

Salina Unified School District No. 305

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Salina Public Schools Earns National Award for Marketing Communications Campaign

The National School Public Relations Association (NSPRA) has announced Salina Public Schools (SPS) as the recipient of a 2023 NSPRA Gold Medallion (the highest award level). The award recognizes superior school public relations campaigns grounded in strategic communication best practices.

Salina Public Schools' *Greatness Grows Here* marketing communications campaign is one of eight selected out of 66 nationwide entries. The campaign showcased the many ways that SPS provides unmatched opportunities and whole-child education. The campaign was created in collaboration with CEL, a marketing company, and lead strategist Kristin Magette, APR, currently assistant executive director of communication and engagement at Kansas Association of School Boards.

"This campaign was built on what we heard from our community," explained Linn Exline, superintendent. Focus groups of community members, staff, students and district leadership provided feedback that informed the campaign, updated the district's brand and visual identity and more.

The award will be presented at the NSPRA conference in July.

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