VOTER INFO, and FAQs. A search icon is also present. The main heading reads "A BOND REFERENDUM ON TUESDAY, SEPTEMBER 26, 2023". Below this, there is a section titled "WHAT ARE THE CURRENT AND FUTURE NEEDS?" with a sub-section "ADEQUATE SPACE". The "ADEQUATE SPACE" section includes a paragraph: "Space is a high priority for general education classrooms and more" and an icon of a classroom with 12 desks.

NCBOE Referendum

HOME PROPOSAL FUNDING VIDEOS VOTER INFO FAQs

## A BOND REFERENDUM ON TUESDAY, SEPTEMBER 26, 2023



With this kind of vote (*referendum*), the school district seeks permission to borrow money (*through the sale of bonds*) to finance **large-scale projects**. Funding projects through a bond referendum offers the advantage of more than \$10 million in state aid that North Caldwell could not get through its regular property tax.

Bond funding is an efficient use of borrowing capacity. This up-front funding can be used to meet our district's growing need for space, upgrade safety and security, complete infrastructure maintenance, and protect against financial inefficiencies. It is a cornerstone of the Board of Education's long-term strategic planning for new space ready to meet North Caldwell's needs by fall of 2026.

## WHAT ARE THE CURRENT AND FUTURE NEEDS?

### ADEQUATE SPACE

Space is a high priority for general education classrooms and more



<https://sites.google.com/ncboe.org/ncboe-referendum/home>

**CONGRATULATIONS  
TO ALL OUR WINNERS!**



# Closing Notes

Coming to all winners....

- Icon Badge
- Press Release Template

Visit NJSPRA on the Exhibit Floor

Booth #727

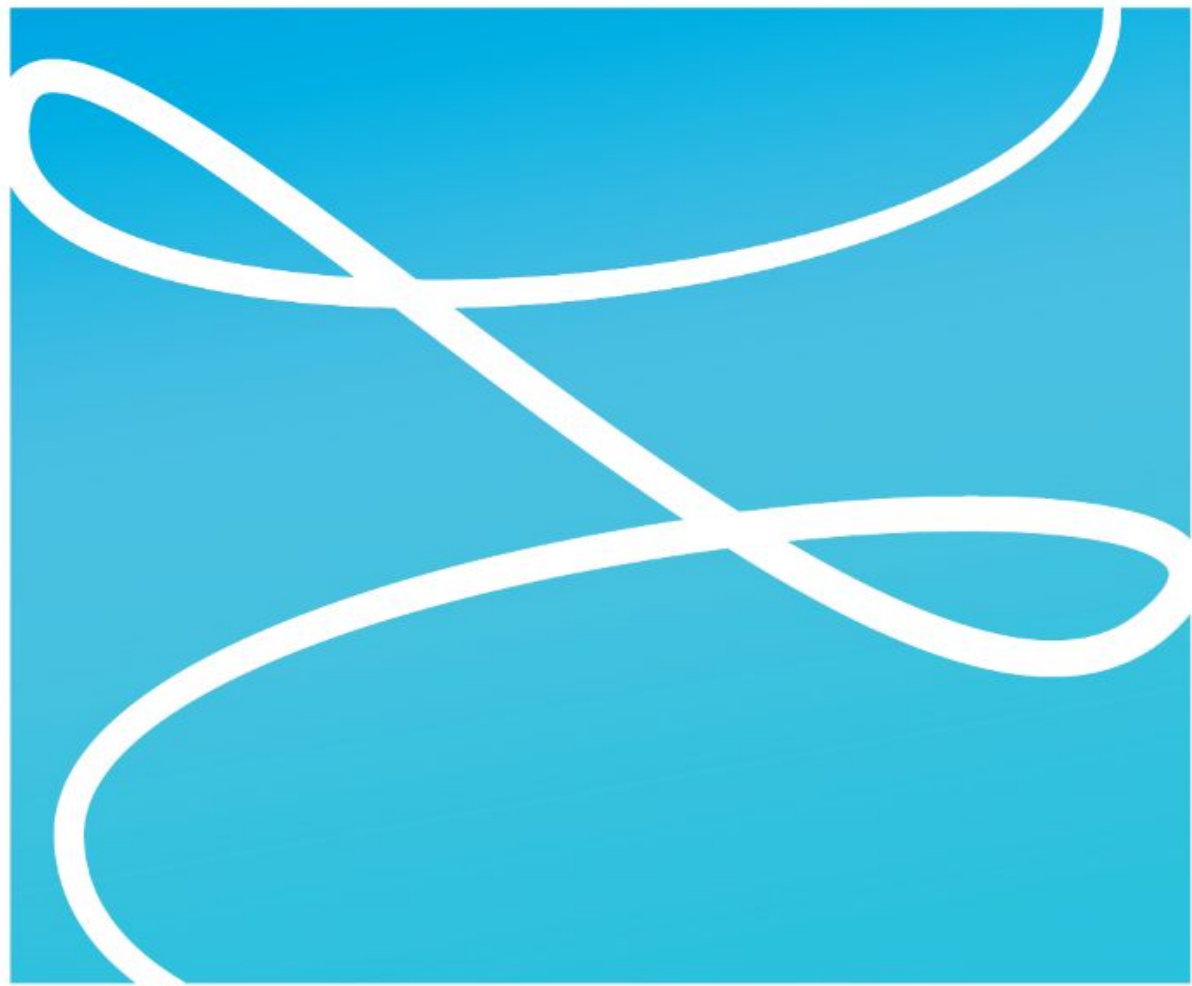
Barbara Hunter, APR - Tuesday Morning



**School  
Communication  
Award Winner**



**2023**



New Jersey School  
**NJSPRA**  
Public Relations Association