



## CCSD Sheena M. Yera, Chief Communications Officer Awarded for Outstanding School Communications

**Monroe Township, NJ** -- The New Jersey School Public Relations Association (NJSPRA) named Sheena M. Yera a winner in the 2024 School Communications Award Contest. The Camden City School District received an Award of Excellence and Excellence - Best in Class in the Media Coverage category.

The NJSPRA School Communication Awards recognize professional school communicators in New Jersey and the tactics they develop that go above and beyond to disseminate important messages to their various stakeholders. "Congratulations to Sheena M. Yera for setting the standard for effective school communications here in New Jersey," said Maren Smagala, Communications Officer for Hunterdon Central Regional High School and president of NJSPRA.

The 2024 contest was among the most competitive on record with 100 submissions from 45 different school districts. The submissions for the 2024 School Communication Awards were judged by an esteemed panel of 14 judges from ten states including experienced and award winning school communications professionals and professors from Rowan University.

Awards are given out in eight different categories: Newsletter; Marketing, Branding, Image; Media Coverage; Photography; Social Media; Special Interest Publication; Video; and Website. For a complete list of winners, visit [www.njspra.com](http://www.njspra.com).

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### **About New Jersey School Public Relations Association (NJSPRA)**

*The New Jersey School Public Relations Association (NJSPRA) is an award-winning state chapter of the National School Public Relations Association (NSPRA), nationally recognized for its efforts on behalf of school public relations professionals. Members include public relations and communications professionals, as well as superintendents, administrators, board members, principals, teachers, and consultants, all of whom benefit from the wealth of information and networking to strengthen their school communications programs.*

