

Michigan Dental Association

PUBLIC RELATIONS AWARD GUIDELINES

Public Relations Award

Resolved, that the following guidelines for the MDA Public Relations Award shall be adopted as official policy of the Michigan Dental Association:

Name: The name of this award shall be the Michigan Dental Association Public Relations Award.

Purpose: To recognize the public relations efforts of an MDA member dentist or MDA component society. The public relations award is limited to members of the MDA.

Nominations: On September 1, an “open call for nominations” will be promoted via all MDA communication vehicles, both print and e-communications and a unique email to component officers and executive directors/secretaries.

Nominations must be received by the Michigan Dental Association’s Central Office no later than November 1 of each year and must include biographical or other pertinent information and reasons for the nomination and a letter of support from the component president. Sitting Board members are not eligible for nomination.

Approval: The Board of Trustees, by a majority vote, shall have the final authority to approve the recipient(s) for this award at its first meeting after November 1 of each year. The review and discussion of all nominations are to be in executive session.

Ceremony: The award recipients shall be recognized at an appropriate function of the Michigan Dental Association. A suitable acknowledgement shall be presented to the recipient by the President of the Michigan Dental Association.

Notification to the Membership and Public: The editor of the *MDA Journal* shall publish notice of the award recipient in the *MDA Journal* shortly after the Annual Session. The marketing and communications department is to develop and submit a press release(s) to the recipients’ local newspaper and the American Dental Association.

Record: A permanent record of the names and contributions of each recipient shall be maintained at the MDA Central Office.