

## Marketing Ads Win National Award

The Elkhart Lake-Glenbeulah School District Open Enrollment ad series was recognized with an Award of Merit from the National School Public Relations Association. The school district received one of only nine Merit Awards presented nationally in the area of marketing material. This is the second year in a row the district has received the honor of being selected as a winner in the NSPRA's Publications and Electronic Media Contest.

The series was entitled: Elkhart Lake-Glenbeulah isn't just a good school; it's a great school because of... The focus of the ads was using school district and community members' thoughts to highlight the following areas: the school environment, the school's extra-curriculars, the school's curriculum, the school's approach to education, and the school's communication. Each of the initial five ads featured a photo and quote by a student, parent, staff, and/or community member. These ads were supplemented by additional quotes that were provided by respondents to a district survey during the 2011-12 school year.

The final ad was a composite which featured comments by Ken Loest, an ELG HS math teacher who had previously spent 37 years happily teaching at large high school in the area. The headline of his ad was "The Word is Out about this Gem of a School District." His thoughts, along with those expressed in all the ads, can best be summarized with Mr. Loest's closing statement: "We (ELG) offer everything a top-notch school should offer. But we go way beyond that. We provide the personal touch of family. Smallness matters. Attitude matters. Respect matters. Hard work matters. PEOPLE matter. What a breath of fresh air (ELG is) in today's world."

The ads were designed for the district by Bob Jarr and Dave Fink of Communicor Marketing Design Firm in conjunction with school staff members. Photography for the ads was done by ELGS staff member, Mike McGill. Mr. Jarr and Mr. Fink have been working in cooperation with the school district the past four years on the District Marketing Ad Campaigns. The partnership was developed between Communicor and the district as Mr. Jarr is the grandfather of two students who currently attend ELG under Open Enrollment.