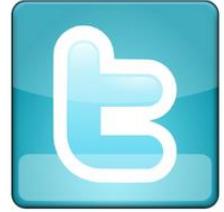




# SUNSPRA

Sunshine State School  
Public Relations Association



**“Thursday Thoughts” – 7.28.16**

**Kevin Christian, APR, CPRC, SUNSPRA President**

Summer is over! Yes, at least here in Marion County, our new teachers (213 as of this morning) report Tuesday while our returning teachers come back Wednesday. I’m not sure where June and July went – seems like I just attended high school graduations. Part of the answer lies in a new school calendar. Wonder why school districts are starting much earlier this year? That’s a question I’ve answered lots lately. Here’s one reporter’s perspective:

[Why Florida schools are starting so early this year](#)

*Jeffrey S. Solochek*

*Every summer, Joe Kuehn takes his family on vacation, making plans that get his daughter back in time for classes at Countryside High. This year, the Pinellas County School District threw Kuehn for a loop. Months after adopting its 2016-17 academic calendar, the School Board moved its first day of classes two weeks earlier, and to a Wednesday.*

Here’s to a great start to the 2016-17 school year regardless of when your first day of school might be! And this reminder -- dust off your “What Went Right!” message to counter all those late buses, long registration lines, and missing immunizations.

Meantime, 2016 SUNSPRA Medallion Award photos are now online and available for winners’ use. Check the Twitter feed along the left side of [www.sunspra.org](http://www.sunspra.org). (*Winners, let me know if you want images emailed to you.*)

**SUNSPRA Member Exclusive: Visit the [members only section](#) to view the winning entries and view/download inspiring resources. Password: medallion16**



### **Get to Know the APR and Become a Leader in the Field**

As a mid-career public relations professional, you know your success depends on staying relevant, resourceful, and inspired. Recognized worldwide, the Accreditation in Public Relations (APR) integrates timeless communications principles with contemporary strategies and tactics, and distinguishes you as a leader in the field. Invest time now to position yourself for future success.

### **I Already Have a Degree—What Can the APR Do for Me?**

The APR builds on the foundation of your educational degree, keeping you current on today’s best practices and applications in the ever-evolving communications world. Stay on the forefront of

industry knowledge, continue to refine your skills and take your work to the next level by achieving—and maintaining—this important credential.

### **Connect With a Network of Mentors**

Preparation for the APR ensures you have the tools to properly navigate challenging responsibilities, the vision to execute a larger strategy and the expertise to be a thought leader. But where do you turn to get your questions answered? Where extra support is needed, APR candidates are introduced to a tremendously skilled and experienced network of mentors, providing a lifetime of guidance and expertise.

I encourage you to think about APR... and how earning national accreditation will enhance your professional marketability and personal accomplishment. ***More to follow in future issues of "Thursday Thoughts."***



### **LEGISLATIVE / HEADLINE RECAPS**

#### **Senate bill on school choice, student transfers could affect school athletics**

Under the new bill passed by the Senate education committee, the FHSAA can no longer enforce policies designed to discourage recruiting that also hamper a transferred student's eligibility. This speaks mainly to certain districts that have had athletes sit out for a year when transferring. The hard part in allowing student-transfer requests is nearly all fall under the school-choice options, not athletics, because there's no way to prove that the motivations are athletic in nature, even if it may seem obvious based upon the student-athlete.

### **AND FINALLY...**

This issue of "Thursday Thoughts" is short and late! Working four 10-hour days during the summer, you'd think there would be plenty of time to get things done. Surprisingly, those 10-hour days don't give you as much time as expected. Now that we're back to five eight-hour days each week, normalcy may return – and "Thursday Thoughts" may actually be published on time. *I promise, I'll do my best!*

*Until next time, keep shining the light on school PR in Florida!*

*Kevin*

**Kevin Christian, [APR](#), [CPRC](#)**

SUNSPRA President

Public Relations Officer / Coordinator of Multimedia Productions

Marion County Public Schools

P: 352.671.7555

F: 352.671.7735

[www.marionschools.net](http://www.marionschools.net)

