

**Join us for the  
2017 Annual Conference!**

**MSPRA**

Michigan School Public Relations Association

\$250 Early Bird  
Registration  
(by Feb. 24)  
for MSPRA  
Members

**March 16 & 17**

Weber's Inn  
3050 Jackson Road  
Ann Arbor, MI

Register  
at [www.mspra.org](http://www.mspra.org)

by March 10, 2017

## **SCHOOL COMMUNICATORS ARE INDISPENSABLE!**

*You may not hear it often enough, but what YOU do matters! School communication is an essential component of a successful school system. Learn how to strengthen your school district's communication resources, enhance your communications skills, and better promote your unique talents.*

### **March 16: Tom DeLapp, APR**

National School PR Association President-Elect and President, Communication Resources for Schools - Rocklin, CA

***School Communicators are Indispensable and Treading the Fine Line Between Public Relations and Legal Strategies***  
*Winning in the court of law is one thing...winning in the court of public opinion is another. Learn the tips, techniques and strategies you need to navigate a mixed-media firestorm.*

### **March 17: Gary Galdes**

Special Agent, Federal Bureau of Investigation, Detroit, MI Office

#### ***Active Shooter Training for Schools***

*A school shooting could happen at any time, be prepared! See how agencies can work together as part of a collaborative communication team (Joint Information Center) during times of crisis.*

**For full event details, please visit [www.mspra.org](http://www.mspra.org). For questions, call (269) 471-7725 ext. 1147.**

**MI School PR Association  
1001 Centennial Way, Suite 300  
Lansing MI 48917**

Dear MSPRA Member,

Attend the 2017 MSPRA Annual Conference and learn from our keynote speakers. Plus, discover how to host a Twitter town hall meeting, gain insight on how to develop grassroots support for district initiatives, find out what superintendents want their school communicators to know, and so much more! Join us for an energizing and reaffirming event. - It's the conference you don't want to miss!

Lodging is available at Weber's Inn in Ann Arbor for \$119 per night for single or double occupancy. Call (800) 443-3050 for reservations by February 13 for the discounted rate. **Use Group Code MSPRA031617.** We hope to see you there!

—Your MSPRA Board & PD Committee