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NEWS RELEASE FOR IMMEDIATE RELEASE

Kimberly Area School District Receives State's Top School Communications Award

Kimberly, Wis. – December 21, 2017 – The [Kimberly Area School District](#) was recently honored with the Lighthouse Award from the [Wisconsin School Public Relations Association \(WSPRA\)](#). “Congratulations to the Kimberly Area School District and Nicole Noonan for earning the Lighthouse Award, which is the highest award given each year,” said WSPRA President Sarah Heck. “To be designated as the best of the best is a great achievement, and Kimberly is to be commended on its communication efforts with the community.”

“I am proud of the many staff members, and especially Nicole Noonan, for receiving the Lighthouse Award for their efforts to share our District’s story with the community,” said Bob Mayfield, Superintendent of the Kimberly Area School District. “Our District’s culture is based on encouraging our staff, as well as our students, to pursue their potential. This award recognizes our commitment to sharing the good work taking place in public education.”

The Kimberly Area School District also received two Spectrum Awards of Excellence for its work in school communications, one for its [Papermaker News](#) community newsletter and one for its communications recognizing Kimberly High School’s [award-winning Rube Goldberg Machine](#) teams.



Nicole Noonan, Marketing & Community Coordinator, accepted the Lighthouse Award from the Wisconsin School Public Relations Association on behalf of the Kimberly Area School District.

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Stacey Laundrie, a teacher at the [4K Center for Literacy](#), and Kris Van Handel, a paraprofessional in Mrs. Laundrie's class, were also honored with an Award of Merit for their high-quality classroom website that engages with the parents of their 4K students.

Photos from eighth graders Evan Bosch and Owen Ley, both [J.R. Gerritts Middle School](#) students in Brad Hoerth's photography class, were selected as the background on all WSPRA award certificates that were presented, making the awards extra special.



Stacey Laundrie, teacher, and Kris Van Handel, paraprofessional, at Kimberly Area School District's 4K Center for Literacy received an Award of Merit for their classroom website that engages with the parents of their 4K students.

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

“Spectrum Award winners exemplify the very best communications work in school districts across the state,” said 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 (INSPPRA) on a 30-point scale in six areas: goals and objectives, research and planning, execution and evaluation, results, language, and design. WSPRA presented the Lighthouse and Spectrum Awards at its recent annual conference in Elkhart Lake, Wis., where leaders in the industry gathered for professional development and collaboration.

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.

About the Kimberly Area School District

The Kimberly Area School District is a progressive public school district committed to providing the best possible education available to students. Its responsibility is to help lead the way in developing well-rounded students and future citizens. The District wants every student to be given the opportunity to reach their potential through academics, the arts and co-curricular activities. It encompasses approximately 17 square miles and serves over 5,100 students in one 4K center, four elementary schools (5K-4), two intermediate schools (5-6), one middle school (7-8) and one high school (9-12). To learn more about the Kimberly Area School District, call (920)788-7900 or visit www.kimberly.k12.wi.us.