



Gerri Allen Outstanding School Communicator OFFICIAL CONTEST ENTRY FORM

The Michigan School Public Relations Association Gerri Allen Outstanding School Communicator award recognizes a public relations professional who is currently practicing in a public school, district, educational agency, service center, or intermediate unit, for outstanding leadership in advancing education through responsible strategic communications.

NOMINEE INFORMATION

Name of nominee:

Title:

Organization:

Email address:

Phone number:

Street address:

City:

State:

Zip:

Number of years in present position:

Is the nominee a member of MSPRA?

YES

NO

NOMINATOR INFORMATION

Name of nominator:

Title:

Organization:

Email address:

Phone number:

Street address:

City:

State:

Zip:

Is the nominator a member of MSPRA?

YES

NO

Signature:

Date:

Submission Deadline: May 18

Judging Considerations

Consideration for the nomination will include demonstrated evidence of the following:

- The PR professional demonstrates the value of a year-round, ongoing program of internal and external communications.
- 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.
- The PR professional demonstrates excellent personal communication skills such as ethics, honesty, openness, and good listening skills.
- The PR professional demonstrates outstanding leadership in school communications/public relations through involvement in either local, state or national activities that support, promote, and grow the profession (e.g. contributes to the body of work or knowledge by sharing information/documents, encourages other professionals through networking, and serves on communication or PR-related task forces, committees, or boards).

To enter, please return the following:

- Official entry form
- Statement of nomination: Two single-sided typed pages indicating why the nominee should be considered, based on the criteria listed for this nomination category.
- Biographical sketch of the nominee (limited to one single-sided page)
- One Letter of recommendation (limited to one single-sided page)
- Additional documentation, such as newspaper columns, employee communications, etc. (limited to six single-sided pages)
- The original entry form with four copies
- Send entries to:
MSPRA Gerri Allen Outstanding School Communicator Award
1001 Centennial Way, Suite 300
Lansing, MI 48917-9279
- Entries will be reviewed over the summer. Winners will be announced in the fall of 2018 and recognized at the MSPRA annual meeting in March.

Procedures / Criteria

1. The Gerri Allen Outstanding School Communicator award will be promoted using all available resources.
2. The nominee must be a current employee of a public school district or educational agency whose focus is on strategic communications and public relations. Only MSPRA members in good standing may be recognized.
3. All individuals are welcome to nominate an outstanding candidate. To check the MSPRA membership of your nominee, please email mspraboard@gmail.com.
4. All entries must include the official entry form, statement of nomination, biographical sketch, one letter of recommendation and up to six one-sided pages of additional documentation.
5. Judges will review a maximum of eleven single-sided pages per entry which includes the entry form. Entries that exceed the total page count will not be reviewed in their entirety.
6. Five sets of nomination paperwork must be received at MSPRA offices by May 18. Entries that do not follow these procedures will be disqualified.
7. A selection committee appointed by the MSPRA president will be comprised of two MSPRA executive board members, one MSPRA member, and one current or former school PR professional.
8. The award will be presented at the Annual MSPRA Conference. MSPRA will provide complimentary conference registration.