



Seneca Valley School District

Press Release

For Immediate Release

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SV COMMUNICATIONS DEPARTMENT AWARDED IN NSPRA, PENSPRA PUBLICATIONS CONTESTS

JACKSON TOWNSHIP, PA (June 23, 2026) – The Seneca Valley communications department earned a combined total of 21 awards in the National School Public Relations Association's (NSPRA) 2026 Publications and Digital Media Contest and in the Pennsylvania School Public Relations Association's (PenSPRA) "Excellence in Education Communications" 2025-2026 Contest.

Seneca Valley earned 10 awards in NSPRA's Contest. They received four Awards of Excellence for the 2025 Annual Report, "Driven," Kindergarten Countdown flyer, news release "Seneca Valley to Welcome Holocaust Survivor" and photography "Closing One Chapter, Opening Another." Additionally, the communications department received three Awards of Merit for the 2025-26 Activities and Information Calendar, "Leaders in the Making," Senior Holiday Event social media campaign and SV "Voices" Podcast episode "Back to His Roots – Introducing Seneca Valley's New Head Varsity Coach, Don Barclay." Lastly, they received three Honorable Mentions for SV the *Raider Pride* E-Newsletter, SV IHS Building Project and Performing Arts Center infographic and their website "Staying Informed During IHS Construction – What to Expect on the Secondary Campus."

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

In PenSPRA's Contest, the Seneca Valley communications department earned 11 awards. They received three Awards of Excellence for the 2025-26 Activities and Information Calendar, "Leaders in the Making," SV IHS Building Project and Performing Arts Center infographic and photography "Closing One Chapter, Opening Another." Additionally, the communications department received four Awards of Merit for the 2024 Annual Report, "Reaching New Heights," *Raider Pride* E-Newsletter, SV "Voices" Podcast episode "Back to His Roots – Introducing Seneca Valley's New Head Varsity Coach, Don Barclay" and their website "Staying Informed During IHS Construction – What to Expect on the Secondary Campus." Lastly, they received four Honorable Mentions for their Kindergarten Countdown flyer, news release "Seneca Valley to Welcome Holocaust Survivor," Senior Holiday Event social media campaign and their video, "Welcome Back, SV."

PenSPRA was chartered in 1969 and, much like NSPRA, is an organization of school public relations professionals whose goal is to improve educational communication and support student achievement through systematic, proactive and responsible public relations programs. Both organizations annually sponsor separate Excellence In Education Communications Contests. Entries are accepted in a number of categories to reflect the scope of work often undertaken by communications professionals.

The communications department coordinated and developed these award-winning publications for the Seneca Valley School District.

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Notes

NSPRA Publication and Digital Media Awards: 10

- Award of Excellence – 2025 Annual Report - Driven
- Award of Excellence - Kindergarten Countdown (marketing materials)
- Award of Excellence - Seneca Valley to Welcome Holocaust Survivor (news release)
- Award of Excellence – Closing One Chapter, Opening Another (photography)
- Award of Merit - 2025-26 Calendar – Leaders in the Making
- Award of Merit - Senior Holiday Event social media campaign (social media)
- Award of Merit – SV Voices Podcast – “Back to His Roots – Introducing Seneca Valley’s New Head Varsity Coach, Don Barclay”
- Honorable Mention - Staying Informed During IHS Construction – What to Expect on the Secondary Campus (website)
- Honorable Mention – SV Raider Pride E-Newsletter
- Honorable Mention - SV IHS Building Project and Performing Arts Center (Infographic)

PenSPRA Awards: 11

- Award of Excellence - 2025-26 Calendar – Leaders in the Making
- Award of Excellence – SV IHS Building Project and Performing Arts Center (Infographic)
- Award of Excellence – Closing One Chapter, Opening Another (photography)
- Award of Merit – 2024 Annual Report – Reaching New Heights
- Award of Merit – SV “Raider Pride” E-Newsletter
- Award of Merit – SV Voices Podcast – “Back to His Roots – Introducing Seneca Valley’s New Head Varsity Coach, Don Barclay”
- Award of Merit – Staying Informed During IHS Construction – What to Expect on the Secondary Campus (website)
- Honorable Mention – Kindergarten Countdown (marketing materials)
- Honorable Mention – Seneca Valley to Welcome Holocaust Survivor (news release)
- Honorable Mention – Senior Holiday Event social media campaign (social media)
- Honorable Mention – “Welcome Back, SV” (video)