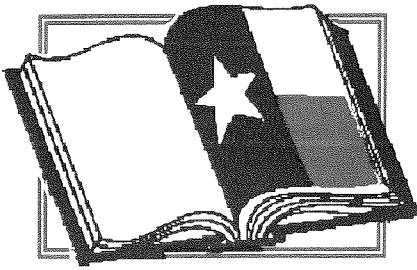


UPDATE

TEXAS SCHOOL PUBLIC RELATIONS ASSOCIATION



Districts grapple with Senate Bill 1

Aug. 1995

News inside

- Committees
NSPRA news
President's message
page 2
- Board nominations
Membership drive
Membership meeting
Paraprofessional workshops
page 3
- Bylaw/rules changes
page 4
- Texas Public Schools Week
page 5
- Calendar
NSPRA wrap up
Star awards contest
page 6
- Applause
page 7
- Job changes
page 8

by Terry Cannon

Have you noticed your superintendent and other top administrative staff wandering the halls of your administration building with a confused, dazed look? Don't worry. It's happening all over Texas as school district leaders grapple with the implications of the Ratliff-Sadler Bill (ne Senate Bill 1).

No part of public education goes untouched by this comprehensive rewrite of the Texas Education Code. One part of the bill that has raised concern among TSPRAnS without administrative certification is Sec. 21.003, which says that one may not be employed as "a teacher, teacher intern or teacher trainee, librarian, educational aide, administrator, or counselor by a school district unless the person holds an appropriate certificate or permit."

According to Cindy Clegg, director of personnel services for the Texas Association of School Boards, this was not intended to be a change from current statute that requires *instructional* administrators to have certification but does not mandate *non-instructional* administrators, such as public relations directors, transportation directors, personnel administrators or business managers, to be certified.

The Ratliff-Sadler Bill calls for a new State Board for Educator Certification (SBEC) to regulate and oversee all aspects of the certification, continuing education, and standards of conduct of public school educators. So, when SBEC is set up, TSPRAnS will be following with interest decisions regarding possible certification requirements for school public relations professionals.

Salary issues for public relations professionals were not addressed in the new law; but it does limit the superintendent's salary to no more than "120 percent of the salary of the highest paid instructional administrator at the school" based on no more than 230 workdays.

Changes expected in ASPR exam

by Linda East

TSPRAnS interested in becoming accredited in school public relations should think seriously about taking the ASPR exam this year before a new accreditation exam is implemented by the National School Public Relations Association.

The new ASPR exam is expected

See ASPR page 2

NSPRA academy coming to South Padre Nov. 10-11

Final plans for the NSPRA Communications Academy on South Padre Island are being made according to **Brenda Nettles Riojas**. The conference is scheduled for Nov. 10 and 11 at the Sheridan Hotel. TSPRAnS will be notified as soon as the final arrangements are made.



Plainview ISD retiring TSPRAn Helen Hogge, second left, receives an engraved clock from Northwest Region Area Vice President Susan Hoyl, left; Lynda Queen, Region XVI ESC, Amarillo; and Phyllis Kinnison, Region XVII, Lubbock. The Northwest Region recently met in Amarillo following a gathering of the Panhandle School Leaders Association that was addressed by Riney Jordan, Grapevine-Colleyville.

