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Contact: David Cotey, Coordinator of Communications
262-789-6225 | david.cotey@nbexcellence.org

School District of New Berlin Earns Three Spectrum Awards in School Communications from Wisconsin Public Relations Association

New Berlin, Wis. – The School District of New Berlin was honored by the Wisconsin School Public Relations Association (WSPRA) with three Spectrum Awards for its work in school communications.

WSPRA presented the Spectrum Awards at its annual conference, Nov. 7-9, in Madison. The SDNB earned an Award of Excellence for its marking campaign of “Accomplish More in Four” and its staff e-newsletter, *The Staff Connection*. The district also received an Award of Merit for its 2016-17 Annual Report, which is mailed to all district residents in the fall.

“As a district, we work hard to share information with and tell our stories to all our stakeholders,” Superintendent Joe Garza said. “This year’s award-winning efforts represent the wide range of stakeholders we regularly try to reach including students, parents, staff and the greater community.”

“We are proud of the work we do on behalf of students, families and staff each and every day, and we believe these projects are exemplary of our efforts to keep all our stakeholders informed of our efforts.”

Spectrum Awards recognize high-quality public relations efforts produced by or on behalf of Wisconsin school districts. This year, this statewide competition honored 42 school districts with awards.

“Spectrum Award winners exemplify the very best communications work in school districts across the state,” said WSPRA President Christina Brey. “The winners demonstrate the value of engaging stakeholders in order to build community support for Wisconsin’s public schools.”

WSPRA’s Spectrum Awards are judged by members of other school public relations associations throughout the United States, including from Illinois, North Dakota, Minnesota, Michigan, Iowa and South Carolina. 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.

WSPRA is a professional association representing schools, school districts, educational associations, consulting agencies and organizations. The theme for the 2018 conference was “Building on the Best. Creating the best possible school communications for student success!”

WSPRA is a state affiliate of the National School Public Relations Association. 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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