



# PERTH AMBOY PUBLIC SCHOOLS

## DISTRICT RECOGNIZED FOR BEST PRACTICES IN SCHOOL COMMUNICATIONS

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**Perth Amboy, New Jersey** – Perth Amboy Public School District was awarded 1st place for the “Our Schools” newsletter and 2nd place for the website ([www.paps.net](http://www.paps.net)) in the 2018 School Communications Awards, sponsored by the New Jersey School Public Relations Association (NJSPRA).

During the 2016-2017 school year, Perth Amboy Public Schools began revamping its electronic communications with the launch of the “Our Schools” district newsletter distributed to parents, staff and the community. In addition, upgrades were made to the district’s website, to improve the functionality of the site and to enhance the way all stakeholders receive news and information. The Superintendent, Dr. David A. Roman, and his administrative staff collaborated with district administrators on how to highlight this vibrant school community.

*“Parent and community engagement is a vital part of the educational process. School Communications is one of the top priorities in the district to ensure that our families and community members are well informed about the progress we are making to prepare our students to become college and career ready,”* stated Dr. David A. Roman, Superintendent of Schools.

The NJSPRA 2018 School Communication Awards recognizes outstanding print and electronic collateral material in New Jersey’s educational communication programs. Categories included Marketing, Branding and Image, Media Relations – Human Interest, Newsletter, Social Media, Special Interest Publication, Video and Website. The criteria for the newsletter category focused on news directed towards external audiences, published periodically and disseminated electronically to the community. The website category was based on the overall design, ease of use and up-to-date content.

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