

OUSD EARNS 3 SPECTRUM AWARDS IN SCHOOL COMMUNICATIONS AT WSPRA 2021



By Anindita Neogy Anaam
Communications Specialist



Communications Specialist for OUSD, Andy Anaam, accepting three SPECTRUM AWARDS (WSPRA) for School PR and strategic communications for the school year 2020-2021.

The Oconto Unified School District was recently honored by the Wisconsin School Public Relations Association (WSPRA) with THREE Spectrum Awards of Merit for its work in school communications.

WSPRA presented the Spectrum Awards at its annual conference held November 3-5. The Oconto Unified School District earned Awards of Merit for its 2021 Referendum Campaign, OUSD Website Design Makeover, and Community Newsletter - The Blue Devils Bulletin.

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

"The work submitted by the Spectrum Award winners is a testament to the importance of school communications and community engagement," said WSPRA President Tracy Habisch-Ahlin. "Projects submitted were a result of work completed during the 2020-21 school year, which was challenging due to COVID. The award winners demonstrated the critical role communication professionals play in education."

"We are thankful to WSPRA for recognizing the work that we put into our communications this past school year. Being acknowledged in three areas gives us great pride. We at OUSD are committed to excellence in all that we do. Communication is a strong portion of that. It is through the work of our communications that we are able to showcase all that we have to offer. Telling our story and celebrating who we are takes time and commitment. We have wonderful people to work with, our students and staff do amazing things every day and we are grateful that we are able to share that with our community." says OUSD Superintendent, Emily Miller.

"It is a great honor to receive recognition for our communications efforts at such a prestigious platform." said OUSD Communications Specialist Andy Anaam who represented and accepted the awards on behalf of the school district.

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.

How were the awards 'evaluated'?

WSPRA's Spectrum Awards were judged by members of other school public relations associations in 15 different states, from New York to California. 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.