



SUNSPRA

Sunshine State School
Public Relations Association



“Thursday Thoughts” – 4.13.17

Kevin Christian, APR, CPRC, SUNSPRA President

SUNSPRA Medallion Awards – I hope you’re working on your award submissions! The April 30 deadline is quickly approaching! This year, take home some nice hardware (or clearware, in this case) for the excellent PR work you’ve completed over the last year. Entries are submitted entirely online

in an easy-to-use process. **[CLICK HERE](#)** for more information. SUNSPRA members can check out our “members only” section of www.sunspira.org for award-winning entries from last year.

FASA Conference – While picking up your awards in person on June 14 and enjoying lunch on SUNSPRA, you’ll also garner great professional development at this year’s FASA/SUNSPRA conference. These sessions specifically target the public relations profession:

Wed., June 14, 11am—12:15pm – “Managing Media with Class” with Kevin Christian, APR, CPRC, Marion County Public Schools

Wed., June 14, 11am-12:15pm - TBA

Wed., June 14, 1:30pm-2:45pm – “Social Media: Handling Hateful Posts” with Greg Turchetta, Collier County Public Schools

Wed., June 14, 3:15pm general session – MEDALLION AWARDS

Thurs., June 15 – 11am-12:15pm – “You Went Viral! Now... What Do You Do?” with Ben Tobias, Public Information Officer, Gainesville (FL) Police Department



June 12-15, 2017 at the DoubleTree by Hilton Orlando at SeaWorld, Orlando, FL



FASA LEADs

Discover '17

Learn. Empower. Advocate. Discover.

Register Now!

The Discover '17 Conference includes top-notch sessions on today's students and the future of our schools, opportunities for networking and recognition of Florida's finest administrators. The three-day Conference is the place to be for quality education for Florida's administrators, support staff and educators!

Registration Cost:

- Early Bird Member Full Conference Registration - \$339
- Early Bird Non-Member Full Conference Registration - \$389
- Member Full Conference Registration after April 14 - \$379
- Non-member Full Conference Registration after April 14 - \$429

Conference Hotel:

DoubleTree Orlando at SeaWorld

The DoubleTree is offering our \$139 room rate from June 8 - June 20, 2017

FASA Room Reservations Website

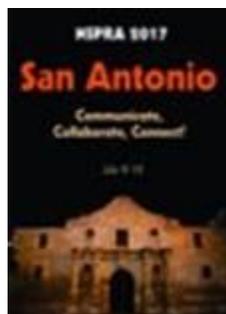
- **SUNSPRA-led and SUNSPRA-rich sessions offer great professional development for school PR professionals. In addition, the Sunshine Medallion Awards Luncheon offers tremendous exposure of award-winning projects to all attending districts, principals, superintendents, and other education leaders.**



Speakers from left: Mike Smith, Founder of Skate for Change; Desmond Blackburn, Brevard County Superintendent; Byron Garrett, Director of Educational Leadership and Policy for Microsoft; and Jeff Eakins, Hillsborough County Superintendent



Come July, NSPRA’s annual conference heads west to San Antonio, TX. Conference hotels are already sold out but NSPRA offers a great concierge service that will find you another room AND put you on the conference hotel room waiting list for free! Here are details on this year’s NSPRA Conference in San Antonio (click the graphic):



Communicate, Collaborate, Connect!

Join us for the [64th Annual Seminar](#) in San Antonio, July 9-12, 2017
[Hyatt Regency San Antonio Riverwalk](#)

Continuing APR month in April – check out the lead story!

If images do not display properly, please **view the NSPRA eNetwork in your browser.**

The NSPRA NETWORK



Keeping You Connected to the Leaders in School Communications

Leading Off

APR Is Really ABC



By Kevin Christian, APR, CPRC, public relations officer, Marion County Public Schools, Ocala, Fla.

April is APR month, so what better time to start thinking about your personal professional development? In this month's [Leading Off](#), we hear from some colleagues about their APR journey and the value of pursuing those three letters after your name.

Trend Tracker

Create Powerful Videos for Digital Storytelling



By Derek Duncan, senior digital communications specialist, Parkway Schools, Chesterfield, Mo.

Producing short videos for social media and websites is necessary to tell your stories. Plus, it can be simple and inexpensive when you use your smartphone. Learn more in this month's [Trend Tracker](#).

