



**MSPRA Gerri Allen Outstanding School Communicator Contest
OFFICIAL ENTRY FORM**

BASIC INFORMATION

Thank you for your entry in the 2017 MSPRA Gerri Allen Outstanding School Communicator Contest. If your fee is not enclosed, you will receive an invoice from the Michigan School Public Relations Association for your submissions. Once your payment has been processed, your entry will be considered complete. The fee is as follows: \$40 for your first entry for MSPRA members (\$20 for each additional entry), and \$60 for non-MSPRA members (\$40 for each additional entry). Payment must be received no later than June 30, 2017, to be considered eligible for the contest.

Entries will be reviewed in August. Winners will be announced in September and recognized at the MSPRA Annual Contest in March 2018.

NAME OF NOMINEE:

TITLE:

YEARS IN PRESENT POSITION:

EMAIL:

PHONE NUMBER:

ORGANIZATION:

ADDRESS:

CITY:

STATE:

ZIP CODE:

IS THE NOMINEE A MEMBER OF MSPRA? YES

NO (NOT ELIGIBLE)

IS THE NOMINATOR A MEMBER OF MSPRA? YES

NO (SEE COST STRUCTURE ABOVE)

NOMINATED BY:

TITLE:

ORGANIZATION:

ADDRESS:

CITY:

STATE:

ZIP CODE:

PHONE NUMBER OF NOMINATOR:

EMAIL OF NOMINATOR:

MSPRA Gerri Allen Outstanding School Communicator Contest APPLICATION INSTRUCTIONS

For School PR Professionals

This award from the Michigan School Public Relations Association will annually recognize a practicing Public Relations professional in a public school, district, educational agency, service center, or intermediate unit for outstanding leadership in school public relations and communications. This is meant to provide a platform for working PR professionals and members of the school community to recognize leaders in the school PR field and thank them for their service—advancing education through responsible communication.

Procedures

1. MSPRA sends this entry form for the *Gerri Allen Outstanding School Communicator Award* to all MSPRA members as well as partner organizations within the public school family.
2. Only MSPRA members may be recognized but all are welcome to nominate an Outstanding School Communicator. Please email mspraboard@gmail.com to check MSPRA membership of your nominee.
3. All entries must use the Official Entry Form and include the following: Statement of Nomination (not to exceed two one-sided pages), biographical sketch, one letter of nomination. Up to six one-sided pages of additional documentation (e.g. newspaper columns, employee communications, etc.) may be enclosed. Five sets of nomination paperwork must be received at MSPRA offices **by June 30, 2017**. Entries that do not follow these procedures will be disqualified.
4. A selection committee comprised of two MSPRA executive board members, one MSPRA member, and a current or former school PR professional will be appointed by the MSPRA president.
5. The award will be presented at the Annual MSPRA Conference. MSPRA will provide complimentary conference registration and up to two night's lodging, double occupancy, for the award winner.

Criteria

1. The nominee must be a current employee of a public school district or education agency whose focus is on communications and public relations.
2. Consideration for the nomination will include demonstrated evidence of the following:
 - a) The PR professional demonstrates the value of a year-round, ongoing program of internal and external communications.
 - b) The PR professional practices communication management techniques such as empowering staff, working with the community, interacting with the media, and building partnerships with other entities.
 - c) The PR professional demonstrates excellent personal communication skills such as ethics, honesty, openness and good listening skills.
 - d) The PR professional demonstrates outstanding leadership in school communication/public relations through involvement in either local, state or national activities that support, promote or grow the profession (e.g. contributes to the body of work or knowledge by sharing information/documents, encourages other professionals through networking, serves on communication/PR related task forces, committees, or boards).

To enter, please return the following:

- Official Entry Form
- Typed "Statement of Nomination" indicating why the nominee should be considered, based on the criteria listed for this nomination category (limited to two single-sided pages).
- Brief biographical sketch of the nominee (limited to one single-sided page)
- One Letter of Nomination (limited to one single-sided page)
- Additional Documentation (limited to six single-sided pages)
- One original of the entry materials and four copies of the completed entry.

- A check (purchase orders are not accepted), money order or credit card payment in the amount of \$40 for MSPRA members (\$60 non-MSPRA nominators), made payable to MSPRA, for the entry fee.
- Judges will review a maximum of eleven single-sided pages per entry (total page count includes entry form). Entries that exceed the total page count will not be reviewed in their entirety.

Deadline: June 30, 2017

Send entries to:

MSPRA *Gerri Allen Outstanding School Communicator Award*
1001 Centennial Way, Suite 300
Lansing, MI 48917-9279