



SUNSPRA

Sunshine State School
Public Relations Association



“Thursday Thoughts” – 6.22.17

Kevin Christian, APR, CPRC, SUNSPRA President

And the 2017 SUNSPRA Medallion winners are:

PUBLICATIONS AND PR TOOLS

- “PE Videos” promoting Sunrise Elementary School, Orange County Public Schools
- “Real School” broadcast TV program, Duval County Public Schools
- “Quality Education for All Fund” promotional video, Duval County Public Schools

PROGRAMS AND PROJECTS

- “Catalina Cinema CELEBRATES Regal Colts” themed promotion, Catalina Elementary School, Orange County Public Schools
- “The Grads are Back” themed promotion (large district), Orange County Public Schools
- “#iAmMarion” themed promotion (medium district), Marion County Public Schools
- “Casey’s Family Academy” parent involvement program, Castle Creek Elementary, Orange County Public Schools
- “Fine Arts Steinway Fund Raiser Concert” fund raising / special event, Escambia County School District

BEST OF SHOW

- School-based - “Casey’s Family Academy” parent involvement program, Castle Creek Elementary, Orange County Public Schools
- District-based – “#iAmMarion” themed promotional campaign, Marion County Public Schools

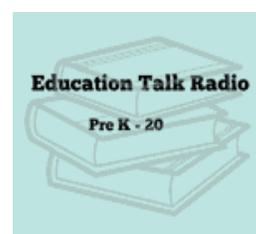
What a GREAT time we had in Orlando at last week’s FASA conference. With three jam-packed sessions presented by SUNSPRA, attendees and guests leaned how to manage media with class, what to do after your video goes viral, and how to handle hateful social media posts and become your own newsroom and branding powerhouse! As well, dinner at The Capital Grill was delicious, along with the fantastic conversation and networking opportunities! Thanks to Nancy Gallardo (School Messenger) and Quintin Graves (Peachjar) for sponsoring such a wonderful get-together!

WELCOME NEW MEMBER – Principal Dr. Monica Johnson, Castle Creek Elementary, Orange County Public Schools

EduTalk Radio Features Jason Gaston, APR, on the Role of Today’s School Communication Professional

Jason Gaston, APR, chatted about the need for a school communication professional in today’s school districts on the [most recent edition of EduTalk Radio](#).

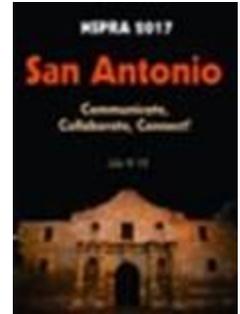
Jason Gaston, APR, is district coordinator, public/ media relations, for Hoover City (Ala.) Schools and he also serves as the Southeast Regional vice president on the NSPRA Executive Board. Host Larry Jacobs and NSPRA Executive Director Rich Bagin, APR, also entered the discussion as to why just about every school district needs a pro to lead its communication effort.





In just a few short weeks, 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! For details on this year's NSPRA Conference in San Antonio, click the graphic to the right.



Communicate, Collaborate, Connect!

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

Free Webinar: The Hard Truth About School Safety — And How a Strong Board Policy Can Fix It

As a school leader, you agonize over keeping students safe. But few issues are as challenging, or as complex, as student safety and well-being. There are a million well-intentioned ideas out there. None are as important as a strong board policy. Join veteran school district superintendent Dr. Gerald Dawkins in an exclusive webinar as he reveals three strategies to help you create an effective safety policy, complete with an actionable plan and a process to get your schools to a safer place.