Committees

Membership Recruitment

Jenny Robinson,
Mission ISD

Texas Public Schools Week

Julie Zwahr,
Waxahachie ISD

Paraprofessional Workshop

Chris Garcia,
Corpus Christi ISD

Campus Assessment & Principals' Handbook

Mary Ann Simpson,
Region IV ESC

Scholarship

Shirley Brothers,
Alvin ISD

Audit

Glenn Smith,
Conroe ISD

Professional Awards

Susan McGuire,
Denton ISD

Government Relations

Terry Cannon,
TASB

TASA/TASB Convention

Billie Koetter,
HCDE

University Liaison

Carol Perry,
Waco ISD

NSPRA Awards

Pam Keeton,
Copperas Cove ISD

TSPRA Update

Brenda Ritter,
Katy ISD

Corporate Liaison

Elaine Free,
Irving ISD

TSPRA Star Awards

Shana McKay,
Conroe ISD

ASPR Program

Linda East,
Socorro ISD

Jerry Smith,
Spring ISD

Evaluation of Star Awards Contest

Vera Porter,
HCDE

Past Presidents Council

Susan Dacus,
Wilson,

Richardson ISD

Evaluation Process

Jerry Smith,
Spring ISD

Phyllis Kinnison,
Region XVII, ESC

ASPR from page 1

to change substantially from the current exam, and study guide materials provided by NSPRA are expected to change to reflect the new exam.

ASPR is a national accreditation in school public relations that is awarded by NSPRA. There are about 100 accredited school PR professionals in the nation. Eight are TSPRAs. Benefits cited by those who are accredited include personal pride, increased credibility, increased self confidence, increased knowledge of the profession and greater job performance.

The ASPR exam consists of a written exam that is five- and one-half hours long that includes multiple choice, true and false, short answer, and a two- and one-half hour case study. The oral exam consists of a 75-minute interview by a panel of ASPR professionals.

For the second year, TSPRA is offering the ASPR Academy to assist its members to prepare for the exam. Class two of the Academy offers the following:

- A one-day workshop in the fall presented by accredited members (date and location to be announced)
- Supporting study materials
- Assistance and support from ASPR members who will serve as mentors
- Arrangements for the current written exam to be administered at the NSPRA Communications Academy in November at South Padre Island
- Arrangements for the current written exam and the current oral exam at TSPRA's conference in February in Austin.

TSPRA charges a fee of \$150 to

Mr. Roger's neighborhood

The speakers, the sessions and the scenery were stupendous at the NSPRA annual seminar in Seattle. I had the privilege of attending along with about 35 other TSPRAs. Among the presenters were TSPRAs **Larry Ascough, Steve Knagg, Brenda Nettles Riojas, Nancy Ruff and Jerry Smith.** Our very own **Bob Sharp** represented Texas and the other states in the south central region as NSPRA vice president. And of course, our Past President **Dorian Martin** was recognized as NSPRA president-elect designate. In 1997, she will take



office as president at the annual seminar in Orlando. By the way, I have a few "Dorian for NSPRA President" buttons left, if you would like to have one let me know.

Make plans to attend the next

TSPRA membership meeting in Houston during the TASA/TASB meeting in September. And don't forget the two-day NSPRA Communications Academy on Nov. 10 and 11 on South Padre Island.

Our hearts go out to **Bonnie Ellison and Carol Rhodes Petty** on the recent loss of their children.

join the ASPR Academy Class II, and textbooks are not included in the fee. Academy members are responsible for obtaining the suggested textbooks to study for the exam.

The one-day workshop in the fall may be tied to the TASA/TASB conference in Houston in September. The workshop will focus on Research, Analysis, Communication and Evaluation (RACE), the development of a case study, and test-taking tips. A nationally known accredited speaker may be available for the workshop.

In order to take the ASPR exam, candidates must have been in the profession of school public relations for a minimum of three years and be a

member of NSPRA. Membership is \$170. Cost of the written exam is \$40 and the oral exam is \$130. These fees are not included in the Academy offerings. Last year, 40 TSPRAs joined TSPRA's first ASPR Academy. A workshop was held at the TASA/TASB Conference and workshops on accreditation were held at the 1994 and 1995 TSPRA conferences.

Applications for the TSPRA ASPR Academy Class II will be mailed to members by the first of August. For information, contact Academy Chairpersons **Linda East**, 915 860-3413; **Jerry Smith**, 713 586-1142; **Bob Sharp**, 713 464-1511; or **Tim Carroll**, 214 727-0510.

