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# Northland Pines School District

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## ADMINISTRATION

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

### FOR IMMEDIATE RELEASE

December 3, 2012

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## “BEST OF SHOW” LIGHTHOUSE AWARD GIVEN TO NPSD FOR THEIR PROMO VIDEO

**EAGLE RIVER, WI** – The Wisconsin School Public Relations Association (WSPRA) awarded the Northland Pines School District (NPSD) with two prestigious awards at their annual conference on November 8, 2012. The school district’s promotional video was awarded with the highest Spectrum Award of Excellence and WSPRA also awarded their “Best of Show” 2012 Lighthouse Award to the NPSD promotional video.

Dr. Mike Richie, District Administrator for NPSD stated, “We needed a tool that could really capture our students, staff, and facilities and display what a great place this is to live, work, play and most importantly – get a great education!” The video was made possible by a generous donation from Mark & Lisa Rose, owners of Discover Media Works, Inc. For four days back in February they sent a couple members of their video crew to capture the educational practices, learning activities, and overall experiences of students, staff, and parents in the NPSD. Discover Media Works staff members (many NPSD alumni) devoted many hours into developing the audio, video, and logistic aspects that ultimately defined the final product. “It was exhilarating to see the final video and how it captures the positive and awarding atmosphere found throughout our district,” stated Richie.

Mark Rose stated, “We were honored to be able to assist in showcasing our northwoods schools and communities. We feel so fortunate to have such fantastic facilities and staff, especially being a small northwoods community.” Dr. Richie added, “These awards are a tribute to all of our students and staff for their hard work and dedication which is displayed throughout the video and to exceptional community support, such as the Rose’s.” The Rose’s, who are also NPSD graduates and lifelong residents of the St. Germain area, are excellent models of small town people successfully competing in a global market; achieving great things and giving the opportunity of success to others. “Our entire team was thrilled to hear about these awards, but we have to give extra praise for the hard work and devotion put into this project by alumni Chris Lorch and Luke Osiecki,” added Rose.

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. The district promotional video received a perfect 40/40 from both judging panels. WSPRA offers one “Best of Show” award each year called the Lighthouse Award.

The Northland Pines School District’s promotional video can be viewed from the main page of their website [www.npsd.k12.wi.us](http://www.npsd.k12.wi.us), on YouTube at [http://youtu.be/Rtval\\_PyfU4](http://youtu.be/Rtval_PyfU4), or a DVD copy can be obtained from the district office. If you would like more information on our 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).

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