



From Left: Marisa Celenza, Nelly Kelders, Ania Czupajlo

# Award Winning Magazine

***Congratulations!***

***You are a 2008 Bravo Award recipient.***

Thus began the e-mail announcing that CPCO had won an award for its submission to the annual Bravo Awards competition in the Communications Projects category. The Canadian Association of Communicators in Education (CACE) presented the Bravo awards at its annual conference held in Toronto in October 2008. The awards are judged by a panel of communications professionals. This year 13 awards were presented out of 41 submissions.



CPCO's submission included the four issues of *Principal Connections* for the 2007-08 school year. The application process was extensive but it was also a very valuable process as it afforded us the opportunity to reflect on our communication goals and objectives. Since we were also celebrating our 10th anniversary as an association it gave us an appreciation for how far this magazine has come in the past ten years.

*Principal Connections* was originally a four to eight-page newsletter. Michael Laverty was the first editor for the CPCO newsletter. Topics of interest included job security for CPCO members, legal issues, committee work, communications with members and the reports of the president and executive director.

The first issue of *Principal Connections* as a 24-page magazine was published in the winter of 2000. Carole Clune became the editor, ads helped to pay for the publication and the variety of articles expanded. With the addition of an in-house graphic designer, Tamara Woods, in 2002 the magazine began to take on a new look.

Today, *Principal Connections* is a 48-page magazine that is produced quarterly. It takes the staff approximately two months to put together an issue. The current editor is retired principal Marisa Celenza, the managing editor is Nelly Kelders and the art director is Ania Czupajlo. John Nijmeh, a retired vice-principal is the advertising manager and Gaby Aloï assists with the publication and distribution of the magazine. Each issue of the magazine includes regular features that are contributed by the professional staff – President Joan Duckitt, Interim Executive Director Dan Tighe, Professional Learning staff Barbara McMorro and Patty Orecchio and Member Services Director Nelly Kelders. Articles are solicited from CPCO members and invitations are extended to colleagues in the education community as well as CPCO's business partners to contribute.

The goals and objectives guide the staff in organizing each issue.

- Goals
- To create a highly professional, quarterly magazine
  - To advance the cause of Catholic education

Objectives

- To solicit articles from members that reflect best practices in their schools
- To provide relevant and timely information on legal issues and protections and other member benefits
- To inform members of trends in professional learning
- To highlight activities within the Catholic community, locally and globally
- To celebrate the achievements of CPCO members

Feedback regarding the magazine has always been very positive. The CPCO Professional Services Committee (formerly the Communications Committee) reviews the magazine annually, providing comments and suggestions as to how the publication might be improved. The data gathered in the annual communications survey has also provided staff with comments that have been helpful in determining the content of the magazine.

*I love receiving a professional publication, which is so relevant to my everyday tasks! It's great professional development for me!*

*I enjoy reading the articles written by principals and vice-principals. I also like to read about legal issues. Good information is shared and it is nice to see what schools are doing down South.*

*I have used many articles to share with colleagues on leadership, to share with school council on actions within our province and to share with teachers to support a more global knowledge of events and activities. *Principal Connections* supports my work and initiatives.*

## Share Your Story

CPCO invites submissions to its quarterly magazine, *Principal Connections*. We are always looking for good news stories from our members across the province. Share your experiences, strategies and celebrations with your colleagues.

- If there has been a special event in your school or school community of provincial interest, tell us about it.
- If you or a colleague has received special recognition, spread the news.
- If you are especially proud of a staff member, a student, a project or a unique program, let us know.
- If you have met a special or difficult challenge in your school, your colleagues would like to hear about it.
- If you have read a book that you think would be of interest to the membership, send us a book review.
- If you know about an exciting story happening in the school of one of your colleagues, tell us. We'll follow up on your lead.

**Articles should be approximately 700 words and pictures (minimum 300 dpi resolution) are always a great addition.**

**Tell us your story through photos. Send us the pictures with a description of the activity.**

There are a number of ways to submit a story or article. You can write it yourself and e-mail it to [editor@cpco.on.ca](mailto:editor@cpco.on.ca). Don't have time to write? Let us know and we can arrange to do an interview by telephone or in person if you are located close to the GTA. Some people prefer to submit the information in point form and ask us to do the writing.

We truly appreciate all contributions by our members. Please understand, however, that submission does not automatically guarantee publication and we reserve the right to edit all material.

The deadline for articles for the spring issue of *Principal Connections* is **Jan. 12, 2009**. If you have any submissions, questions or suggestions regarding *Principal Connections*, contact the editor through the CPCO office.

Tel: 416-483-1556  
Toll free: 1-888-621-9190  
E-mail: [editor@cpco.on.ca](mailto:editor@cpco.on.ca)

**Happy writing!**