NSPRA News

by Bob Sharp

The big news is the upcoming NSPRA Communications Academy TSPRA will host on South Padre Island Nov. 10-11. TSPRA members will be front and center welcoming NSPRA members from across the country to the Texas gulf coast.

The Academy is the next best thing to a national seminar—plus,

it's affordable and close to home. The major focus is on marketing at both the campus and district level. Make plans now to attend and be looking for special mailings to TSPRAs and their superintendents. The NSPRA office is working with Annell, Charles, Dorian, Linda and others to make the sessions meaty for experienced practitioners as well as newcomers and building-level leaders. There's a good possibility fun activi-

ties are planned for after-hours.

NSPRA has unveiled three new products guaranteed to make instant experts: a new and improved *Win at the Polls*; a lighter piece called *The Wit and Wisdom of PR Success* featuring several TSPRAs; and a video kit called *Media Talk: Maximizing Your Performance with the Media*.

Bob Sharp, ASPR, is NSPRA South Central vice president.

Paraprofessional workshops planned

"During the 1995-96 school year, paraprofessional workshops are planned between Oct. 23-Nov. 3 for the fall and between Feb. 19-March 1 for the spring."

by **Chris Davis Garcia**

One of TSPRA's most successful activities in past years has been sponsoring and conducting paraprofessional workshops throughout the state. Designed for secretaries and support staff, the half-day format draws several hundred participants each year. In addition to providing a service to auxiliary staff members, the project provides revenue for the organization.

Chris Davis Garcia, coordinator for public information at Corpus Christi ISD, is chairing this year's project and has recruited five TSPRAs to serve on the committee—**Steve Knight**, TASB; **Kathy**

Clausen, Goose Creek ISD; **Jane Westbrook**, Weatherford ISD; **Norma Wheat**, Spring ISD; and **Debb Sullivan**, Corpus Christi ISD.

During the 1995-96 school year, paraprofessional workshops are planned between Oct. 23-Nov. 3 for the fall and between Feb. 19-March 1 for the spring. The workshop fee will remain at \$20 per person and will be received by the workshop facilitators rather than being sent to the TSPRA office.

At least 10 workshop locations are being sought for both the fall and spring programs, and thanks to early interest expressed by three TSPRA vice presidents, four sites have been

confirmed: Fort Worth and Dallas, McAllen and Brownsville, Beaumont and Houston, and Corpus Christi.

Although TSPRA vice presidents are being contacted about securing workshop locations in their areas, TSPRA's interested in hosting a paraprofessional workshop and inviting other school districts to attend may contact Chris Garcia at 512 886-9059.

"We would really love to have workshop sites blanket the state this year," Garcia said. "Session topics and guidelines for how to stage a successful paraprofessional workshop will be shared with anyone interested in serving as a workshop host."

Membership drive kicks off soon

by **Jenny Robinson**

Renewal letters for TSPRA's 1995-96 dues will be mailed in early August. Members are urged to pay their dues (still \$50 a year) as soon as possible. Prompt payment assures a listing in the new membership directory and eligibility to participate in the Star Awards program. But the most important reason is that TSPRA's budget is based on dues.

The TSPRA new membership drive will kick-off in September. The membership committee's goal is to top the 500 mark during the 1995-96 school year. If you need TSPRA brochures for prospective members or other assistance with recruitment, contact Jenny Robinson, membership chairman, 210-580-5530 or email: jennyr@tenet.edu.

Membership meeting Sept. 29

TSPRAs are encouraged to attend the TSPRA general membership meeting and Board meeting on Sept. 29 in conjunction with the TASA/TASB meeting that will be held in Houston. The board meets at 10 a.m. and the membership meeting is scheduled for 3 p.m. in the Conroe Room of the Four Seasons Hotel, 1300 Lamar St. in downtown Houston.

