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NEWS RELEASE FOR IMMEDIATE RELEASE

Kimberly Area School District Earns Two Spectrum Awards for School Communications

Kimberly, Wis. – November 21, 2019 – The [Kimberly Area School District](http://www.kimberly.k12.wi.us) was recently honored by the Wisconsin School Public Relations Association (WSPRA) with two Spectrum Awards for its work in school communications.

WSPRA presented the Spectrum Awards at its recent annual conference, Nov. 6-8, in Oshkosh, Wis. The Kimberly Area School District earned an Award of Excellence for the District's Trademark Identity Packages and an Award of Merit for its [Plan for Excellence](#) communications.



Spectrum Awards recognize high-quality public relations efforts produced by or on behalf of Wisconsin school districts. This year, this statewide competition honored 47 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 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, New York, and South

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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.

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 2019 conference was “The Art of School Communications.”

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 5,000 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.

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