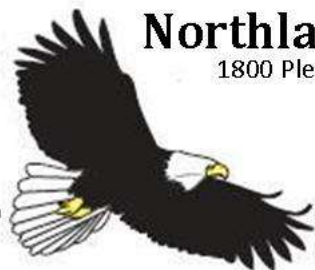


**BOARD OF EDUCATION**  
Jim Mulleady – President  
Mike Sealander – Vice President  
John Sarama – Clerk  
Holly McCormack – Treasurer  
Eric Neff – Deputy Clerk  
Mike Jovanovic – Member  
Mark Vander Bloomen – Member



# Northland Pines School District

1800 Pleasure Island Road • Eagle River, WI 54521

Phone: 715-479-6487

Fax: 715-479-7633

[www.npsd.k12.wi.us](http://www.npsd.k12.wi.us)

## ADMINISTRATION

Dr. Mike Richie – District Administrator  
Margo Smith, C.P.A. – Business Manager

**FOR IMMEDIATE RELEASE**

NOVEMBER 17, 2011

**CONTACT:** Mike Richie, Northland Pines District Administrator  
(715) 479-6487 Option 1, Ext. 1, [mrichie@npsd.k12.wi.us](mailto:mrichie@npsd.k12.wi.us)

## **NORTHLAND PINES SCHOOL DISTRICT RECEIVES PUBLIC RELATIONS AWARDS**

**EAGLE RIVER, WI** – The Wisconsin School Public Relations Association (WSPRA) awarded the Northland Pines School District (NPSD) with two Spectrum Awards at their annual conference on November 3-4, 2011. The school district's website was awarded with the highest Award of Excellence and WSPRA also awarded the Voice of the Pines District Newsletter with an Award of Excellence.

"These awards are a tribute to all of our staff and students who contribute the information to produce the publications and website," stated Dr. Mike Richie, District Administrator for NPSD. The awards were presented to Karen Margelofsky, NPSD Public Relations Coordinator and Webmaster, at the WSPRA Conference.

Entries were judged by a panel of public relations and graphic design professionals that used a 40 point scale for judging. Entries with a combined score of 30-35 points were given an Award of Merit. An Award of Excellence was given to the entries with combined scores of 36-40 points. This year there were eleven Awards of Excellence and eight Awards of Merit granted to school districts across the state for their public relations efforts. WSPRA also has a "Best of Show" award called the 2011 Lighthouse Award which went to Shorewood School District for their Shorewood Today Magazine.

"It was a rewarding experience to receive feedback from other professionals in the public relations, web development, and graphic design field," stated Margelofsky. "It is extremely important that we keep the public informed of what is happening with our public schools and I am excited to learn about and develop new ways to increase that communication," she added.

The Voice of the Pines is a quarterly publication produced by the Northland Pines School District and provides valuable articles on what is happening in the district along with photos and calendars. The district website (<http://www.npsd.k12.wi.us>) also provides an abundant amount of information including; all school related calendars & schedules, curriculum requirements, open enrollment information, newsletters, school board information including schedules, agendas & minutes, Dr. Richie's videocasts, and much more. If you would like more information on our website, newsletter, or district please contact Dr. Richie at (715) 479-6487 option 1, ext. 1 or email [mrichie@npsd.k12.wi.us](mailto:mrichie@npsd.k12.wi.us).

###