

ANCHORAGE SCHOOL DISTRICT
ANCHORAGE, ALASKA

ASD MEMORANDUM #40 (2000-2001)

September 11, 2000

TO: SCHOOL BOARD

FROM: OFFICE OF THE SUPERINTENDENT

SUBJECT: NATIONAL SCHOOL PUBLIC RELATIONS AWARD

PERTINENT FACTS:

Each year the Public Affairs Department publishes dozens of informational documents for the District, but only one of those documents gives a comprehensive overview of the organization. Designed like a book, "Telling Our Story" is complete with chapters, lively photographs, and "reviews" of the District. It is full of facts about our community, our programs, and our outstanding staff and students. "Telling Our Story" provides the foundation for other Anchorage School District publications, such as the annual "Report to the Community" and the "Classroom Connection" newspaper insert.

Communications specialist Cindy Wilsbach provided the creative concept and narrative for "Telling Our Story," and graphic designer Pam Butcher brought it to life with interesting photos and charts and an inviting layout. As a team, Cindy and Pam produce print materials ranging from School Board meeting advertisements to internal newsletters and publications for parents.

This summer the National School Public Relations Association (NSPRA) recognized Wilsbach and Butcher with an Award of Excellence in the 2000 Publications and Electronic Media Contest. "Telling Our Story" was distributed at the annual NSPRA conference as an example of outstanding school district marketing material. The Public Affairs Department also received awards from NSPRA for the internal newsletter "In the School Zone," and the employee recruitment CD.

It is recommended that the School Board recognize Cindy Wilsbach and Pam Butcher for their ongoing commitment to telling the Anchorage School District story in an interesting and meaningful way.

BC/LW/me

Prepared by: Michelle Egan, Public Relations Director
Approved by: Lawrence A. Wiget, Executive Director, Public Affairs