Billie Koetter, HCDE, will coordinate TSPRAs counseling booth and media display during TASA/TASB. At the same time, Janet Cline, Port Arthur ISD, will provide 15 TSPRA reporters to cover convention sessions.

For the convenience of TSPRA members, Executive Director Annell Todd has reserved a TSPRA block of rooms at the Doubletree-Allen Center, 400 Dallas St., about two blocks from the downtown Hyatt. For reservations, call the TASA/TASB housing number, 1-800-243-1589. State that you are with the TASA/TASB convention and that you want to reserve a room(s) in the TSPRA block. If you have problems, ask for Kathi Duverney.

TSPRA Board nominations sought

by **Linda East**

Nominations are being accepted for the following positions on the TSPRA Executive Board: president-elect; and vice presidents for North Central, Gulf Coast, Houston/Beaumont and Far West regions.

The president-elect serves a three-year commitment, and each vice-president serves a two-year commitment. The term of office begins in February 1996. Candidates for office must hold professional membership in the National School Public Relations Association (NSPRA) and be in good standing with TSPRA. Candi-

dates for president-elect are required to have been a vice president and/or a chairperson of one or more of the standing committees: scholarship, awards, audit, annual seminar and nominating.

Candidate nomination forms will be mailed to the membership in August. Nominations are due by Sept. 8, 1995.

For more information, contact President-Elect and Nominations Committee Chair Linda East, ASPR, at Socorro ISD, 915-860-3413.

"Candidate nomination forms will be mailed to the membership in August. Nominations are due by Sept. 8, 1995."

Board to vote on bylaws/standing rules

At the Sept. 29 TSPRA General Membership meeting, the membership will vote on the following changes, deletions or additions to the bylaws and standing rules of the Texas Chapter of the National School Public Relations Association Inc.

Note: only the changes are printed below. Words to be deleted are in italics and those to be added are underlined.

Bylaws

Article IV - Membership

2. Associate/*Student* Membership - *open to any person who is actively interested in advancing the cause of education.* created for school leaders who do not have full-time communications responsibilities.

5. *Emeritus Membership - shall be bestowed upon a TSPRA Chapter President at the end of his/her term of office.*

Article VI - Executive Director

The Executive Committee shall employ an Executive Director to conduct the day-to-day business of the association. The Executive Director shall be employed under the provisions of a *three-year* contract subject to an annual performance review by the Executive Committee.

Standing Rules

Article I - Membership

2. Associate/*Student* Membership does not include voting privileges or the right to hold office.

5. *Emeritus Membership shall be bestowed upon a TSPRA president upon completion of his/her term of office. This membership shall be lifetime and will have all of the same privileges that Professional Membership provides, however, no annual dues will be assessed.*

(If number 5 (above) is deleted, the current number 6 will become number 5).

Article II - Committees

TSPRA shall have as standing committees: Audit, Awards, Executive Director's Evaluation, TSPRA Seminar, Nominating, Long-Range Planning and Scholarship. Ad Hoc Committees may be formed as needed. The president shall appoint the chairpersons of all committees, with the exception of the Nominating Committee and Executive Director's Evaluation Committee. Committees shall serve for one year or until the conclusion of their charge, whichever occurs sooner. Each committee chairperson shall submit a complete and accurate account of the committee's activities, plans and proceedings to the incoming president with a copy to the Executive Director *no later than January 5.*

1. Audit Committee - the chairperson shall appoint two members, subject to approval of the Executive Committee, to audit TSPRA financial records each *spring year*, prior to the September Board Meeting. The committee shall report its findings to the Executive Committee no later than the fall meeting.

(v) "Key Communicator Award" - the recipient shall have contributed significantly to the field of school communications and need not be a member of TSPRA. The recipient may be a legislator, superintendent, or professional in another field who has improved school communications; or a member of TSPRA who has contributed outstanding service to the profession of school communications. This award, if given, shall be presented annually at the joint convention of the Texas Association of School Administrators and the Texas Association of School Boards.

