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School District of New Berlin Earns a Pair of Awards in School Communications

New Berlin - The School District of New Berlin was recently honored by the Wisconsin School Public Relations Association (WSPRA) with two Spectrum Awards of Excellence for its work in school communications.

The SDNB earned Awards of Excellence in the Annual Report category for its [2020-21 Annual Report](#) as well as in the writing category for its mid-year [newsletter cover story](#) about the district's BUILD vintage motorcycle club. Both SDNB projects also earned "best in category" recognition in their respective categories. It is the second consecutive year the SDNB received "best in category" honors in writing.

Spectrum Awards recognize high-quality public relations efforts produced by or on behalf of Wisconsin school districts. This year's awards were presented at WSPRA's annual conference held Nov. 16-18.

"I continue to be proud of our communications department and our communication efforts, and as in years past, what the award-winning projects represent is what is special," said Superintendent Joe Garza. "The BUILD story tells about just one example of our great district providing opportunities to students beyond the classroom. To give students an opportunity to do something they are passionate about – like learning how to build motorcycles – is what our district is all about.

"As for our annual report, that tells a more comprehensive story about our previous year's successes. We're able to put the spotlight on many of the great things that happened in our elementary and middle/high schools and also celebrate achievements related to our budget, employee retention and community partnerships. We have so much to be proud of and share with our community; this is one way we do that."

WSPRA's Spectrum Awards were judged by members of other school public relations associations in 15 different states, from New York to California. All entries were judged on a 30-point scale in six areas: goals and objectives, research and planning, execution and evaluation, results, language, and design.

The Wisconsin School Public Relations Association ([WSPRA](#)) is a professional association representing schools, school districts, educational associations, consulting agencies and organizations. WSPRA is a state affiliate of the National School Public Relations Association ([NSPRA](#)). The mission of WSPRA is to expand the capacity of its members to provide effective communication management for the purpose of strengthening educational opportunities for all students.

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