

School District of New Berlin Claims Lighthouse Award at Wisconsin School Public Relations Association Conference

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

Spectrum Awards recognize high-quality public relations efforts produced by or on behalf of Wisconsin school districts. This year, this statewide competition honored 30 school districts with awards.

WSPRA presented its Spectrum Awards at its recent annual conference in Sheboygan. The SDNB earned its Award of Excellence for its 2014-15 Annual Report. The report, developed by the district's communications department and Foundry, a graphic design company, received a perfect score and earned WSPRA's top prize, the Lighthouse Award, given to one project annually.

"Spectrum Award winners exemplify the very best communications work in school districts across the state," WSPRA president Sarah Heck said. "The winners demonstrate the value of engaging stakeholders in order to build community support for Wisconsin's public schools."

This is the second consecutive Award of Excellence for the district's annual report. You can view the award-winning publication [here](#). The [2015-16 Annual Report](#) will be eligible for a WSPRA award next fall.

"We appreciate the recognition by WSPRA for our communication efforts and are certainly proud of our annual report and our other communications efforts," Superintendent Joe Garza said. "Our communications team helps us show our community the great things that happen in our schools every day and regularly promotes advocacy for our schools."

WSPRA's Spectrum Awards are judged by members of the Illinois School Public Relations Association (INSPIRA) on a four-point scale in four areas: goals and objectives, research and planning, execution and evaluation and results.

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.