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Mequon-Thiensville School District Wins Four Statewide Communications Awards

MEQUON, WI. — Mequon-Thiensville School District was recently honored by the Wisconsin School Public Relations Association (WSPRA) with three Spectrum Awards of Excellence and one Spectrum Award of Merit for its work in school communications.

WSPRA presented the Spectrum Awards at its recent annual conference in Elkhart Lake, Wis. Spectrum Awards recognize high-quality public relations efforts produced by or on behalf of Wisconsin school districts. This year, this statewide competition honored 23 school districts with awards.

MTSD earned an Award of Excellence for its [marketing video](#), [marketing folder](#) and [performance report](#). Additionally, MTSD earned an Award of Merit for the [vacant land sale document](#) the District created and mailed to all Mequon and Thiensville households. MTSD's Executive Director of Communications Melissa McCrady created the award-winning documents in order to engage key community stakeholders. The MTSD Board of Education approved the creation of an Executive Director of Communications position in spring 2013.

"Spectrum Award winners exemplify the very best communications work in school districts across the state," said WSPRA President Kevin Hickman. "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 the Illinois School Public Relations Association (INSpra) 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.

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