(It has been suggested that the following paragraph which is currently under (vi) Media Award be placed under the "Key Communicator Award." If approved, it will be removed from the

"Media Award" section.)

The Awards Committee may solicit nominations for the "Key Communicator Award" from TSPRA members and other Texas public school educators and officials. Nominations must be received by the chairperson of the Awards Committee before the announced deadline. The chairperson shall be responsible for contacting the selection committee, securing an appropriate award, and providing a biographical resume of the recipient for press releases and for the TSPRA president's formal presentation at the joint convention of the Texas Association of School Administrators and the Texas Association of School Boards.

3. TSPRA Conference - The President may serve as the chairperson or may appoint a chairperson for the TSPRA Conference. The president shall give guidance to the appointment of committee members. The chairperson shall provide the leadership to carry out the TSPRA Conference theme. The Conference budget shall be monitored by the president. *(In this paragraph it is suggested that Conference replace Convention).*

Article IV- Chapter Officers

2. Duties of Officers
(v) Parliamentarian - shall be appointed selected by the president and approved by the Executive Committee. The parliamentarian shall determine that all meetings are conducted according to the established rules of procedure and shall serve as an ex-officio member of the Executive Committee.

Destiny finds Zwahr slip-less in Seattle

"I shudder to think what a member of the military had been doing not to notice that he only possessed my heels, suits and panty hose for the past two days."

by Julie Zwahr

The movie, *Sleepless in Seattle* is one of my favorites. It's about two people who are destined to fall in love. They travel miles to meet and spend the rest of their lives together, all because they were born under a lucky star. Well, my recent experience in Seattle attending the NSPRA Seminar leads me to believe that I was born during extreme cloud cover or a total eclipse.

TSPRA sent me to Seattle as the Texas scholarship recipient. I was flattered to be chosen to represent my state and colleagues, and aside from the rest of the story, it was an extremely beneficial experience.

I should have been forewarned, because I was booked on a flight with TSPRA Executive Director **Annell Todd** and 29 screaming children. The in-flight movie was the medical thriller *Outbreak*, and lunch was spaghetti. I survived the flight, but my carefully packed, DFW curbside-checked suitcases didn't arrive with me.

After waiting two-hours, we decided to check into our hotel only to find that we were given the small bedroom of an executive suite in the north tower. It contained tiny double beds and no room for other furniture. Our



Zwahr

group was moved to the south tower for a larger room. We thought it was an accurate take off of the 60's retro-decor. Upon closer inspection, the orange shag carpet, avocado bedspreads and gold bathrooms were original, no lie!

After dinner, I still had no luggage but I also realized I had *no airline ticket!* A call to housekeeping revealed that I had left my airline ticket in the north tower room. A maid found the crumpled ticket in a trash can!

The next morning, a phone call to the airline revealed that my luggage was lost, really lost. You know your luggage is lost when you have to describe the entire contents to a man over the phone who tells you, "If we

see any of these items, we will call you." This conjured up visions of my unmentionables tied together streaming behind a jet plane to France.

After a great day of sessions and kind people who still stood next to me in my two-day-old clothing, I desperately started borrowing clothing from friends. Annell's daughter, Leigh Ward, loaned me a skirt which matched Cheryl Knagg's linen blazer. We came to the conclusion that a person could make an entire wardrobe out of that one extra outfit thrown into a suitcase at the last minute *just in case*.

Two days later, and a trip to Nordstroms on the credit card, all of my luggage arrived at midnight. One bag had visited Ontario, Canada, and the other had been accidentally picked up by a U.S. serviceman on leave. As I expressed to the baggage clerk, I shudder to think what a member of the military had been doing not to notice that he only possessed my heels, suits and panty hose for the past two days.

All in all, my trip turned out to be a wonderful adventure, and it was successful thanks to the kindness and generosity of my fellow Texans, and the optimistic attitude of my roomie **Lynda Queen** of Amarillo.