SUCCESS STORY

Gold Medallion Winner — Peel District School Board, Mississauga, Ontario



***Facts Matter: Working to Keep
Our Students Safe and Healthy***

An updated health and physical education curriculum imposed by the provincial Ministry of Education was met with much criticism from parents and community groups. In this month's [SuccessStory](#), learn how a communication campaign effectively quieted protests and created trust among key constituents.

Ron Koehler, APR, Named 2017 Barry Gaskins Mentor Legacy Award



Recipient

Congratulations to **Ron Koehler, APR**, assistant superintendent, organizational & community initiatives, Kent Intermediate School District, Grand Rapids, Mich., our 2017 Barry Gaskins Mentor Legacy Award recipient! The Barry Gaskins Mentor Legacy Award recognizes a practicing school public relations professional for mentoring and supporting the professional development of colleagues. [Read on](#) for more about Ron and the award.

President's Corner

What You Don't Know...Until You Do



By Julie Thannum, APR, assistant superintendent, board and community relations, Carroll ISD, Southlake, Texas

Learning happens in different ways and we don't always know what we don't know, but our colleagues will help us figure it out. This month's [President's Corner](#) encourages us to take advantage of the many opportunities we have to learn and share with school PR colleagues.

LEGISLATIVE & ISSUES UPDATE

THIS WEEK:

ICYMI: Florida education news in review, week of April 9, 2017

Even with the holiday week, it's been a busy time in Florida education news - not the least of which was a dispute over whether students should attend classes on Good Friday.

[Read Full Story](#)

In new ads, teachers union calls for proper funding for public schools

The Florida Education Association is taking to the airwaves to call on lawmakers to better fund public schools.

[Read Full Story](#)

Bell times recommendation is expected soon

Superintendent Jeff Eakins is expected to decide soon how much of a bell time change he will recommend to the Hillsborough County School Board.

[Read Full Story](#)

Committee presents new textbooks, Collier school board to vote next month

For the first time in almost 10 years, a new set of social studies, history, language and art textbooks will grace the lockers of Collier County's public school students.

[Read Full Story](#)

House, Senate far apart on school construction

As Gov. Rick Scott and the Cabinet approved the sale Tuesday of up to \$233 million in education construction bonds, the question remains whether lawmakers will follow through on a second year of borrowing to fund building projects in the public-school, state-college and university systems.

[Read Full Story](#)

At High Point Elementary, 'English language learners' are beating the odds

Something good is happening at High Point Elementary, but the experts can't quite explain it.

[Read Full Story](#)

District hopes to start elementary school mentoring

In an effort to help curb disciplinary issues and provide students and teachers with support, Bay District Schools Superintendent Bill Husfelt said Tuesday he is hoping to start a massive mentor-ship program in the district's elementary schools.

[Read Full Story](#)

Hernando superintendent, USF clarify focus of performance survey

The long-delayed plan to allow Hernando County School District employees to rate the performance of superintendent

Lori Romano got back on track this week after the district smoothed over differences with a University of South Florida professor hired to create the survey.

[Read Full Story](#)

Schools washing clothes so needy kids can focus on studies

Lake County Schools are launching an effort that they hope will help students meet the basic challenges of living so they can focus on their studies.

[Read Full Story](#)

Compromise ahead for Florida education budget

Disputes over Florida's education budget proposals have found the state Senate and House \$538 million apart, with leaders on each side sounding resolute to stand their ground.

[Read Full Story](#)

Ashton principal to lead district's elementary schools

Ashton Elementary School principal Chris Renouf will become the Sarasota County School District's new executive director of elementary schools.

[Read Full Story](#)

Which site is better for a high school: Alva or Gateway?

Gateway has more students. Alva has twice the room for growth. And both properties owned by the Lee County school district carry a list of reasons they should be selected - or passed over - as the next high school site.

[Read Full Story](#)

DeVos announces Education Department hires

Education Secretary Betsy DeVos on Wednesday announced the names of personnel who will serve in key leadership positions at the Education Department, a move that comes after she spent the first two months of her tenure operating with a skeletal beachhead team.

[Read Full Story](#)

Manatee school board bats around millage increase

County residents watched the teacher's union and School District of Manatee County battle over salaries and benefits during a months-long contract dispute this winter and spring. As Manatee's teachers pointed to better wages in neighboring counties, district officials had a simple retort - those counties receive more local funding because of voter-approved millage increases.

[Read Full Story](#)

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

Kevin

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

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