

For Immediate Release

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INSIGHT Into Diversity Adds J.R. Hipple to Editorial Board

ATLANTA, GA, January 2010— J.R. Hipple, founder and CEO of Hipple&Co. Reputation Management, has recently been named a member of the editorial board of INSIGHT Into Diversity. As part of his board responsibilities, Hipple will be a contributing writer and adviser to INSIGHT’s magazine and web site.

“It is an honor to be a part of the Insight Into Diversity team,” says Hipple. “The publication is a leader in the field, particularly as a clearinghouse of information about the importance of diversity and inclusiveness in the workplace. I especially enjoy and support its focus on diversity as a way to enrich your life—both at work and at home.”

“We are so thrilled to welcome J.R. to our editorial board,” said Holly Mendelson and Lenore Pearlstein, publishers of INSIGHT Into Diversity magazine. “We look forward to him sharing his wealth of knowledge regarding ethics and corporate responsibility with us and our readers. We will all benefit from it immensely.”

For 35 years, INSIGHT Into Diversity (formerly Affirmative Action Register) has been connecting diverse professionals with institutions and businesses that embrace a workforce that reflects our world. Created as a national recruitment publication, INSIGHT Into Diversity was originally intended to help employers comply with equal opportunity employment legislation. Today, through its free magazine and online recruitment site, INSIGHT Into Diversity continues to serve progressive employers looking to find dynamic talent in every field, including higher education, healthcare, government and business.

Atlanta-based Hipple&Co. Reputation Management is a management communications and public relations consulting firm. The company helps organizations manage key relationships to improve corporate reputation and business performance. Hipple&Co. services include strategic positioning, reputation and branding research and audits, creation and execution of marketing initiatives, communications consulting for CEOs and c-level executives, and change and issues management. The firm’s clients include Georgia Power, Southern Co. and the University of Virginia. More information about Hipple&Co. may be obtained at

www.Hipple.biz.

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