



SUNSPRA

Sunshine State School
Public Relations Association



“Thursday Thoughts” – 6.08.17

Kevin Christian, APR, CPRC, SUNSPRA President

And the 2017 SUNSPRA Medallion winners are...

Sorry, you'll have to read next week's issue to find out! Meantime, Tallahassee's seeing more action than usual, even from its own players. (See news stories later in this issue.)

I hope you're joining us next week in Orlando for some great professional development, awesome awards, fabulous food, and noteworthy networking. You've read about it for months. We've been working behind the scenes for more than a year to make this happen. Remember to [RSVP to Marianne](#) if you're joining us for lunch and/or dinner next Wednesday. Here's the SUNSPRA line-up at the FASA Summer Conference:

Wed., June 14, 11am—12:15pm – “Managing Media with Class” with Kevin Christian, APR, CPRC, SUNSPRA President, 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

Wed., June 14, 12:15pm-1:30pm - SUNSPRA Awards Luncheon – Two people from each district who entered may attend compliments of SUNSPRA. Additional guests are \$50 and can be paid at the door.

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

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

Wed., June 14, 5pm – Dinner @ The Capital Grill on I-Drive. Hosted by School Messenger & Peachjar. This dinner is for superintendents, CIOs and PIOs/PR officers. Additional guests may attend at their own expense. Enjoy high-level networking, great food and conversation, connections, and relationship building.

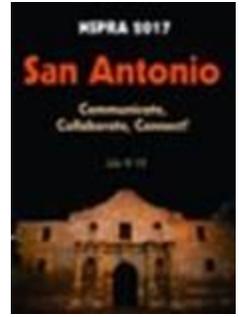


For more information on the FASA conference, [click here](#).

WELCOME NEW MEMBER - Debra Foley, marketing and outreach supervisor, Government and Community Relations, Brevard Public Schools

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):



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

[Hyatt Regency San Antonio Riverwalk](#)

FLORIDA LEGISLATIVE & ISSUES UPDATE THIS WEEK

Legislature's session isn't so special. It's getting testy

The impasse over the state's public school and economic development budgets grew wider Wednesday as legislators advanced proposals so different it seemed unlikely they would resolve their differences in the three days the governor has set for their special session. [Read Full Story](#)

Clay County superintendent warns parents of 'Blue Whale Challenge'

There was a stern warning to parents from school leaders in Clay County, about a dangerous online game targeting children. The game includes challenges that often lead to injury. [Read Full Story](#)

District fills positions, waits on numbers

Putting in education-speak, the Florida Legislature has earned a tardy from the state's 67 districts. [Read Full Story](#)

Hernando County school district buys new buses for first time in seven years

For the first time since 2010, Hernando County School District will be rocking some new wheels. [Read Full Story](#)

Florida Senate votes to override school budget vetoes

State lawmakers are back in the state capital for a three day special session to increase funding for schools, tourism marketing, and jobs incentives. But the first day of business was anything but smooth.

The Senate took the unusual step of overriding Governor Rick Scott's veto of the public school funding portion of the budget. ([more](#))

Florida lawmakers bog down on budget

After one day of a special session to set the \$82 billion budget, lawmakers appeared to make no progress resolving their deep rift over funding for public education and jobs programs. The three-day special session is costing taxpayers up to \$60,000 a day. Funding for Florida's schools, the fate of economic development programs, a new charter school program, the size of cuts to hospitals and millions of dollars in special projects are caught in the middle of bickering between the House and Senate. ([more](#))

Senator will try to defund controversial schools bill

A contentious, charter school-friendly education reform bill that has incensed traditional public school advocates — and given some in the Florida Senate feelings of buyers' remorse — isn't on the agenda as the Legislature meets in special session this week. But some senators will force the issue this

morning — by proposing to strip out most of the \$419 million in HB 7069 and redirect the money toward increasing general spending for K-12 public schools. ([more](#))

Divisions emerge on eve of special session

This week's special legislative session on education and economic-development funding seemed Tuesday to be on the verge of collapse before it even began, with Senate and House leaders trading barbs and facing a tight deadline. With the special session set to run from Wednesday through Friday, lawmakers have left themselves almost no time for gamesmanship. But by the end of Tuesday, the House and Senate were taking different approaches on education and hospital funding, economic-development programs and whether to override some of Gov. Rick Scott's budget vetoes. ([more](#))

Senate wants changes to special session, angering House

Five days after Gov. Rick Scott and legislative leaders announced a grand bargain for a special session set to begin Wednesday, the deal appears to have fallen apart. Senate President Joe Negron, R-Stuart, sent a memo to members Tuesday, proposing changes to the agreement reached with Scott and House Speaker Richard Corcoran, R-Land O'Lakes, who responded with a harsh rebuke of his proposals. ([more](#))

