



1001 Centennial Way, Suite 300  
Lansing, MI 48917  
517-327-5910  
517-327-0771 Fax

For more information, please call  
Janet Roberts, MSPRA President  
248-684-8251

### **FOR IMMEDIATE RELEASE**

#### **WISD Wins Communications Contest Award**

Lansing, MI--Washtenaw Intermediate School District (WISD) has been named a winner in the annual Michigan School Public Relations Association (MSPRA) Communications Contest. WISD received a **Distinguished Award** in the **Project or Program** category for the entry, "**Michigan School Funding Crisis.**"

The award was presented to:

**WISD staff members Gerri Allen, Brian Marcel, and Rick Leyshock and narrator Dick Egli** for creating the school funding presentation on behalf of the Washtenaw Association of School Boards. The presentation that explains Michigan's school funding system can be viewed at: <http://www.wash.k12.mi.us/about/msfc.cfm>

MSPRA awards are given annually for print and electronic media entries. This year, 91 entries were submitted with 23 earning a distinguished award, while 32 others were judged as commendable. Entries were received from all across the state.

Publications are judged on content, readability and appearance; video productions are evaluated on product quality, content and appeal; and projects or programs are judged on content, appeal and focus/clarity. Distinguished award winners must receive a score of 930 or more out of 1,000 potential points, while Commendable award winners need between 830 and 929 points.

The Michigan School Public Relations Association, an affiliate of the National School Public Relations Association, is committed to advancing the cause of education through responsible communications. The MSPRA communications contest is held to promote quality and recognize excellence in professional school communications.

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