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## **Norwalk Public Schools Communications Earns 9 Publications & Digital Media Awards from the National School Public Relations Association**

Norwalk, CT (July 10, 2024) - The Norwalk Public Schools Communications Department earned nine Publications & Digital Media Awards from the National School Public Relations Association for 2024 including five Awards of Excellence.

NSPRA's Publications and Digital Media Excellence Awards recognize outstanding education publications and marketing/informational materials (print and electronic), video/TV/radio programs, social media and websites.

NPS Communications received recognition in the follow categories:

### **Award of Excellence**

- Excellence in Writing, [“Silvermine 3rd Grader Inspired by Norwalk Mayor’s Hearing Aid”](#)
- Financial Production, [“Budget in Brief”](#)
- News Release, [“NPS Cuts the Ribbon on New NCHC School-Based Health/Wellness Centers”](#)
- Video Produced In-House Single, [“Tough for a Girl”](#)
- Video Series Produced In-House, [“21 Strong”](#)

### **Award of Merit**

- Annual Report, [“NPS State of the Schools 2023”](#)
- Social Media, [“Women’s History Month”](#)
- Special Purpose Publication, [“The Norwalk Education Foundation Impact Reporter 2023/24”](#)

### **Award of Honorable Mention**

- Video Series Produced In-House, [“Inside NPS”](#)

The NPS Communication Department is led by Director of Communications and Marketing Nick Dua. He is joined by Media Relations Specialist Emily Morgan and Digital Media Specialist J.D. Freda. Starting in August 2022, this team incorporated a new dynamic, storytelling approach

to all district content.

The nature of the team's content has improved through quality, intention, style, prolificacy and adaptability. The team has implemented new styles of video, from longer-form content to implementing short "Reels" content, interviews, features and campaigns revolving around district events such as First Book and the Hispanic Heritage Festival.

The team has also focused on individualized content, putting district students, teachers and staff in the spotlight. In May 2024, the new educator spotlight "Why I Teach" campaign was launched, a video series featuring NPS students who choose the teachers they most want to ask "Why Do You Teach?" and other questions about their profession as proud educators.

Award winners will be recognized at the annual National School Public Relations Association conference in Seattle this month.