Texas Public Schools Week offers flexibility

by Julie Zwahr

"Education: The Heart of Texas" is the theme for Texas Public Schools Week 1996. According to TPSW Committee Chair Julie Zwahr, the colors are red, white and blue, and the design is embellished with hearts and stars.

The order forms for TPSW materials will be available in time for the TASB/TASA meeting Sept. 29, and the kits will be ready to mail by the end of November. "This gives every-

one plenty of time to get their material," she said.

Although TPSW has traditionally been celebrated the first full week of March, this year, school districts have more flexibility. Problems began two years ago when the Texas Education Agency scheduled TAAS the first week of March. This hampered TPSW celebrations for obvious reasons.

To solve the problem, the 1996

TPSW material carries the date, "March 1996" with no specific week named. Therefore, school districts have the option of choosing the week they want to celebrate TPSW and can juggle their schedules around TAAS (March 5, 6, and 7) and spring break. TSPRA calls this "Pick a Week" in March.

"To solve the problem, the 1996 TPSW material carries the date, 'March 1996' with no specific week named."

TSPRAnS in full force at national seminar

Calendar

Sept. 29

TASA-TASB
Houston
TSPRA Board
Meeting
10 a.m.

Four Seasons
Hotel
Houston

TSPRA General
Membership
Meeting
3 p.m.

Four Seasons
Hotel
Houston

November 10-11
NSPRA

Communications
Academy
S. Padre Island

Feb. 14

Paraprofessional
Workshop
HCDE

Feb. 18, 1996

TSPRA Board
Meeting
2 p.m., Austin,
Omni Austin
Hotel

Feb. 18-20

TSPRA Confer-
ence, Austin,
Omni Austin
Hotel

March

Texas Public
Schools Week
(Pick a week)

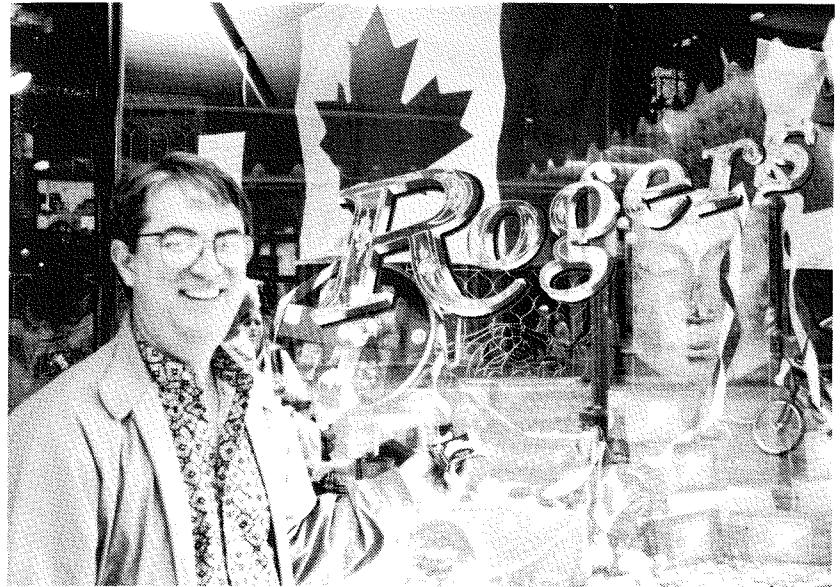
By Bob Sharp

What do TSPRA and snow-capped Mount Rainier have in common? Both stood tall and proud in Seattle for the 42nd Annual Seminar of the National School Public Relations Association (NSPRA) July 9-12.

A terrific turnout of 35 TSPRAnS—including officers **Bill Britcher**; **Linda East**, ASPR; **Shana McKay**, President **Charles Rogers**; Past President and NSPRA President-Elect Designate **Dorian Martin**; **Brenda Nettles Riojas**; **Jerry Smith**, ASPR; **Annell Todd**, APR; and **Julie Zwahr**. The Texas group joined nearly 400 colleagues and friends from throughout the U.S. and Canada for another great conference.

