



SUNSPRA

Sunshine State School
Public Relations Association



“Thursday Thoughts” –10.13.16

Kevin Christian, APR, CPRC, SUNSPRA President

AWARDS time

Watch your inbox for nomination information for this year’s Outstanding Superintendent Communicator and the Margie Davidson Leading Light Awards. Info will be emailed shortly, along with entry forms and deadline details. Special thanks to

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for once again returning as our exclusive sponsor for these prestigious honors.

IT’S TIME – TO RENEW YOUR SUNSPRA MEMBERSHIP

Last membership year, SUNSPRA met the objective of increasing membership by 10 percent... except we actually increased 22 percent! It’s time to renew YOUR membership, so please complete your renewal process with the fillable pdf form. SUNSPRA is only as strong as its membership – and we are growing significantly, already in this new school year! ***I encourage you to renew today!*** Thanks to those of you who have renewed so far... hoping our other members renew to keep SUNSPRA a strong chapter!

Welcome back:

- Mark Sherwood, Assistant Superintendent, Communications Duval County Public Schools
- Matthew Biegun, Supervisor, Video Communications Duval County Public Schools

New Member:

- Laureen Ricks, Supervisor, Media Relations Duval County Public Schools

SUNSPRA CONFERENCE – YOUR THOUGHTS?

Having received little response, I’m submitting this to you again for serious consideration

We are working with FASA to create a “Communications / PR” track for the 2017 summer conference.

Overall session topics discussed so far include:

- Diversity. Reaching our diverse/ELL students
- How to positively build school culture
- Closing the gap of student achievement
- Public Relations – UPDATED LIST *could include:*
 - How to Handle The Digital Mindset (making the most of your tech world)
 - Public Records Requests: How to Effectively Handle These
 - Managing Unauthorized Facebook pages & Posting Student Activities
 - Crowd Funding: Maneuvering the Minefields
 - Going LIVE with 1 Person (Mevo & LiveStreaming)
 - Managing Media with Class
 - Declutter Your Desktop – Finding Your Way in a Digital World
 - Presenting the BEST Image – Look the Part, Act the Part, Be the Part
 - Social Media: Winning Against Hate

- Setting panel discussions for all levels: Panel of AP's for the Aspiring admins, Panel of Principals for the AP's, Panel of Supt for the Principals, etc.

Here's where you come in --- what would YOU like to see included as a session topic? As a school PR professional, certainly you have concerns and ideas to explore. What are some of those? Share with me and we'll create a great SUNSPRA-led track for our members and school administrators.

Latest from NSPRA - [NSPRA This Week e-newsletter](#)

LEGISLATIVE / HEADLINE RECAPS

Students may not have to make up the two days off for Hurricane Matthew

Hurricane Matthew gave students an unexpected two-day break this week -time they may not have to make up.

School Board advocates for replacement of tests

Lake County School Board members will ask state legislators in the next session to replace the current Florida Standards with a nationally normed assessment.

Obama administration releases regulations for teacher-prep programs

The U.S. Education Department published regulations Wednesday governing programs that prepare new K-12 teachers, a long-delayed effort meant to ensure that graduates emerge ready for the nation's classrooms.

New federal education law: Floridians weigh in on testing, other issues

In early summer, Florida asked residents for their thoughts on the new federal education law -- the one that replaced the No Child Left Behind act and aims to turn over to states key educational decisions, including those related to student testing and school accountability.

As schools deal with threats, officials strain to stay ahead of rumors and social media

It was a message St. Petersburg High principal Al Bennett never imagined having to send. "Students/Parents," he wrote on the school's Twitter feed last week, "do not listen to rumors about a clown on campus — it's all a social Media hoax!!!"

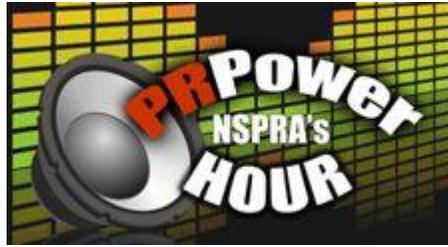
'Uncomfortable' school board workshop explores replacing attorney

For the first time in 22 years, a new attorney may join the Brevard County School Board. At a workshop Tuesday, Superintendent Desmond Blackburn recommended the board hire a full-time in-house attorney in place of its current external legal counsel, Harold Bistline of Stromire, Bistline, Miniclier & Griffith in Cocoa.

