

Ripon Area School District

Press Release
November 20, 2007

For Immediate Release

The Ripon Area School District received six awards from the Wisconsin School Public Relations Association (WSPRA) for outstanding public information efforts in the 2006-07 school year at the association's annual conference held recently in Appleton. Only one other school district in the state received more recognition than Ripon for its information and communications.

The Ripon Area School District's website received a perfect score from the judges and was cited for being a "well-planned, well-designed, and well-received website" and as a model for other school districts. The District's Relocation Guide for new residents received a near-perfect score and received high praise for its design and readability.

Four other public information projects also received awards in the competition to honor and recognize the best school public relations projects of the year. The Spanish Language Introductory DVD for New Residents and the Ripon Guide Advertisement both were commended for providing new audiences with valuable information about the schools and community.

Two issues of the *Ripon School News* community newsletter also garnered awards for outstanding publications. The Back-to-School issue provided parents with an easy-to-use pull-out section with vital information. The Spring issue was cited for its "good mix of articles, photos, and topics." The judges concluded, "Your residents should be pleased to receive this communications piece from their school district—I wish my district would inform me in this way!"

Ripon's Superintendent of Schools, Dr. Richard Zimman, proudly displayed the six awards at the November Board of Education meeting. "Good communications is key to success, and our goal is to keep our parents and residents well-informed as partners in providing our community youth with superior schools," he commented. Zimman noted that what is most gratifying is that while many school districts have a full-time public information specialist, Ripon is being recognized for excellence even though the public relations responsibilities are just one of many hats that the superintendent wears. "This is just another area where we do better than most—and at much less cost. In fact, zero cost in this case."

Contact: Dr. Richard Zimman, 920-748-4600