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Public Relations Association



“Thursday Thoughts” – 7.28.16

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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. (*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



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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

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