

## **Farmington Public Schools' Community Relations department earns multiple awards from the National School Public Relations Association**

*Farmington, Michigan*--- The Farmington Public Schools (FPS) Community Relations department was recently honored by the National School Public Relations Association (NSPRA) for distinguished achievement in the 2011 Publications and Electronic Media Contest. Out of 769 entries, the FPS electronic newsletter @*Farmington* earned the Award of Excellence – the highest honor bestowed to only 71 entrants. Other winning efforts included an Award of Merit for the FPS Web Site and an Award of Honorable Mention for the FPS 2009-2010 Annual Report, *Moving Together In One Direction*.

Since its founding in 1935, NSPRA is dedicated to helping school leaders throughout the United States, Canada, and the U.S. Dept. of Defense Dependents Schools worldwide, advance education through responsible public relations and communication. Each year, NSPRA holds the Publications and Electronic Media Contest to honor those individuals, groups and agencies, whose distinguished efforts exemplify this mission.

“As the department responsible for school community relations, the acknowledgement by NSPRA that our efforts are seen as exemplary is a great honor,” says Diane Bauman, Director of School and Community Relations. “It is always our goal to ensure great communication between our schools and the community, so we are continually evaluating and evolving the way we accomplish that.”

Along with traditional print publications, electronic newsletters, social media and the Web, the Farmington Public Schools' Community Relations department also handles District recognitions, event planning and support, media relations, and community outreach.