



GEORGIA SCHOOL PUBLIC RELATIONS ASSOCIATION

GSPRA

The Voice for Public Education

Dateline

Spring 2000



The News

- GSPRA extends condolences to **Marie Wofford** (Emanuel County Schools) on the death of her father.
- Congratulations to **Jennifer Caracciolo** (Newton County Schools) on the birth of a daughter, Isabella Ann-Marie, born April 4.
- Due to pregnancy and motherhood, Jennifer reluctantly resigned from her position as Region II GSPRA director. **Laura Nurse** (Gwinnett County Schools) has been appointed to fill the remainder of Jennifer's term.
- A big GSPRA thank you to **Pat Holloway** (Whitfield County Schools) and **Craig Harper** (Dalton City Schools) for assisting the Murray County School System with media relations and crisis communication during the recent tragic bus accident. Thanks also to the many GSPRANs who offered assistance to southwest Georgia following the devastating February tornadoes.
- Regional Directors **Janeen Josey** (Valdosta City Schools), **Molly Banks** (Burke County Schools), and **Jan Harper** (Glynn County Schools) deserve a round of applause for an outstanding drive-in conference held in February at Lake Blackshear. The trio did not even blink an eye when the original January date had to be rescheduled due to predicted snow. More than 50 attendees from throughout Georgia were treated to an informative day covering school safety and education reform.
- By now you should have received information from **Pat Holloway** concerning GSPRA's Blue Ribbon application. NSPRA annually presents Blue Ribbon awards to outstanding state chapters. GSPRA has been a Blue Ribbon chapter for many years. Please help continue the winning tradition by returning your Blue Ribbon form.
- The March 2000 issue of *NSPRA Network* features "Basic Facts," a general information guide designed by **Helen McCorvey** (Dougherty County Schools.) ☆

Listserve: Newest item for PR toolbox

GSPRA's listserve wants you! A wonderful opportunity for instant communication, the listserve is simply a network of email addresses. A single email can be posted to the listserve address and then broadcast to every listserve subscriber.

Example

Your Board is considering a change to its grading policy. You are asked to find out what other schools and school districts are doing. You quickly draft an email, post it to the listserve, it is forwarded to GSPRANs throughout the state and within minutes you have your response. Your Board is amazed, they give you a big raise and all it took was one email. How can you afford to live without this?

How to Subscribe

The Glynn County School System hosts the GSPRA listserve. To subscribe, send a message to gspra@glynn.k12.ga.us. In the subject box, type one word: "subscribe." You do not have to type anything in the message box. It's that easy! Once you have subscribed, you can send and receive messages. Just remember, when you send a message it is going to everyone in the listserve. Do not use the listserve for personal messages! ☆

Learn from the best...

Is it time to update your school or system website? If so, check out these winning addresses. Each received an Award of Excellence in the 1999 NSPRA Publications and Electronic Media Contest:

Chesterfield County Public Schools, Chesterfield, VA:

www.chesterfield.k12.va.us

Boston Public Schools, Boston, MA:

www.bostonpublicschools.org

Carrollton-Farmers Branch ISD, Carrollton, TX: www.cfbisd.edu

Yonkers Public Schools, Yonkers, NY:

www.yonkerspublicschools.org

Chapel Trail Elementary, Pembroke Pines, FL:

www.chapeltrailelem.com

Easter Center for Arts and Technology, Willow Grove PA:

www.eastech.org

Fresno County Office of Education, Fresno, CA:

www.fcoe.k12.ca.us ☆

1999 Conference Celebrates GSPRA's Birth

With the theme "A Silver Celebration" the 1999 Fall Conference celebrated GSPRA's first 25 years as the voice for public education. Past presidents and members returned to reminisce and inspire. Current members shared favorite memories, and a 1974 disco party brought back leisure suits, smiley faces, purple eyeshadow, and a Soul Train dance. At the opening session Helen McCorvey paid tribute to GSPRA's founders, including Anne Raymond, Andy Olsen and Harry Williams. Helen announced that GSPRA had sent a gift basket to the "Mother of GSPRA" Anne Raymond to show appreciation for her years of service to the organization.

The following is taken from the note Anne sent thanking GSPRA for remembering her.

Dear Friends,

Congratulations on your 25th Anniversary! Although I cannot be with you, my spirit is there—knowing you carry on the famous GSPRA tradition of learning, inspiration, fun, sharing and caring for each other. I am so proud of what you have become and know that you will always be: a unique, talented and professional organization without peer.

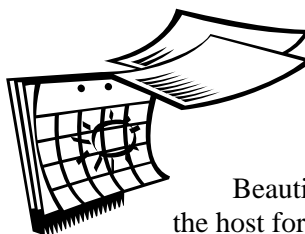
My wish for GSPRA's future comes from a children's book my husband wrote, "The Marvelous March of Jean Francois." The title character is a drummer boy in Napoleon's army whose motto, "Forward, ever forward," carries him around the world in a series of great adventures and brave successes. So, GSPRA, "Forward, ever forward."

