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For Immediate Release:

Monday, June 8

Norwalk Public Schools Earns 12 National Communications Awards, Including Five Top Honors

Norwalk, Conn. (June 8, 2026) — The Norwalk Public Schools Communications Department has earned 12 Publications and Digital Media Awards from the National School Public Relations Association (NSPRA) for 2026, including five prestigious Awards of Excellence.

NSPRA's Publications and Digital Media Excellence Awards recognize outstanding education communications work across print and digital publications, marketing materials, video productions, social media campaigns, websites, and writing.

"Storytelling has become one of the most powerful ways we connect with our families and community," said Dr. Alexandra Estrella, superintendent of Norwalk Public Schools. "When people see themselves reflected in the stories we share, they gain a deeper understanding of the work happening in our schools and the impact it has on our scholars. These awards are a reflection of a communications team that has brought that vision to life with creativity, passion, and purpose while helping strengthen trust, engagement, and pride across the district."

Since August 2022, the NPS Communications team has embraced a storytelling-first approach to district communications. Rather than focusing solely on announcements and information sharing, the department has worked to bring the district's mission to life through authentic stories that showcase student achievement, innovative teaching, community partnerships, and the experiences that make Norwalk Public Schools unique.

Results from the annual Panorama Survey show this shift to a storytelling-first approach has netted an 84% overall approval of family communications from the district and schools, with approval ratings increasing every year since 2022. Families continue to report strong satisfaction with both their understanding of district communications and the timeliness of information they receive.



The NPS Communications Department received recognition in the following categories:

Award of Excellence

Financial Publication, “Fiscal Year 2025-2026 Operating & Capital Budget”
Marketing Materials, “Meet the Portrait of a Graduate Friends”
Social Media, “Limitless Series”
Website, “My Brother’s Keeper - My Sister’s Keeper”
Writing, “Everyone Loves a Mystery: Spooky Story Showcase”

Award of Merit

News Release, “Damon Lewis Named Middle School Principal of the Year”
Newsletter, “NPS Reminders 2025-26”
Video Series, “Pioneers of Norwalk”

Award of Honorable Mention

Annual Report, “2024-25 End-of-Year Executive Summary”
Calendar, “Norwalk Public Schools District Calendar 2025-26”
Infographic, “Portrait of Success: Norwalk Public Schools”
Magazine, “Limitless: NPS State of the Schools 2025 Edition”

The NPS Communications Department is led by Director of Communications and Marketing Nick Dua and includes Media Relations Specialist Emily Morgan and Digital Media Specialist J.D. Freda.

Over the past four years, the NPS Communications team has expanded both the quality and variety of district storytelling while earning consistent recognition for its work at the national and regional levels. During that time, the department has won communications awards every year, totaling 47 honors that reflect the strength, creativity, and impact of its work. Through long-form features, short-form video reels, interviews, student and staff spotlights, and multimedia campaigns tied to initiatives such as universal meals, reducing chronic absenteeism, district history, and heritage festivals, the team has created new opportunities for the community to see, hear, and celebrate the people behind the work happening in Norwalk Public Schools every day.

This continued recognition affirms the team’s commitment to ensuring that every communication does more than share information. It tells the story of NPS, where students are discovering their potential, educators are making a difference, and the entire community is helping shape a limitless future.