



# NEWS RELEASE

Waterford School District, 501 N. Cass Lake Road. Waterford, MI 48328

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## **Waterford School District's Communications Department earns both state and national recognition *District receives 10 awards***

Waterford School District's School and Community Services Department was recently honored with 10 awards for outstanding work in school public relations and communication.

Five awards were earned from the [National School Public Relations Association \(NSPRA\)](#), which provides school communication services and training to school leaders throughout the United States and Canada. Out of the five awards, three were Golden Achievement Awards, distinguishing Waterford School District as the only district in the state to earn national recognition for three of its communication programs in a category of this caliber.

The remaining five awards were given by the [Michigan School Public Relations Association](#), a chapter of NSPRA that focuses on providing similar resources, but to school leaders located specifically in Michigan.

"We are appreciative both NSPRA and MSPRA recognize our exemplary communications program," said Waterford School District Superintendent Scott Lindberg. "Every day, this district strives to provide transparent and consistent communication to our community that both informs and celebrates our efforts. These awards are further proof we are meeting the communications goals carefully outlined in our district's strategic plan."

The following is a list of awards received from MSPRA:

- Award of Merit: Audio/Podcast category - [WSD Voice Podcast](#)
- Award of Merit: Marketing Materials category - [Kindergarten Booklet](#)
- Award of Merit: Video category - [WSD Spotlight: 2023 Teacher of the Year](#)
- Award of Excellence: Diversity, Equity and Inclusion category - Inclusive Photography Catalog Refresh Project
- Award of Excellence: Social Media category - [Alumni Spotlight](#)

The following is a list of awards received from NSPRA:

- Award of Honorable Mention: Video category – [New Curriculum Investments](#)
- Award of Excellence: Podcasting/Audio – [WSD Voice Podcast](#)
- Golden Achievement Award: Inclusive Photography Catalog Refresh Project
- Golden Achievement Award: [Waterford Why Staff Recruitment and Retention Marketing Campaign](#)
- Golden Achievement Award: Today's Student, Tomorrow's Leader Enrollment Campaign

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