



# SUNSPRA

Sunshine State School  
Public Relations Association



## **“Thursday Thoughts” – 3.30.17**

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

I’m late on yet another issue of “Thursday Thoughts” despite my best intentions. Ever have those days / weeks when you think you’re going to truly make a difference with everything sitting on top of your desk? Ever think you’re gonna get caught up on your email inbox? I’ve given up on both. The more I accomplish, the more it multiplies! I’m sure your world is the same.

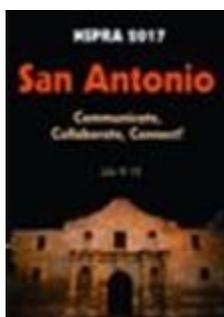
Our biggest news lately is the “Call for Entries” that went out two weeks ago for the 2017 SUNSPRA Medallion Awards! Show off your best work over the last 12 months and be recognized in Orlando this June. For more information:

**[CLICK HERE](#)**

If you’re already a SUNSPRA member, you can check the “members only” section of [www.sunspra.org](http://www.sunspra.org) for award-winning entries from past years.

SUNSPRA is expanding membership benefits in some pretty interesting ways, including specific tracks of study at FASA’s June conference and some possible conference scholarships! This is in addition to the Medallion Awards that will be handed out during that same conference. You might even consider staying an extra day or two at discounted hotel rates. Much, much more to come on this exciting venture in the coming weeks. If you want to look now, though, and perhaps reserve that room, [click here](#).

Here are details on this year’s NSPRA Conference in San Antonio:



### **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](#)

I’m saddened, but excited, to share that our own President-Elect Leah Lauderdale, APR, CPRC, has announced her retirement from Polk County Public Schools. She told the *Lakeland Ledger* she’s leaving to devote more time to what she enjoys most, including helping manage her family’s agriculture and real estate interests. As well, Brevard’s school PR leader, Michelle Irwin, is now in the private sector. Once again, this reminds me that change is evident and consistent regardless!

**[WELCOME – Renewals and New Members](#)**

## Renewals:

- Leah Lauderdale, Senior Direction, Public Relations, Polk County Public Schools
- Chris Petley, Communications Manager, Leon County Schools
- Diana Shelton Oropallo, Communications and Business Development Director, FADSS
- Nancy Wait, Director, Community Information Services, Volusia County Schools

## New Members:

- Seth Daub, Principal, Catalina Elementary, Orange County Public Schools
- Nicole Snyder, Coordinator of Communications, Clay County School District

## How Are You Raising Extra Funding?

In this climate of economic uncertainty, America's schools are turning to innovation to ensure a prosperous future for its students' achievement. Education Funding Partners (EFP) creates sustainable revenue for school districts by partnering them with national consumer brands (e.g., Walmart, Target, Dicks Sporting Goods, P&G, etc.). To better understand your challenges, priorities and programs that could benefit from the power and revenue of a national brand sponsorship, EFP (a SUNSPRA supporter) has **5 quick questions to lend your voice to this important dialogue**. [Please take this quick survey](#)

## LEGISLATIVE & ISSUES UPDATE

### THIS WEEK:

#### **How Florida districts fare in national school choice rankings**

Once again, Florida school districts are well-represented in the Brookings Institution's annual school choice rankings.

[Read Full Story](#)

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#### **Legislation would improve career education standards**

A new bill would analyze career education standards and make suggestions to improve Florida's job training programs, according to the lawmaker who proposed it Thursday..

[Read Full Story](#)

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#### **Recess bill keeps moving through Florida Senate**

The bill Florida's recess moms call "the good one" moved quickly through second reading, where debate on contentious issues often occurs, on the state Senate floor Thursday.

[Read Full Story](#)

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#### **High School Math, Science, and Foreign Languages: At Risk from Computer Coding?**

Pembroke Pines sixth grader Ethan Greenberg traveled to Tallahassee last month to testify before the education committee of the Florida Senate about a bill he thinks can help him land his dream job. "I love Nintendo," he said. "I want to become a game programmer for Nintendo."

[Read Full Story](#)

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#### **Florida House floats overhaul of state school accountability system**

When the Florida House Education Committee meets Thursday, it will take up a proposal that could dramatically change the face of the state's public school system, opening it to more charter schools.

[Read Full Story](#)

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### LAST WEEK

#### **Florida bill would protect religious expression in schools**

Students, their parents and school employees would be guaranteed wider rights to publicly pray and express their religious beliefs in public schools under a far-reaching bill approved Thursday by the Florida Senate.

Backers of the legislation, including Senate President Joe Negron, contend that the measure is needed because schools have unnecessarily clamped down on free speech rights, including prohibiting students from wearing crosses as jewelry, or chiding students who want to include religious figures in their academic work.

The school superintendent in Broward County in 2014 apologized after a student was told he couldn't read the Bible during a free reading period. ([more](#))

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### Charter school operators criticize Florida's new capital outlay funding rule

Florida charter school operators took issue Wednesday with proposed rules governing their access to state capital outlay funding, a subject of heavy debate almost annually in Tallahassee.

They pointed specifically to a section that would prohibit charter schools from receiving the money if they had earned one F or two consecutive state grades lower than a C. ([more](#))

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### Bill to limit job guarantees for annual contract teachers advances in Florida House

Since Florida lawmakers eliminated annual contracts for public school teachers, a majority of the state's school districts including Pinellas have guaranteed yearly renewals to those educators who earned an "effective" or "highly effective" evaluation rating.