With love,

Anne ☆

NSPRA 2000 Innovative Ideas for the 21st Century July 9-12 Hilton Palacio del Rio San Antonio, Texas

The NSPRA staff and our colleagues in Texas are hard at work planning another outstanding national conference. Join more than 600 of your closest PR friends for a week of learning. NSPRA 2000 covers the explosive growth of instant telecommunications devices for school and home, the impact of this new media, a look at e-community relations, and how these tools will save money and increase your effectiveness. You will return home with practical and innovative tactics on how to effectively cope with the changing face and emotions of America. Save money by registering before May 26. Register on-line at www.nspr.org, or call 301-519-0496. ☆



GSPRA moves to Callaway Gardens

Beautiful Callaway Gardens will be the host for the 2000 GSPRA Conference, November 8-10. The conference planning committee intends to continue GSPRA's reputation of offering high-quality, low-cost training in school-community relations. A major focus of this year's conference will be local school and system accountability and the impact of the A Plus Education Reform Act. Put the dates on your calendar now and look for registration materials in early fall.

If you have a suggestion for a concurrent session or speaker, please contact Pat Holloway. ☆

GSPRA Annual Conference November 8-10, 2000 Callaway Gardens



Honor that special teacher with help from GSPRA

Looking for that perfect gift for your Teacher of the Year? GSPRA has your answer. Writing and lapel pins, candy dishes, key chains, portfolios, mugs and tote bags, all with an attractive Teacher of the Year logo and affordably priced, are now for sale. Order forms and photographs of the items are available on the GSPRA website, www.gspr.org. Teachers deserve recognition. Show them you care.

GSPRA's 1999 Award Winners

- Professional Growth: **Jennifer Caracciolo**, Newton County Schools
- Outstanding Leadership in School/Community Relations: **Vickie Burt**, Lowndes County Schools
- Excellence in School Community Relations: Newton County Schools Golden Pass Program
- Distinguished Service: **Marie Wofford**, Emanuel County Schools

- Forsyth County Schools; *Forsyth County Schools Web Site*; Internet Web Site
- Cobb County Schools; *Cobb County Schools Web Site*; Internet Web Site
- Valdosta City Schools; *"Passport for Success;"* Audio/Visual Media
- Valdosta City Schools; *Digging for Buried Treasure*; Audio/Visual Media
- Emanuel County Schools; *"Safe Schools: A Proactive Approach;"* Audio/Visual Media

GSPRA 1999 Gold Winners Publications, Photography & Electronic Media Evaluation Program

- Whitfield County Schools; *1997-98 Annual Report*; Annual Report
- Lowndes County Schools; *1999-2000 School Calendar*; Calendar
- Gwinnett County Schools; *1999-2000 Gwinnett County Public Schools Calendar*; Calendar
- Dougherty County Schools; *Dougherty County Schools – 1999-2000 Calendar*; Calendar
- McDuffie County Schools; *1999-2000 Activity Calendar*; Calendar
- Dougherty County Schools; *"Building World Class Schools;"* Special Purpose
- Valdosta City Schools; *"Gold Rush of Service Learning;"* Special Purpose
- Glynn County Schools; *"1999-2000 Kindergarten Handbook for Parents;"* Special Purpose
- Coffee County Schools; *"Epiphany;"* Special Purpose
- Glynn County Schools; *"After 8;"* Special Purpose
- Gwinnett County Schools; *"Reaching Beyond the Horizon;"* Special Purpose
- Fulton County Schools; *"Middle School Reading Brochure/Bookmark;"* Special Purpose
- Fulton County Schools; *"Rapport;"* Newsletter for Internal Audiences
- Fulton County Schools; *"Partners;"* Newsletter for Internal/External Audiences
- Cobb County Schools; *"Newcomer's Guide;"* Marketing Material
- Valdosta City Schools; *"Reading is Serious Business;"* Photography
- Valdosta City Schools; *Special Gifts – "Books & Buddies;"* Photography
- Valdosta City Schools; *Joy to the World of the Elderly;* Photography
- Fulton County Schools; *"Image Identity Package;"* Logo Identity Image Package

The Georgia School Public Relations Association (GSPRA) is a professional organization for school public relations practitioners. Chartered in 1973, GSPRA is a vital medium for exchanging ideas and is a wellspring of professional growth for education communicators in Georgia. GSPRA is an affiliate of NSPRA, the National School Public Relations Association. For more information on GSPRA, contact any officer.

