



THREE LAKES SCHOOL DISTRICT

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# Press Release

## Three Lakes School District Wins Three WSPRA Spectrum Awards

**Three Lakes, Wisconsin** — Three Lakes School District was recently honored by the Wisconsin School Public Relations Association (WSPRA) with three Spectrum Awards for its work in school communications.

WSPRA presented the Spectrum Awards at its recent annual conference, which was held virtually on April 7-8. Three Lakes School District earned an Award of Excellence for the district's Bluejay Return Plan in the Special Purpose Publication/Project category; an Award of Merit for the district's 2020 Christmas Program in the Video category; and an Award of Merit for the district's 2020 website redesign in the Website category.

Spectrum Awards recognize high-quality public relations efforts produced by or on behalf of Wisconsin school districts. This year, this statewide competition honored 52 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. "This year of COVID has highlighted the critical role communication professionals play in education. The award winners demonstrate how schools and communities serve the needs of our children best when they work together to understand educational priorities and needs."

"As a district, we've been pushed to learn and excel in new areas of communications this past year," said Three Lakes Communications Director Jennifer West. "These awards are really just a byproduct of the fantastic stories we get to tell about our students, staff and community."

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, Texas, Alabama, Arizona, 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.

**About TLSD** - *Three Lakes School District is located in Oneida County, Wisconsin, in the heart of the Northwoods. Our district includes Sugar Camp Elementary, Three Lakes Elementary and Three Lakes Jr./Sr. High schools and the communities of Hiles, Monico, Piehl, Stella, Sugar Camp and Three Lakes. Our award-winning district has received a 2017 Magna Award Honorable Mention and has been recognized as a Title 1 School of Recognition.*

**About WSPRA** - *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 2021 conference was "From CRISIS to CALM - How to Hit the Reset Button After the Pandemic."*

*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.*