



For Immediate Release
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Ingham Intermediate School District Wins Statewide Communication Award

Lansing, MI—Ingham Intermediate School District (Ingham ISD) recently received a Gold Medallion Award from the Michigan School Public Relations Association (MSPRA) for its **2020 Headlee Special Education Restoration Millage Information Campaign**. MSPRA’s Gold Medallion Award recognizes outstanding programs or projects that advance education through responsible communication. Only four such awards were given to Michigan school districts this year.

The entries are judged on the clarity of concept, good writing and evidence of using the four-step Public Relations process known as RPIE: Research, Planning, Implementation and Evaluation.

The goal of the 2020 Headlee Special Education Restoration Millage Information Campaign was to help restore Ingham’s full special education millage through planned communication with its stakeholders and communities.

In presenting the award to Micki O’Neil, Ingham ISD’s Chief Communications Officer, Gerri Allen, MSPRA Executive Director noted, “The information campaign was highly successful, with 72% of voters supporting the ballot request. It is an excellent example of how planned communication can impact education.”

O’Neil received the award on behalf of the district during a recent Ingham ISD board of education meeting. After saying that she was “honored by the MSPRA recognition,” O’Neil credited the entire Ingham ISD staff along with local school districts for their communication efforts.

The Michigan School Public Relations Association (MSPRA) is the professional organization for school communicators in Michigan, with more than 200 members statewide. MSPRA’s purpose is to advance education through responsible communication. For more information visit, [Michigan Schools Public Relations Association](http://www.mspra.org) (www.mspra.org).

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