

ANCHORAGE SCHOOL DISTRICT
ANCHORAGE, ALASKA

ASD MEMORANDUM #142 (2002-2003)

December 9, 2002

TO: SCHOOL BOARD
FROM: OFFICE OF THE SUPERINTENDENT
SUBJECT: PUBLIC AFFAIRS AWARD OF EXCELLENCE

PERTINENT FACTS:

Each year the Alaska Chapter of the Public Relations Society of America (PRSA) recognizes excellence in public relations through a variety of awards programs.

In early November, the District's Public Affairs Department was presented with an Award of Excellence in the category of Special Printed Promotional Materials, from the Alaska Chapter of PRSA.

Roger Fiedler, Public Affairs Specialist, and Pam Butcher, Publications Specialist, worked diligently together on the 2002-2003 school year calendar, a color, multi-page publication that not only provides notable school dates, but additional material on district policies, programs and procedures, and District/school contact information. This year's calendar, they decided, would combine several existing district publications into one format, thus reducing on-going printing costs. In addition, they reduced costs by receiving monetary contributions from several school business partners.

Upon distributing the calendars to schools, employees, parents, community members and others at the beginning of the school year, the Public Affairs office received numerous positive comments about the calendar's new format. In addition, a local newspaper wrote an article about it, whereby it was referenced as a 'one-stop' information source.

It is requested the School Board recognize Mr. Fielder and Ms. Butcher for earning the PRSA Award of Excellence for Special Printed Promotional Materials.

CC/ME/LN

Prepared by: Lori Nakanishi, Communications Specialist

Approved by: Michelle Egan, Director, Public Relations