



SUNSPRA

Sunshine State School
Public Relations Association



“Thursday Thoughts” – 9.28.17

Kevin Christian, APR, CPRC, SUNSPRA President

Back to School. Board meetings. Hurricanes. More Hurricanes. Irma. Potential meningitis scare. Employee arrests. New textbook adoptions. Possible protests of the National Anthem. Influx of displaced students from disaster areas. Official October counts.

These are just some of my topics recently, and no doubt you’ve been dealing with many of the same and more over the last few weeks. I repeatedly tell my friends, “I cannot make this stuff up,” referring to what we School PR Pros deal with on a daily basis. I applaud you for your efforts and pray your district is quickly recovering from Mother Nature’s wrath. We’ve learned she is more ferocious and tenacious than complaining parents, irate taxpayers, and even the occasional public records request!

Please find attached your SUNSPRA renewal form for the 2017-18 year. Your involvement makes SUNSPRA valuable. Your input is shared with colleagues and fellow members around the state. And your investment makes the benefits of membership possible.

Speaking of benefits, I’m talking with David Voss & Associates to put together a half-day “IRMA: Lessons Learned” debriefing in the Central Florida area. This gathering gives us a chance as school public relations directors, officers, and supporters the chance to interact, face-to-face, to learn what not to do next time, how to improve our plans, and our best takeaways from the entire experience. More details to follow soon.

I’m also attaching nomination forms for this year’s “Outstanding Superintendent Communicator” and Marjorie Davidson “Leading Light” awards. Please review both carefully and consider nominating your superintendent and a great supporter from your district. These prestigious awards will be handed out Thursday, November 30, in Tampa Bay during the FSBA Annual Joint Conference. And yes, once again, SUNSPRA will provide professional education in the social media realm to those attending.

In times of crises, that’s when a person’s true character comes out. What is your true character like? How does that carry out in the professional world of PR for public education? Just something to consider...

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

Kevin

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