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## School District of Altoona Earns Spectrum Merit Award for Excellence in School Communications

Last night, June 21, Wisconsin School Public Relations Association (WSPRA) president, Tracy Habisch-Ahlin, presented the School District of Altoona, and Communications Coordinator, Joyce Orth, with a Spectrum Award for its work in school communications. The Award of Merit was given for the Recognize a Railroader campaign conducted in November 2020.



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. Submissions 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.

"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."

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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