



Immediate Release
Date: June 15, 2017
Contact: David Cotey, Coordinator of Communications
262-789-6225 | david.cotey@nbexcellence.org

School District of New Berlin's Earns Three National School Public Relations Association Awards

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

The district's Academic and Career Planning Guide earned an Award of Excellence; the 2016-17 Annual Report and the video, "Preparing for Life After Graduation", earned Awards of Merit.

The district collaborated with Foundry, a graphic design company, for both the Academic and Career Planning Guide and the Annual Report, and with Chameleon Communications, for the award-winning video.

"We are proud of these awards, but more so what they represent," Superintendent Joe Garza said. "We emphasize the importance of telling our story about the great things our students and staff do every day, and both our Annual Report and our video series do that. And our Academic and Career Planning Guide is an important component of our district's highly successful academic and career planning and college and career readiness initiatives."

There were 948 entries in this year's contest. In the publications' portion, there were 546 entries; 74 received Awards of Excellence, 119 received Awards of Merit and 152 received Awards of Honorable Mention. In the video portion, there were 268 entries; 23 received Awards of Excellence, 120 received Awards of Merit and 101 received Awards of Honorable mention. Additional categories were websites and social media.

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.

###