

SCHOOL PR ROCKS!

GSPRA
OCT. 23-24, 2014 ATHENS

Want to strike the right chord with your message?

Need to silence your "vocal" critics and harmonize with your community?

Looking to expand your 'playlist' when it comes to crisis response?

*Then the
2014 GSPRA
conference
will be music to
your ears!*

We're getting the GSPRA band back together for...

Georgia School Public Relations Association's **ANNUAL CONFERENCE**

October 23-24, 2014

UGA Hotel and Conference Center in Athens, Ga.

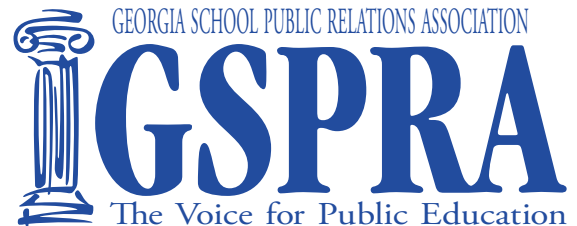
Register online today! Registration deadline is Oct. 9!

Tight budget? Apply for a conference scholarship online!

About GSPRA

The Georgia School Public Relations Association (GSPRA) was established in 1973 and is a professional organization for school communicators and school-community relations specialists. GSPRA is an affiliate of the National School Public Relations Association. GSPRA is a vital medium for exchanging information and ideas and is a wellspring of professional growth for education communicators statewide.

Find additional information on the conference, including online registration, a conference scholarship application, and a link to reserve your hotel room on the Conference/Events tab of the website.



For more information about the 2014 GSPRA Conference, contact

Anisa Sullivan Jimenez, 2014 GSPRA Professional Development Director, jimenezan@clarke.k12.ga.us;
or **Laura Nurse, APR**, 2014 GSPRA President-Elect, laura_nurse@gwinnett.k12.ga.us

We've got chart-toppers from the NSPRA 2014 National Seminar, informational "jam sessions," and Athens fun!



Thursday, Oct. 23, 8 a.m.–5:30 p.m.

(Registration and Continental Breakfast begin at 8 a.m., with sessions starting at 9 a.m.)

NSPRA Chart-Topper... Distinguished Speaker **Susan Hardy Brooks, APR**— PR veteran and assistant vice president at Schnake Turnbo Frank in Oklahoma City— is 2014 President-Elect for NSPRA. Susan has provided counsel to school districts, technology centers, state education agencies, education associations, community colleges, universities, and a variety of private sector businesses. She's seen it all and survived to talk about it. Susan has conducted communications audits for NSPRA in the U.S. and Canada since 1994, and currently provides communications counsel for the Oklahoma State School Boards Association and the Greater Oklahoma City Chamber of Commerce. Susan will share **"Five Changes School PR Pros Can Expect in the Next Five Years."**

Informational "Jam Sessions"... Mix it up with some PR masters in these informational "jam sessions." You'll have a chance to learn more on topics presented by our distinguished speakers and other talented professionals.

Lunch and Virtual Office... After a complimentary lunch, participants will have some time to catch up with the office while we offer a Career Advice Session for our student visitors.

NSPRA Chart-Topper... **Music Watson** is the communications director for San Diego City Schools, the second-largest school district in California. She is the winner

of several NSPRA, CalSPRA and Bronze Telly Awards. Her session— **10 Things to Do BEFORE Disaster Strikes!**— got rave reviews at NSPRA from the GSPRA delegation!

Afternoon Roundtables are a tradition at GSPRA... They're fast, fun, and filled with information. Possible topics? Look for riffs on recognition programs, maximizing your smart device, top-notch Facebook pages, ambassador programs, and more.

Nightlife... After hours, enjoy a reception, then dinner with GSPRA colleagues in historic downtown Athens on Thursday evening.



Friday, Oct. 24, 8 a.m.–2 p.m.

(Registration and Continental Breakfast begin at 8 a.m., with sessions starting at 9 a.m.)

Schoolhouse Rock!... Our final distinguished speaker joins us from Grady College at UGA. Watch for more details on our speaker, but know that we'll be talking social media.

Informational "Jam Sessions"... Mix it up with some PR masters in these informational "jam sessions." You'll have a chance to learn more on topics presented by our distinguished speakers and other talented professionals.

Awards Luncheon and Installation of Officers... New this year, a special awards luncheon will close the conference where we'll announce recipients of the 2014 Chapter Awards, winners in GSPRA's Publications, Photography, and Electronic Media Contest, and Installation of Officers for the 2014–15 school year.

Register online today at www.gspra.org...

Conference registration deadline is Oct. 9!

Hotel reservation deadline is Sept. 22!

You have three great options for the most valuable professional development you will attend this year, still at 2013 conference pricing! All registration options (with the exception of our student guests) include annual membership through the 2015 conference. **Oct. 9 is the deadline to register for this event!**

- **\$99 for full conference** on Thursday and Friday (includes Thursday lunch) (*Out-of-state guests, \$150*)
- **\$85 for Thursday**, full day only (includes Thursday lunch) (*Out-of-state guests, \$100; UGA student guests, \$35*)
- **\$50 for Friday**, half-day only (*Out-of-state guests, \$75*)

IMPORTANT NOTE: UGA Hotel and Conference Center is handling registration this year. Cancellations on or before Oct. 14 will be refunded minus a \$35 processing fee to UGA. No refunds will be issued after Oct. 14, but substitutions are allowable. Call 1-800-884-1381 to change or cancel your reservation.

Reserve a room at a Special GSPRA Rate at the UGA Hotel and Conference Center, located at 1197 South Lumpkin St. in Athens. Make your reservation online or call 1-800-884-1381 and mention GSPRA (block #84523) to get the special conference rate of \$109+tax for a Classic Room (\$139 for a Select Room). Tax-exempt forms will be accepted at time of check-in. **There are a limited number of rooms in the block so make reservations early!**

If you book your room and register by the Early Bird Deadline of Sept. 9, you'll be entered into a prize drawing, with winners announced at the conference!

Sept. 22 is the deadline to guarantee the \$109 hotel rate!

Even if you can't join us for the conference, don't miss a beat! Renew your GSPRA membership for 2014–15 by contacting **Member Services Director J.D. Hardin** (John.Hardin@henry.k12.ga.us). Membership renewal is \$50.