President: Mitzi Edge, Fulton County Schools, 404-763-6830; edgem@fulton.k12.ga.us

President-Elect: Pat Holloway, Whitfield County Schools, 706-217-6721; pholloway@whitfield.k12.ga.us

Immediate Past-President: Helen McCorvey, Dougherty County Schools, 912-431-1264; hmccorve@dougherty.k12.ga.us

Secretary-Treasurer: Craig Harper, Dalton Public Schools, 706-271-2617; charper@dalton.k12.ga.us

Communications Director: Karen Stroud, Douglas County Schools, 770-920-4081; kstroud@douglas.k12.ga.us

Regional Directors:

Region I: Mike McGowan, Cherokee County Schools, 770-479-1871, mmcgowan@cherokee.k12.ga.us

Region II: Laura Nurse, Gwinnett County Schools, 770-822-6507, laura_nurse@gwinnett.k12.ga.us

Region III: Paul Kraack, Clayton County Schools, 770-473-2760, pkraack@ccps.ga.net

Region IV: Molly Banks, Burke County Schools, 706-554-5101, mlbanks@boe.burke.k12.ga.us

Region V: Janeen Josey, Valdosta City Schools, 912-333-8505, jjosey@valdosta-city.k12.ga.us

Region VI: Jan Lane Harper, Glynn County Schools, 912-261-4455, jharper@glynn.k12.ga.us

Thinking of Becoming an APR? Here's What You Need to Know...

What is the purpose of Accreditation?

The purpose is to unify and advance the profession by identifying those who have demonstrated broad knowledge, experience and professional judgement in the field. The program seeks to improve public relations practice. The designation Accredited in Public Relations (APR) signifies a high professional level of experience and competence.

Who is eligible?

Members of partner organizations, such as NSPRA, who have at least five years of paid, full-time experience in the professional practice of public relations, or in the teaching or administration of public relations courses in an accredited college or university.

How do I prepare?

An Application Packet is available from the Universal Accreditation Board, 33 Irving Place, New York, NY 10003. Candidates review study materials "Effective Public Relations," Eighth Edition by Cutlip, Center, and Broom, the recommended text for accreditation preparation, available from Prentice Hall, Inc.

The "Accreditation Study Guide," a preparatory manual for taking the examination is available from Public Relations Society of America for \$20 for members; \$50 for non-members (plus \$3 shipping/handling). Order from the Professional Practice Center by calling (212) 460-1459.

How many candidates take the Universal Accreditation exam? What is the pass rate? Over 2,000 candidates took the examination over the past five years and the average pass rate was 65 percent.

What is the fee to take the Examination for Accreditation in Public Relations?

The fee for PRSA members is \$275. The fee for members of other Partner Organizations, such as NSPRA, is \$385. The fee for non-members equals the fully allocated cost of administering the Examination. Additionally, non-members must pay an annual maintenance fee equal to PRSA member dues (\$225). For a limited time, GSPRA will pay the test fee (not maintenance fee) for its members.

Laura Reilly, APR, president of Arts and Letters, is serving as GSPRA's liaison with NSPRA and the Georgia Chapter of PRSA on the accreditation program. More information will be provided in future newsletters, or you can contact Laura at (770) 682-9409, or e-mail her at lreilly@mindspring.com. ☆

2000 FALL APR TEST SERIES

Friday, September 8 -

Sunday, September 17, 2000

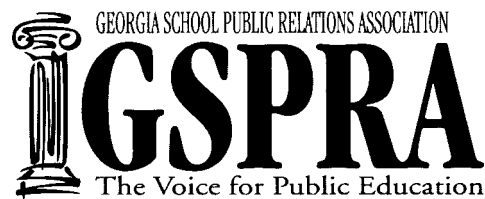
(Testing locations will be announced later.)

Application Registration Deadline

August 7, 2000

Test Results Mailed

February 1, 2001



Not a Member of GSPRA Yet? Look at What You're Missing

The Georgia School Public Relations Association is a 25-year-old association devoted to offering its members current information on effectively communicating in the education arena. Our members include school system public relations professionals, superintendents, principals, school level communicators and other educational leaders.

In addition to a superb annual conference traditionally held in November, GSPRA offers a network of professionals from which to learn, get advice from and "find out how the others do it." When a public relations crisis hits in your system, or you're faced with a new policy or program that will become a public issue, you can bet that at least one GSPRA member has faced something similar. All it takes is a phone call, or posting to the GSPRA list serve, to get the wheels in motion. Soon the network is activated and you will have an actual case study to use as a guide. What an invaluable resource to have at your fingertips.

Because the administration of GSPRA is handled on a completely voluntary basis, it is possible to keep dues to an economical \$25 per year. Contact GSPRA Secretary-Treasurer Craig Harper, Dalton Public Schools, at (706) 271-2617, or e-mail him at charper@dalton.k12.ga.us for a membership form. It will be one of the best investments you'll make this year! ☆