



Immediate Release
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School District of New Berlin's Earns Two National School Public Relations Association Awards

New Berlin, Wis. – The School District of New Berlin has earned two National School Public Relations Association awards in the organization's publication and electronic media contest.

The district's 2016-17 Annual Report earned an Award of Excellence, one of only nine annual reports nationwide to do so. Additionally, the video "Realizing the Vision of a College and Career Ready Graduate" earned an Award of Merit.

The district collaborated with Foundry, a graphic design company, on the Annual Report, and with Chameleon Communications, for the award-winning video.

"Both projects emphasize the effort our teachers and administrators give on a daily basis in order to provide all students with an education at a level of excellence our community expects," Superintendent Joe Garza said. "The award-winning projects also reflect the tremendous opportunities we provide our students, and the high-level of success our students demonstrate when given those opportunities."

This is the second straight year the SDNB has earned a NSPRA award of excellence; its Academic and Career Planning Guide was recognized a year ago.

There were more than 1,000 entries in three separate NSPRA award contests this year. Nearly 650 entries received awards of excellence, merit or honorable mention.

The National School Public Relations Association (NSPRA) is a professional association representing schools, school districts, educational associations, consulting agencies and organizations. Since 1935, NSPRA has been providing school communication training and services to school leaders throughout the United States, Canada and the U.S. Dependent Schools worldwide.

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