



Learning Today. Leading Tomorrow.

## Hopatcong Borough Schools Press Release

### Public Relations Award

FOR IMMEDIATE RELEASE, June 8, 2017

Dr. Joanne Mullane, Hopatcong Acting Superintendent of Schools, Announces

Throughout the 2016-2017 school year, the public relations team for Hopatcong Borough Schools has been revamping the District's logo and related print materials. Working on the public relations team are District Branding Coordinator/High School Art Teacher, Mr. Jon Rischawy, Guidance/Public Relations Assistant Ms. Elena Melekos, and Director of Guidance and Public Relations Mrs. Jaime Walker. In March 2017, the team submitted some newly revised publications to a state-wide PR competition hosted by the New Jersey School Public Relations Association (NJSPRA). Materials entered into the competition included a matted print of the new District logo, a revised brochure promoting the District's schools, and a bi-annual district mailing piece which has been distributed to all members of the Hopatcong community. In April, the team was notified by NJSPRA that they had indeed won an award in the Branding Materials category, but it was not specified as to whether it was first, second or third place. The team attended the awards presentation at Arm & Hammer Park in Trenton on Thursday, June 1, along with Acting Superintendent Dr. Joanne Mullane. At this reception, the team was pleased to learn that they had earned a first place award for their category. The competition was fierce as there were over fifty submissions in the various categories available in this program. A plaque commemorating this recognition will be on display in the Administration Building.



New Jersey School  
**NJSPRA**  
Public Relations Association

# SCHOOL COMMUNICATION AWARDS

**2017 WINNER**

