



# NEWS RELEASE

Waterford School District, Kurzman Administration Office, 1150 Scott Lake Road, Waterford, MI 48328

## MSPRA Announces Annual Communications Contest Award Winners

**November 29, 2005, Waterford, Mich.** – The Waterford School District has been named a winner in the annual Michigan School Public Relations Association (MSPRA) Communications Contest. Received was a **Distinguished Award** in the **Project or Program Category** for the entry: ***Waterford School District Graduation Program***.

- The award was presented to: Rhonda Lessel

The District also received a **Commendable Award** in the **Web Site/Electronic Publication Category** for the entry: ***Waterford School District Website***.

- The award was presented to: Chris Burlingame and Rhonda Lessel

Awards are given for print and electronic media entries. More than 120 entries were judged with 21 earning a Distinguished Award while 41 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. 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 winner scores must be between 830 and 929 points.

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

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