



*WSPRA, the state's leader in school-community relations, will expand the capacity of its members to provide effective communication management for the purpose of strengthening educational opportunities for all students.*



The Wisconsin School Public Relations Association (WSPRA), established in 1967-68, is an independent association serving school districts across Wisconsin. Members include superintendents, district administrators, school board members, principals, support staff, parents, and communication professionals.



### Do You Work With

- ◆ media relations?
- ◆ building community relationships?
- ◆ marketing your district?
- ◆ referenda?
- ◆ crisis communication?
- ◆ newsletters?
- ◆ and more ...?



### WSPRA Can Help!

- Annual Fall Conference
- Regional Workshops
- Web Site Resources
- District-specific Presentations
- Quarterly Newsletters
- Crisis Assistance
- Inspiration!

Effective school public relations is the key to continuing Wisconsin's tradition of excellence in education. Our future depends on it!

**Join your WSPRA colleagues today!**

Complete the membership enrollment form or join online at [wspira.org](http://wspira.org).



# Membership Options for 2014-15

## Membership Enrollment Form

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**Individual** — \$99

**District/Organization Communication Team** - \$299 for up to five individuals. Suggestions include: PR professional, superintendent, school board members, building administrators, administrative assistant, technology personnel

**Students pursuing graduate studies in Educational Administration or Communication** — \$35

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Organization

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Address City State/Zip Code Phone (include area code)

### MEMBERS:

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1. Name Position E-mail Address

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Address (if different from organization above) City State/Zip Code Phone Fax

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2. Name Position E-mail Address

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Address (if different from organization above) City State/Zip Code Phone Fax

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3. Name Position E-mail Address

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Address (if different from organization above) City State/Zip Code Phone Fax

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4. Name Position E-mail Address

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Address (if different from organization above) City State/Zip Code Phone Fax

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5. Name Position E-mail Address

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Address (if different from organization above) City State/Zip Code Phone Fax

**Include purchase order or check payable to WSPRA with enrollment form and send to:**

**WSPRA**  
**4797 Hayes Road, Suite 103**  
**Madison, WI 53704**