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AWSP and AWSL Bring Home National Communication Honors from NSPRA

OLYMPIA -- The Association of Washington School Principals (AWSP), alongside its student leadership division—the Association of Washington Student Leaders (AWSL)—has been nationally recognized by the National School Public Relations Association (NSPRA) for outstanding achievement in school communications. These honors reflect the collaborative efforts of both teams to tell powerful stories, elevate student voice, and celebrate leadership across Washington schools.

AWSP and AWSL received:

Awards of Excellence

- 2024–26 Member Handbook and
- Fall 2024 Bookends Magazine

Awards of Merit

- AWSP Website Redesign
- “MLK: I AM | WE ARE” Video—written and presented by AWSL Director James Layman

NSPRA’s Publications and Digital Media Excellence Awards spotlight top-tier communication efforts in categories such as publications, digital media, videos, and websites. Entries are judged for audience engagement, clarity, execution, and overall design quality.

The AWSP communications team—David Morrill, Caroline Brumfield, and Mishele Barnett—led the submissions process, but the awards represent a full-team effort across AWSP and AWSL. From design and messaging contributions to storytelling and leadership, each project showcases the organization’s shared commitment and involvement to impact, inclusion, and innovation.

The entire AWSP and AWSL team celebrates this national recognition, which affirms the value of their ongoing work to support principals, empower students, and strengthen the education community across the state.



About NSPRA

The National School Public Relations Association (NSPRA) is the nation's leading professional organization for school communicators. Its annual Publications and Digital Media Excellence Awards recognize superior educational communication in a variety of formats, judged by experts in the field for their effectiveness and innovation.

About AWSP

The Association of Washington School Principals supports and develops school leaders across the state through professional learning, advocacy, and community-building. AWSP's Communications Team plays a key role in delivering timely, relevant, and engaging resources for members and stakeholders.

About AWSL

The Association of Washington Student Leaders (AWSL) supports student leadership development across Washington state. Through camps, conferences, in-school programs, and statewide initiatives, AWSL empowers students to lead with purpose, build inclusive communities, and amplify their voices. AWSL is committed to creating transformational experiences that inspire student agency, civic engagement, and positive school culture.

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