



# SUNSPRA

Sunshine State School  
Public Relations Association



## ***“Thursday Thoughts” – 4.20.17***

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

I’ve been working on SUNSPRA’s quarterly report to NSPRA and am so enthused with what I’m able to share at the national level: increased membership numbers, expanded membership organizations, professional development opportunities for members, heavy emphasis on APR, and more. I’ll share additional details in coming weeks. Meantime, a big “WELCOME” to the following folks from the School District of Osceola County:

### **NEW MEMBERS**

- Martha Mann, Community Relations Specialist
- Ruben Santa Cruz, Videographer

### **RETURNING MEMBERS:**

- Dana Schafer, Public Information Officer
- Carlos Hernandez, Webmaster
- Kim McKnight, Community Relations Specialist
- Luz Fuentes, Executive Secretary to the Public Information Officer

Only 10 more days ‘til April 30... and the deadline to submit your entries for SUNSPRA’s 2017 Sunshine Medallion Awards. I hope you’re working on yours! Remember, 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.sunspra.org](http://www.sunspra.org) for award-winning entries from last year.



*2016 Medallion Award Winners*



*Will these be yours in 2017?*

**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 - “You Went Viral! Now... What Do You Do?” with Ben Tobias, Public Information Officer, Gainesville (FL) Police Department (moved up from Thursday)*

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

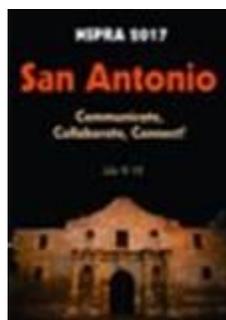
*Wed., June 14, 3:15pm general session – MEDALLION AWARDS*

*Thurs., June 15 – 11am-12:15pm –Speaker TBA*

For more information on the FASA conference, [click here](#).



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):

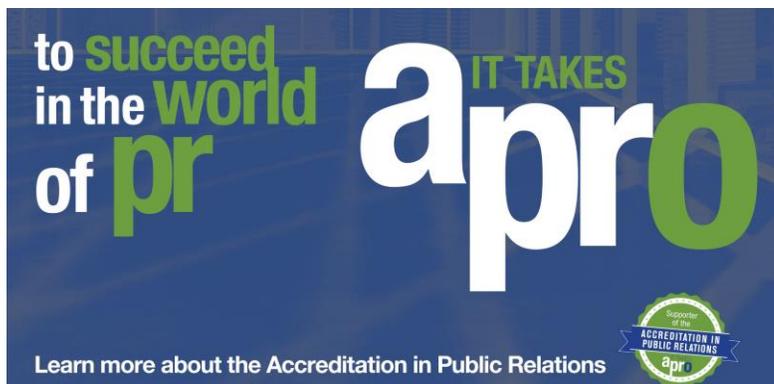


**Communicate, Collaborate, Connect!**

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

**Continuing APR month in April**

**Don't click this link** to learn more about the APR process!



## **FREE Webinar: Navigating Social Media for Educators**



**What are you  
going to say?**

**Join our free webinar April 27, 2017, Noon EST.**

*Hosted by David R. Voss of Voss & Associates and presented by  
Kristin Magette, author and nationally-renown speaker*

**[Register Now! Click Here.](#)**



### **Navigating Social Media for Educators (Remove your fears and use it well)**

Whether you host, post or simply worry about social media, this FREE one-hour webinar will turn your fears into opportunities as we navigate the new social media landscape for schools. In today's world, you have a choice: use it or be abused by it.

Learn how to leverage the power and respond to the online critics in a way that embraces the medium and engages communities in a positive way. This webinar is one in a series presented by Voss & Associates as part of a partnership with the National School Public Relations Association. For more information, go to [communicatingeducation.net](http://communicatingeducation.net).

**SEATING IS LIMITED. SIGN UP NOW TO RESERVE YOUR SPOT.**

After registering, you will receive a confirmation email containing information about joining the webinar. For more information about communication courses from Voss & Associates, go to [communicatingeducation.net](http://communicatingeducation.net).

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**Kristin Magette, Author of Embracing Social Media and National Speaker  
and Director of Communications for the public school district in Eudora, Kan.**

**Book distributed by the National School Public Relations Association  
([nspra.org](http://nspra.org)),**

*“Kristin Magette provides school districts and teachers a compelling case to explore social media integration, gain better communication strategies with their local communities, and target digital citizenship learning.”*

— Dyane Smokorowski, 2013 Kansas Teacher of the Year

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## **LEGISLATIVE & ISSUES UPDATE**

### **THIS WEEK:**

#### **Testing Bill Shapes Up As Education Train**

A bill aimed at scaling back the number of standardized tests administered in Florida passed its final Senate committee on Wednesday after picking up amendments dealing with recess and other education issues.

[Read Full Story](#)

#### **Flagler County Schools superintendent hopefuls meet with public**

Flagler County residents had an opportunity Wednesday to meet the three candidates vying for the school district's open superintendent position.

