



For Immediate Release: July 25, 2025

Media Contact: Marisol Ramos-Lopez, Marisol.Lopez@rcsdk12.org, 585-455-2844

RCSD Communications Team Receives National Recognition for Outstanding Work

The Rochester City School District congratulates its Communications team on receiving national honors at a recent conference in Washington, D.C.

The National School Public Relations Association (NSPRA) presented its prestigious Golden Achievement Award to the RCSD for its work on a comprehensive middle school branding campaign, which supported the successful launch of four new middle schools at the start of the 2024–2025 school year.

The District also received NSPRA's Publications and Digital Media Excellence Award for the design and production of the [2024–2025 school calendar](#). More than a scheduling tool, the calendar is a key communications piece that features photography of RCSD students and staff, celebrates Districtwide achievements, and highlights important initiatives, all while reinforcing the District's brand identity. Created entirely in-house, the calendar is distributed in print and digital formats in the District's top five languages, ensuring accessibility for all families and maximizing its reach across the community.

Congratulations to the entire Communications team on this remarkable achievement!