

How should schools message during this financial crisis?



Michigan's funding crisis is having a dramatic impact on schools. While most have individually fought to keep their share of the funding pie, school districts can no longer afford to go it alone. Michigan schools must have common messages to survive. MSPRA has joined forces with the SOS (Save our Students, Schools, State) committee to present a valuable workshop that will help schools better communicate the impact of this crisis to the public.

WHEN: Wednesday, March 17, 2010 from 9 - 11:30 a.m.

WHERE: City of Lansing Southside Community Center, 5815 Wise Road, Lansing, MI 48910

FEE: \$75 for MSPRA members and \$90 for non-members

PRESENTERS: Bernie Porn (EPIC MRA), Doug Pratt (MEA), Susan Zurvalec (Farmington Schools) and Tom White (SOS)



NAME _____

TITLE _____

DISTRICT OR AGENCY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE # _____

EMAIL _____

Payment Method:

Check enclosed payable to MSPRA (Check Number _____)

P.O. # _____ (enclosed)

Mastercard Visa # _____

Exp. date ____/____

Signature of cardholder _____

Mail completed registration and payment to:
Susan White, MSPRA
1001 Centennial Way, Suite 300
Lansing, MI 48917

or fax the registration form with credit card payment information to 517.327.0779

Note: A \$10 service fee will be retained for cancellations. No refunds will be given within one week of the workshop. Substitutes may be made at any time. Payment or P.O. must be received by the date of the workshop or a \$10 billing fee will be assessed.



If you have questions about registering, please call 517.327.5910
Register online at www.mspra.org