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For immediate release

Pewaukee School District Earns Spectrum Awards For Excellence In School Communications

Print and Electronic Newsletters Receive Awards From WSPRA

PEWAUKEE, WI - Pewaukee School District was recently honored by the Wisconsin School Public Relations Association (WSPRA) with a Spectrum Award of Excellence and Spectrum Award of Merit for its work in school communications.

WSPRA presented the Spectrum Awards at its recent annual conference, Nov. 7-9, in Madison, Wis. Pewaukee School District earned an Award of Excellence for its print newsletter [The Perspective](#), mailed three times per year to over 12,000 residents. The district was also honored with an Award of Merit for its weekly electronic newsletter [Weekly Updates](#), sent to more than 3,500 subscribers.



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.

“We are extremely proud to receive two Spectrum Awards for our efforts in communicating the incredible achievements of the students and staff of Pewaukee schools,” said Pewaukee School District Superintendent Dr. Mike Cady. “Our district values our ability to share its success with the community and it shows with these awards.”

Pewaukee School District is a public 4K-12 district offering an award-winning, future-ready education to over 3,000 students on a unique, single-campus setting. We passionately commit to our mission to open the door to each child's future.