[Read Full Story](#)

#### **Lawyers outline venue arguments in Florida third-grade retention case**

A group of Florida parents that has taken its challenge of the state's third-grade retention laws to the state Supreme Court must convince the justices on narrow venue issues before they can get to the heart of the matter.

[Read Full Story](#)

#### **Senator seeks new path to require recess in Florida elementary schools**

With House Republican leaders holding up a Senate-approved bill to mandate daily recess in public elementary schools, Florida senators will attempt another route to get the proposal enacted this year.

[Read Full Story](#)

#### **Florida Senate's version of 'schools of hope' prioritizes help for traditional schools**

A top Florida senator on Tuesday rolled out his version of a comprehensive plan to help students who attend perpetually failing public schools in Florida - proposing to offer additional resources to those traditional schools, rather than emphasizing incentives for new charter schools to come in and compete with them as the House wants to do.

[Read Full Story](#)

#### **Board names 5 superintendent finalists**

The Alachua County School Board on Tuesday voted to select five finalists for its superintendent.

[Read Full Story](#)

#### **LCS to nix D's, F's for kindergarten through 1st grade**

In the months leading up to the Nov. 8 election, there was seldom an issue local candidates agreed upon.

[Read Full Story](#)

**Here are Pinellas County's most popular school choice programs**

More than 11,000 students applied this year to enter Pinellas County school choice programs in 2017-18, and the results are in.

[Read Full Story](#)

**Duval schools superintendent Nikolai Vitti urges Florida Senate to reject 'schools of hope' plan**

"When did hope become a strategy?"

**[NOTE: Dr. Vitti is also SUNSPRA's 2016 "Outstanding Superintendent Communicator" award recipient]**

[Read Full Story](#)

*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

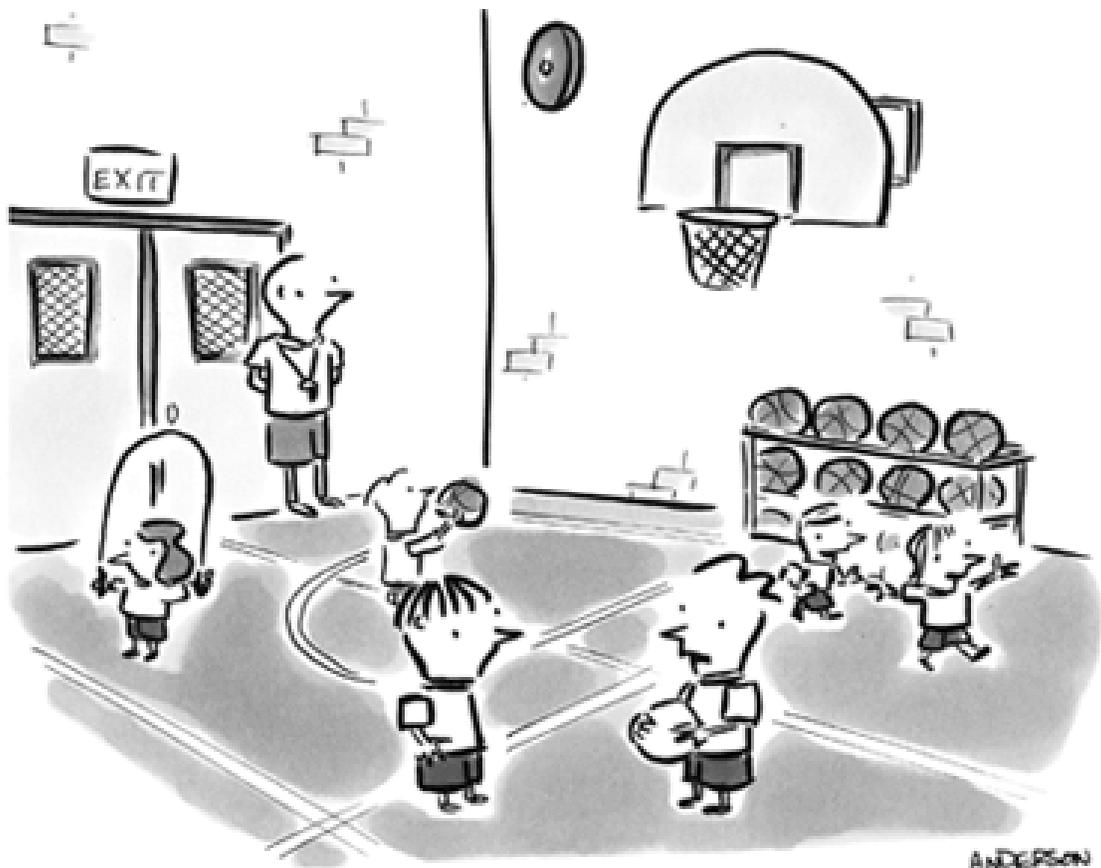
Marion County Public Schools

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**"Gym is fun, but I could do without all the bells and whistles."**