What: The Hard Truth About School Safety

When: June 29, 2 PM EDT

Cost: Free

[Sign up here.](#)

FLORIDA LEGISLATIVE & ISSUES UPDATE THIS WEEK

To Speaker Richard Corcoran: 'We are in this battle together' | Opinion

Dear Mr. Speaker,

Thank you for your service to our state. I know that for you, public service is a calling and a passion. I also know that you are a principled man who cares deeply about the future of our state. However, I must respectfully disagree with the remarks you made at a breakfast gathering in Tampa last week, as reported by the Tampa Bay Times, asserting that Florida legislators better represent the interests of constituents than local governments. The reasoning behind this assertion was that Florida legislators are more responsive to constituents, less susceptible to special interests, and you even argued that the sheer number of legislators (160) makes it more difficult to get something approved than a five-person City or County Commission. Nothing could be further from the truth. ([more](#))

Jefferson School Board balks at vote to outsource finances

Faced with an unfamiliar contract to outsource the district's finance department, the beleaguered Jefferson County School Board exercised one of its few options. Members refused to vote. Monday night's emergency meeting to address its financial staff underscored the festering distrust between school board members, their superintendent and the Florida Department of Education – which some feel is applying undue pressure. ([more](#))

Duval Schools to share millions of dollars with charter operations under newly signed law

Duval Schools will be forced to share about \$16 million of its capital dollars with charter schools over the next five years under the guidelines of the newly signed education law, district officials said. The law Gov. Rick Scott signed last week requires for the first time that school districts split off some of the money they raise through local taxes and spend on capital projects and needs and give that money to charter schools, which are public schools operating independently of elected school boards. ([more](#))

PBC schools might pay \$26 million for help managing building boom

Palm Beach County's public school system wants to pay a Fortune 500 company \$26 million to oversee a decade-long school construction boom, one made possible by an influx of cash generated by voters' decision in November to raise the county's sales tax. [Read Full Story](#)

Seminole officials look at changing school impact fees

Seminole commissioners agreed during a meeting Tuesday with School Board members to launch a review of impact fees - particularly those for schools - as a growing economy has brought more new developments and has children filling classrooms. [Read Full Story](#)

Florida education department looks at changing alternative high school reading, algebra tests

Performance on Florida's Algebra I end-of-course exam showed marked improvement this spring, but passage among high school students remained below 50 percent. [Read Full Story](#)

Speaker Richard Corcoran to Hillsborough schools: Stop blaming the Legislature while you waste money

As it attempts to put its financial house in order, the Hillsborough County School District is being made a poster child for runaway public school spending. The accuser: Richard Corcoran, the Republican state lawmaker from Land O'Lakes and a driving force behind this year's sweeping public education bill. ([more](#))

What's missing from Florida HB 7069?

With Gov. Rick Scott's signature, HB 7069 gained a new level of scrutiny for its potential impact on Florida public education. Among many of the state's school board members and district government relations types, though, the conversation quickly turned to one item that did not appear in the bill — language about ensuring that state funds for capital projects do not line the pockets of private charter school providers. ([more](#))

Charter school founder accused of theft, use of school money on world trips, mortgages, other luxuries

The founder of a charter school company that managed two schools in Jacksonville was charged Monday, along with a business partner, with racketeering and organized fraud allegedly involving 15 charter schools in Florida. Prosecutors say Marcus May, owner of Newpoint Education Partners, is accused of misusing and co-mingling charter school money, as well as taking excessive payments and “kickback” fees, and spending the proceeds on such things as cruises, numerous trips to foreign countries, plastic surgery, home mortgages and a personal watercraft. ([more](#))

Hack attacks highlight vulnerability of Florida schools to cyber crooks

Two months before the U.S. presidential election, international hackers slipped into the computer systems of at least four Florida school district networks in the hopes of stealing the personal data of hundreds of thousands of students. [Read Full Story](#)

Budget woes force the Hillsborough school district to rethink its role as a job provider

...Such loyalty to an employer is rare in today's workplace. But it's a big consideration as district leaders contemplate how to balance a lopsided budget without striking a blow to the economy.

[Read Full Story](#)

St. Johns County once again No. 1 in FSA scores statewide

The St. Johns County School District has earned the No. 1 spot in Florida Standard Assessment scores for reading statewide for the second time in as many years. The district ranked first in the state for math FSA scores in grades 5 through 8, but fell to third and second place, respectively, for grades 3 and 4. [Read Full Story](#)

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

Kevin

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