



SUNSPRA

Sunshine State School
Public Relations Association



“Thursday Thoughts” – 4.06.17

Kevin Christian, APR, CPRC, SUNSPRA President

Our biggest news right now is your chance to earn state-wide recognition for your best PR work over the last year! The 2017 SUNSPRA Sunshine Medallion Awards Call for Entries is available and ready for your completing. Show off your best work for the chance to 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 for award-winning entries from past years.

SUNSPRA is expanding membership benefits in some pretty interesting ways, including specific tracks at FASA's June conference and some possible conference scholarships! Presenters are being finalized at this very moment. This is in addition to the Medallion Awards that will be handed out during the same conference. You might even consider staying an extra day or two at discounted hotel rates. I encourage you to reserve your space now with an Early Bird Discount ending soon (see below). If you want to look now to reserve that room, [click here](#).



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



FASA LEADS

Discover '17

Learn. Empower. Advocate. Discover.



**THE EARLY BIRD
GETS THE WORM**

Register now to save \$40 on your full conference registration! Offer ends next Friday, April 14. The Discover '17 conference will take place from June 12-15, 2017, at the DoubleTree by Hilton SeaWorld.

Conference Highlights:

- There's something for every type of attendee! Keynote speakers range from superintendents within the districts to the executive level at Microsoft.
- Breakout session presentations by your peers on topics that directly relate to you. Topics range from promoting diversity to advancing into a school principalship and provide an opportunity to develop an actionable plan for the next school year.
- 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.

[Get more information](#)
[Register now & save!](#)

SEEKING YOUR INPUT

Scott Ferguson from Sarasota County is seeking your input on how your organization operates. Here is his request:

“Could you do me a favor and poll SUNSPRA members and ask them to send an org chart for their Communications Department (or whatever it’s called) that shows reporting relationships in the department and above (whether the director or other administrative leader reports to the superintendent or someone else), whether their department includes a volunteers and business partners, handles public records requests, etc. If they have an org chart on their website and just want to send a link that would work. Thanks, Scott Ferguson, Communications Specialist, Sarasota County Schools”

Email Scott at scott.ferguson@sarasotacountyschools.net to offer your input.

APRil is APR Month

I just penned a newsletter story for NSPRA regarding the APR accreditation process, its importance, and its impact on PR professionals. Once again, I’m reminded how much these three letters mean to someone in school PR. In talking with fellow NSPRA members who recently achieved their APR, I now have colleagues in four more states to call on when I need advice, a compassionate ear, of just someone to bound ideas off of. I’ve stressed the important of APR over the last three years in many of these “Thursday Thoughts.” And I continue with this one. April is “APR Emphasis Month,” so I encourage you to strongly consider, even commit, to earning your APR in the next year. It’s time-consuming, and not easy, but I PROMISE you will learn more about yourself and what you do on your job every day than you ever imagined! APR is really ABC:



A = acknowledge you want it for truly valid reasons

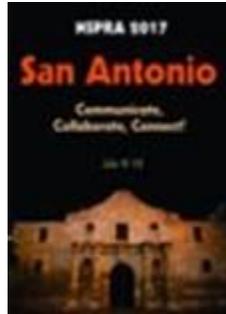
B = believe in yourself

C = concentrate on what’s required – it’s not an easy task!

Contact me for more info.



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](#)

LEGISLATIVE & ISSUES UPDATE

THIS WEEK:

'Data dashboards' to improve student intervention and progression

The St. Johns County School District is fine-tuning a sophisticated reporting tool that will merge student assessment scores, report cards, attendance trends and other school-related data into a single, user-friendly interface.

[Read Full Story](#)

District names 9 superintendent semifinalists

The Alachua County Public School Board voted to select nine semifinalists in its search for superintendent at its regular meeting Tuesday evening.

[Read Full Story](#)

'Yes' to daily school recess, Senate says. The House is another matter.

Nearly 1.3 million elementary school students in Florida are a major step closer to being guaranteed 20 minutes of recess every school day after the state Senate unanimously endorsed the concept Tuesday.

[Read Full Story](#)

Pinellas edges toward plan that would join a school and YMCA facility

Pinellas County School District officials are inching closer to creating a joint school and YMCA facility in the Shore Acres community.

[Read Full Story](#)

Senators' homework pays off in progress on reducing student assessment tests

A sweeping plan to reduce standardized testing in Florida's K-12 schools cleared its first state Senate committee on Monday, after lawmakers struck a compromise to blend competing reform proposals.

[Read Full Story](#)

Florida gambling bills with billions at stake are likely to come down to session wire

The Florida House stripped the Senate's gambling bill and passed its own Wednesday, signaling the two chambers will likely have to negotiate a compromise during the session's final weeks. The Senate bill's sponsor, Sen. Bill Galvano, said "timing is not yet determined" for negotiations. But if they can reach an agreement, the state stands to gain at least \$2 billion in additional money

from the Seminole Tribe over the next seven years by renegotiating a deal reached in 2010. The state is seeking a guaranteed \$3 billion from the tribe for the time frame, about \$1 billion of which it would receive regardless, according to revenue forecasts from the Legislature's Office of Economic and Demographic Research. ([more](#))

Florida House pulls back on \$50 million beach funding goal

The Florida House of Representatives is backing off a goal of increasing funding for the state's beaches, setting up a possible showdown with the Senate, which wants \$50 million to renourish Florida's shores. In late March, Rep. Ben Albritton, R-Wauchula, chairman of the House Agriculture and Natural Resources Appropriations, said he intended to include \$50 million for beaches and inlets in his committee's budget. That matched the \$50 million proposed by the Senate and Gov. Rick Scott. ([more](#))

Ten Big Issues at Mid-Point of Legislative Session

Halfway through Florida's 60-day legislative session, almost all major issues remain unresolved. That's not unusual: Lawmakers always leave tough stuff to the end. But the House and Senate will have to resolve key differences if they hope to end the session as scheduled May 5. Here is an update on 10 big issues: ([more](#))

More freedom to pray in public school? It's likely, but lawmakers have to compromise.

Lawmakers on either side of the Florida Capitol have different ideas as to what extent they should secure students' and teachers' rights to express religious beliefs in public schools — forcing the need for compromise before the Legislature can send a proposed law to the governor for his approval this spring. A plan the Florida House approved Wednesday by a 114-3 vote fortifies basic rights to religious expression that are protected by the state and U.S. Constitution. The Senate two weeks ago endorsed language that does that, too, but that also goes much further — by also requiring schools to give students a "limited public forum" to pray and otherwise express their beliefs at school assemblies and other school-sanctioned events. ([more](#))

Voters said yes, but Florida may change class size limits

Florida's voter-approved class size limits could be eased under a bill now moving in the state Legislature. The Florida House on Wednesday voted 95-22 for a bill (HB 591) that would change the way class sizes are calculated. If the bill became law, then schools would measure class sizes by a schoolwide average instead of measuring it at the classroom level. A similar bill is moving in the Senate. ([more](#))

MORE 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, ana.snodgras@zizzers.org or **Karen Kleinz, APR**, NSPRA associate director, at 301-519-1227 or 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.



PR University Webinar

Modern Video Workflow

Shoot, edit and distribute video with little or no budget

Thursday, April 13, 2017

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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“Once I learn how to use Google, isn't that all the education I really need?”