Participate in Mock-Election Day

The National Student/Parent Mock Election's Mock-Election Day is November 3, 2016. You can [register your school or district](#) to participate in a free civic education project that educates students about the value of taking part in the democratic process. Teachers and students who join the project get to review candidate profiles, discuss issues and cast their vote. An online ballot option makes it easily accessible from computers, laptops, tablets, and smartphones. Votes are tallied in real-time. The project gives students (and parents wishing to participate) all across the country the opportunity to cast their votes for candidates in both the federal and state elections. Participants can also vote on the issues they care about. For more information and to register, go to www.nationalmockelection.org.



**NSPRA's PR Power Hour
October 14, 2016****Gender Inclusiveness:
Traversing the Intersection
of the Law and Practice**

Time: Noon **Eastern** Time (11 A.M. CT; 10 A.M. MT; 9 A.M. PT; 9 A.M. Arizona, 8 A.M. Alaska)

Registration for each of these PR Power Hours is \$50 per registered attendee for NSPRA members. For non-NSPRA members, it is \$80 per registered attendee.

Register for five or more Power Hours and receive access to the audio file of each program you purchase **for no additional fee.**

Registrants to individual PR Power Hours can receive access to the audio file for an additional fee of just \$10.

[Register online now!](#) You can also download and complete the [registration form](#) then return it to NSPRA by fax or mail.

**Gender Inclusiveness: Traversing the
Intersection of the Law and Practice**

Every student has the right to attend school in a safe and supportive setting, regardless of gender. This is supported by a number of legal protections at the federal, state and local level. Yet some of the most unsettling challenges parents, families and schools encounter involve grappling with the legal issues around raising and schooling gender-expansive or transgender children. How can we effectively take the law into consideration while implementing gender inclusive practices in our schools that respect gender diversity, support struggling parents and educate our publics? This program will help your district traverse the intersection of law and practice by outlining some of the challenges, sharing some legal principles to keep in mind and offering tips for informal advocacy to safeguard the rights of all students to be affirmed and supported for who they are.



Panelists: Joel Baum, senior director, professional development and family services, Gender Spectrum, San Leandro, Calif.; and **Asaf Orr, Esq.**, Transgender Youth Project staff attorney, National Center for Lesbian Rights, San Francisco, Calif.



Moderator: Trent Allen, APR, senior director, community relations, San Juan Unified School District, Carmichael, Calif., and NSPRA Southwest Region vice president

[Register Today!](#)

If you have any questions on the Power Hours, please contact Beth Pernerewski at bpernerewski@nspra.org.



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

As this year's chair of NSPRA's Accreditation Committee, I'm challenging ALL my professional colleagues in SUNSPRA, NSPRA, FPRA and FPRA Ocala to step up and accept this challenge: ***if you will commit to the APR process, I will help you achieve success any way I can!***

Once you sign up, you have one year to complete the process and take the CBE, or Computer-Based Exam. This year marks a brand new version of the test, so studying is more crucial than ever to ensure you're up to date with current PR practices and trends.

What can you do to prepare? Consider any or all of these options:

- I'm holding regular face-to-face study session in my local area on Monday evenings, 5:30pm-7:30pm, on the following dates: Oct. 17, 24; Nov. 7, 14, 21, 28. You're welcome to telephone in and participate (conference calling – ***let me know if you want to do so***).
- Study Buddies – pair up with someone in your local area to lunch with regularly, review materials, and quiz each other on a regular basis
- Webinar study sessions – available at a cost to you, these self-paced sessions give you a structured approach at your convenience
- APR Study Guide – a complete and thorough document to help you prepare for the exam
- Current Public Relations textbooks on the college bookshelf
- Other tools

I know FPRA offers its members local and state rebates to sit for the CBE regardless of outcome. As well, **SUNSPRA will offer a \$100 rebate to any member who sits for the CBE.**

Remember, there are three primary steps to achieving your APR:

1. Readiness Review Questionnaire

2. Readiness Review
3. Computer-Based Exam

Many candidates find the best way to prepare is a combination of study methods. Earning your APR is a process that makes you better at what you do every day. You'll discover you REALLY DO know what you're doing when it comes to implementing RPIE on a regular basis.

It takes a professional—someone with exceptional experience, broad expertise, and strong dedication and values—to thrive in the public relations industry. The APR certifies that you're working with the best.

AND FINALLY...

Here's a [feel-good video](#) from Pacer's National Bullying Prevention Center about taking a negative idea and turning it into something positive. Remember, October is National Bullying Prevention Month.

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

Kevin

Kevin Christian, APR, CPRC

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