Florida Senate president's plans cast doubt on special session deal

Senate President Joe Negron announced his own plan Tuesday to give more money to schools, tourism promotion and business incentives, threatening on the eve of a special session a deal he announced last week with Gov. Rick Scott and House Speaker Richard Corcoran. Negron, R-Stuart, said in a memo to senators Tuesday that the plan he promoted with Corcoran and Scott last week could cause budget problems in future years. Negron's alternative would use state money Corcoran fought to set aside for higher property taxes homeowners could have to pay. ([more](#))

Jack Latvala: 'Cooling-off' period applies to Special Session bills

Sen. Jack Latvala is telling fellow senators that funding bills planned for this week's Special Session will be subject to the state's constitutionally-mandated "cooling off" period. That potentially means, if the bills are changed, that lawmakers could be stuck in Tallahassee past Friday, when the session is scheduled to end. ([more](#))

Miami-Dade Republican: I'm 'not comfortable' with more K-12 funding without changing HB 7069

Hialeah Republican Sen. René García told Senate President Joe Negron, R-Stuart, in a letter today that he's "not comfortable supporting any compromise" on increasing K-12 funding for 2017-18 that does not also address a controversial education policy bill that awaits Gov. Rick Scott's approval. García was one of three Senate Republicans to vote against HB 7069 when it narrowly passed the Senate on the final day of the 2017 regular session. ([more](#))

Sparks fly over state legislation at school board meeting

A controversial proposal in Tallahassee to funnel more money to charter schools triggered a heated debate at the Sarasota County School Board meeting Tuesday evening, leaving board members sharply divided on how to respond. "If you can't sit here — I'm sorry, I'm really angry," said board Chairwoman Caroline Zucker in an effort to put the lid on her emotions. "If you can't sit here and vote for public school children, then you don't belong on this board. Because this is what we are — public school advocates. ([more](#))

Lake schools to consider longer school day, 11-month school year

determined to improve the C-rated district in the face of funding constraints from Tallahassee, new Lake County Schools Superintendent Diane Kornegay delivered a "call to action" thunderbolt Monday, urging changes that include lengthening the school day and calendar year. [Read Full Story](#)

Florida lab school pioneers personalized learning

Italian music played in the background as kindergarten and first-grade students welcomed parents and guests to Pizza by the Creek - a student-managed restaurant at P.K. Yonge Developmental Research School. [Read Full Story](#)

Florida lawmaker files bill detailing student funding for special session

School district leaders across Florida are scrutinizing the details within newly filed HB 3A, to see how it compares to the Florida Education Finance Program that Gov. Rick Scott vetoed with a call for increased per-student funding. Many of the specific amounts that House PreK-12 Appropriations chairman Manny Diaz proposed remain the same from measure to measure. Those include spending levels for school recognition, exceptional student education, safe schools, supplemental academic instruction, instructional materials, classroom supplies, student transportation and digital classrooms.

[\(more\)](#)

Gov. Rick Scott vetoes school uniforms money in Florida budget

The handful of Florida school districts and charter schools that received state money for putting their students into uniforms won't have that cash influx again this year. Gov. Rick Scott vetoed the \$14 million line item from the Legislature's 2017 budget. The decision should have surprised few, as Education Commissioner Pam Stewart pointed to the incentive for possible elimination back in January, and the state Senate's initial education spending plan also proposed zeroing out the fund.

[\(more\)](#)

Scott vetoes hit House projects

Gov. Rick Scott, who fought House leaders for months over economic incentives and tourism money, used a heavier veto pen on House projects than Senate spending, an analysis shows. In signing a new \$82 billion state budget Friday, Scott used his line-item veto power to excise \$410 million in spending initiatives. He additionally vetoed state funding for the \$20 billion public-school budget, but that is expected to be restored in a three-day special session that begins Wednesday. [\(more\)](#)

First Amendment Foundation calls for higher level of Sunshine standards in Constitution Revision Commission

The First Amendment Foundation has called on the Constitution Revision Commission (CRC) to adopt amendments to its proposed rules that would require the commission to comply with the highest standards of the Sunshine Law, a release from the non-profit organization stated. [\(more\)](#)

In Pinellas schools, a more urgent search for black teachers

Darion Bentley could be an older brother to the students he helped teach at Bear Creek Elementary in St. Petersburg.

[Read Full Story](#)

No funding for classroom needs? Teachers get resourceful

When a classroom needs more than a school can provide, teachers increasingly turn to strangers for help. [Read Full Story](#)

Throwback Thursday: If you recognize this TV cast, no caption is necessary for this photo!



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

