



SUNSPRA

Sunshine State School
Public Relations Association



“Thursday Thoughts” – 11.03.16

Kevin Christian, APR, CPRC, SUNSPRA President

Next Tuesday marks a big day for our country. It could also mean big changes for school districts with referendums on the ballot. Realizing many SUNSPRA members have spent countless hours educating their communities on such important issues, voters will no doubt speak loudly and clearly next week. With TV station ad revenues at record levels, they may be the biggest winners, financially speaking, in this election cycle. *Too bad those hundreds of millions of dollars don't help better fund public education in Florida!*

AWARDS time

Under separate emails the last two weeks, I sent nomination information on this year's Outstanding Superintendent Communicator and Margie Davidson Leading Light Awards. These emails contain entry forms and deadline details. I hope you'll make time to nominate your superintendent and/or someone special who truly helps students behind the scenes. Special thanks to Judd Aungst and

Blackboard®

for once again returning as our exclusive sponsor for these prestigious honors. ***Send your nominations in before next Friday's deadline (November 11).***

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:

- Linda E. Cobbe, director, communications, Pasco County Schools
- David R. Voss, president, Voss & Associates

LEGISLATIVE UPDATE

Expert: School funding will be flat, maybe falling

School districts have been warned that K-12 funding statewide could remain flat, or even decline, during the next three years due to changing funding preferences and priorities. Superintendent of Schools George Tomy said the district's Tallahassee lobbying firm, which keeps close tabs on funding trends, issued a recent report suggesting that some state legislators want to shift more money to colleges and universities during the next several years. In addition, more of the state's overall budget may be directed toward the cost of hospital care for the indigent and Medicaid.

Florida students show science gains in national test

The U.S. got its national science report card on Thursday, and Florida students scored at or above the national average.

How the political clout of a charter school mega-company could be at risk in Florida

One of Florida's largest for-profit charter school management companies, Academica, has long enjoyed considerable influence in the state Legislature. Until last year, two Academica employees served as state lawmakers — and the brother-in-law of the company's founder also held the education purse strings in the House.

Florida students show science gains in national test

The U.S. got its national science report card on Thursday, and Florida students scored at or above the national average. Fourth-graders in Florida scored 5 points above the nation in the science section of the National Assessment of Educational Progress, which is administered by the U.S. Department of Education to keep tabs on how well students across the country understand key subjects. Florida's eight-graders were on par with the national average.

TOMORROW PR Power Hour: Using Political Campaign Tactics to Influence Others to Action

Register Now!

Date & Time: Friday, November 4, 2016 — Noon ET

Prepping your superintendent for a last-minute media interview on a controversial issue and need to frame the message in five minutes? Meeting with an influential parent or community leader that you need to get on your district's side? Our next **PR Power Hour** is **Friday, November 4, 2016 at 12 noon (ET)** and here to help.



In **Using Political Campaign Tactics to Influence Others to Action**, you'll learn some of the basic concepts used in advocacy, organizing and political campaigns that can be applied in a variety of situations, including addressing controversial issues. Learn how to use a message box to frame issues in oppositional situations and more.

For NSPRA members, the cost is \$50 per registered attendee; non-NSPRA members pay \$80. Registrants can access an audio file of the webinar for an additional \$10. Those who register for five or more Power Hours receive audio files of each purchased webinar at no additional fee.

Register online now!



Presenter: Pat Mogge, director, community engagement & outreach, High School District 214, Arlington Heights, Ill.

Host: Jason Gaston, APR, coordinator, public/media relations, Hoover (Ala.) City Schools and NSPRA Southeast Region vice president

AND FINALLY...

I'm working on our latest quarterly report to NSPRA regarding SUNSPRA goals and objectives, activities, challenges, et al. You may not realize all SUNSPRA does on your behalf – from securing awards sponsors and supporting memberships to professional development opportunities and more. I'll share that report once I've submitted it to the national office. Maybe it will spark some interest in future SUNSPRA officers!

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



[Accredited in Public Relations](#)