The Florida House Education Committee on Thursday moved to end that authority. On a split vote, the committee favored a bill (HB 373) prohibiting school boards from awarding any contractual terms beyond what's provided in law. ([more](#))

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***FROM NSPRA: Please share with any of your chapter members who are eligible and interested in running for the NSPRA Executive Board that the deadline to submit nomination materials has been extended until Tuesday, April 18.***

The EBSC is currently seeking candidates for the following NSPRA Executive Board offices that will become available October 1, 2017.

- **President-elect**
- **South Central Region Vice President**
- **North Central Region Vice President**
- **Vice President of Diversity Engagement**

Any NSPRA members interested in being considered as candidates should submit the following information to **Lana Snodgras, chair, Executive Board Search Committee, c/o NSPRA, 15948 Derwood Rd., Rockville, MD 20855 by April 18, 2017:**

1. A formal letter to the EBSC submitting your name and qualifications for consideration.
2. A one-page summary describing why you wish to serve as President or Vice President of NSPRA and what you feel you can contribute to the Association.
3. A minimum of two supporting letters of nomination from NSPRA colleagues in good standing.
4. A copy of your resume.
5. A signed copy of the [NSPRA Commitment to Service Agreement](#).
6. A signed copy of the [NSPRA Candidate Pledge](#) form.

**To be eligible as a candidate for an NSPRA elective office, members must:**

- Have maintained a professional membership (individual or institutional professional membership package I, II) for the past five consecutive years;
- Be a member of their state NSPRA chapter, if one exists; and
- Have attended at least three of the last five National Seminars;

**The election will be held in August and successful candidates will assume office on October 1, 2017.** Should candidates for office run uncontested, no election will be held and the candidate will be affirmed by acclamation of the Executive Board at the Annual Meeting in July 2017. Following the April 18, 2017, deadline for nominations, the EBSC is responsible for obtaining any additional information from candidates that it may need in order to decide on a slate. The EBSC will complete the work of securing candidates and report the slate to the President and Executive Director by May 1, 2017. The EBSC is responsible for presenting the slate of candidates at the National Seminar in San Antonio this July.

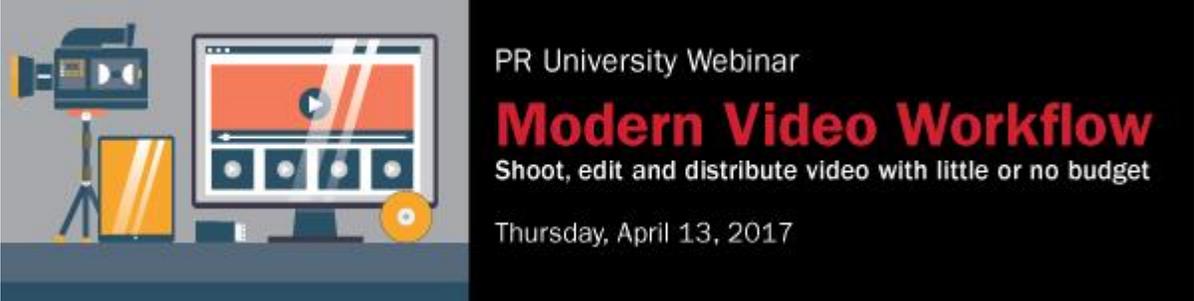
For more information about [running for office](#), contact **Lana Snodgras, Executive Board Search Committee chair**, at 417-256-6155, [lane.snodgras@zizzers.org](mailto:lane.snodgras@zizzers.org) or **Karen Kleinz, APR**, NSPRA associate director, at 301-519-1227 or [kkleinz@nspra.org](mailto:kkleinz@nspra.org).

[Running for an NSPRA Office: Election and Campaign Information](#)



## Learn best practices and valuable insights for shooting stunning video for little cost.

NSPRA is always searching for partners who can enhance your membership benefits. With that in mind, we are now periodically offering webinars from Ragan Communications. The good news is that NSPRA members receive a \$40 discount off of their corporate pricing. See more about the April 13th webinar below.



One billion ... 92 ... 3-5 ... zero.

These numbers may mean nothing to you, but they should.

- **One billion:** The number of active users on YouTube
- **92:** The percentage of mobile video consumers who share videos with others
- **3-5:** The number of years until all Facebook posts will likely be video-based
- **Nearly zero:** The cost to start creating and distributing amazing video content

The **Modern Video Workflow Webinar** is led by Brian Malone, video production expert and CEO of Malone Media, whose clients include Facebook, Salesforce and more. You'll learn:

- The seven rules to shooting quality video like a pro
- How to take advantage of live streaming on YouTube, Facebook, Periscope and Instagram

- The best low-cost cameras, mics, lights and editing tools

Join him April 13 from 2–3:15 p.m. Eastern Time—without leaving your desk! **As a member of NSPRA, you'll save \$40 on registration.**

You'll also receive a complimentary on-demand recording of the event as well as all event presentations and handouts.

The numbers don't lie. If video isn't part of your content production, you're going to fall behind.

[Register here to save \\$40!](#)

*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

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