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For Immediate Release
November 13, 2017

Greendale Schools Earns Spectrum Award for Excellence in School Communications

Greendale, WI -- Greendale Schools was recently honored by the Wisconsin School Public Relations Association (WSPRA) with a Spectrum Award of Excellence for its work in school communications. WSPRA presented the Spectrum Awards at its recent annual conference in Elkhart Lake, Wis. The District earned an Award of Excellence for its "[Inspiring Students" video project](#). The brief video was produced by the District with Class of 2017 alumnus Patrick Thomas Keen.

Spectrum Awards recognize high-quality public relations efforts produced by or on behalf of Wisconsin school districts. This year, this statewide competition honored 40 school districts with awards.

"Spectrum Award winners exemplify the very best communications work in school districts across the state," said WSPRA President Sarah Heck. "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 the Illinois School Public Relations Association (INSPRA) 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. The theme for the 2017 conference was "Relationships Matter! Improving Student Success through True Engagement."

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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