We returned to the *real world* with a wealth of ideas and renewed enthusiasm, commitment and pride in our profession. This is my 13th NSPRA seminar, and I never stop learning.

Your NSPRA executive committee met for two days prior to the conference. We adopted the 1995-96 budget which, in the words of NSPRA immediate Past President Joe Lowenthal, ASPR, reflects not only survival, but also "stability, success, significance" and a bright future.



TSPRA's fearless leader discovers his roots at Rogers Chocolate Shop in Victoria, British Columbia. Notice that he's wearing a jacket in July; that must explain why the candy in the window hasn't melted. Photo by Bob Sharp.

We have taken a major step toward finding a permanent home for NSPRA. The Building Fund goal of \$100,000 was *exceeded*, and when a suitable location is found, TSPRA will be permanently recognized as a "Gold Key Chapter." TSPRA also received a scholarship to the NSPRA Academy for School Communica-

tions for having the second-highest number of individual contributors.

Many thanks to **Riney Jordan** for representing the South Central Region on the Building Fund Committee and to all of you who showed your financial support.

Star Awards Communications Contest taking shape

by Shana McKay

Although the categories in the annual Star Awards Communications contest will virtually remain the same, there are some additions and deletions. Computer applications were added last year, and broadcast television and a special award to recognize a total program campaign are new categories for 1996.

The *Platinum Star Award* represents the usage of sound public relations practices in researching, planning, executing and evaluating a program. Another change is the "other" designation has been deleted from all categories. Fees are \$25 for print entries, \$30 for non-print entries and \$50 for the Platinum Star Award. Contest entry forms and information will be sent to members in the fall.



"The professionalism she brings to our publications through her mastery of desk-top publishing and to the workshops we present jointly are justifiably recognized by her TSPRA awards and now by the TESA honor."

Norma Wheat named top Texas paraprofessional

TSPRA's own Norma Wheat, technical specialist/secretary in the Spring ISD Board/Community Services Office, is the Texas Educational Secretaries Association (TESA) Office Employee of the Year. Wheat was honored for her leadership in getting Spring ISD paraprofessionals involved in both their local organization and in TESA. She has served as a TESA officer and a presenter at local and state conferences.

Wheat and her boss, Houston-Beaumont Region Vice President Jerry Smith, were copresenters for TSPRA's 1995 Paraprofessional Workshop in Houston. Last year, she served on the TSPRA Key Awards Committee and has earned TSPRA Gold Star Awards for publications she designed in 1991-2-3-4-and 95.

"Norma is proof that it takes an entire staff to have a successful PR program," said Smith. "The professionalism she brings to our publications through her mastery of desk-top publishing and to the workshops we present jointly are justifiably recognized by her TSPRA awards and now by the TESA honor. She is a tremendous support for me."

Applause

Barbara Williams, Texas Association of School Boards public information officer, was elected second vice president of the Conference of School Boards Association Communicators at its July meeting in Seattle. COSBAC is a national organization.

Dorian Martin, Texas Elementary Principals and Supervisors Association director of communications, is the National School Public Relations Association president elect designate.

Norma Wheat, Spring ISD technical specialist/secretary, was named Educational Office Employee of the Year by the Texas Educational Secretaries Association.

TEXAS EXPRESS

ENDORSED BY TSPRA

'NUFF SAID

PR professionals know a good deal when they see it. That's why we're asking TSPRA members to take a look at *Texas Express*, a public relations service from the Texas Association of School Boards and endorsed by TSPRA. Here's what TSPRA members say about *Texas Express*:

*"Texas Express is a great resource."
Nick Boltz, Round Rock ISD*

*"Texas Express is great! There's something for everyone, the novice and the PR pro."
Former TSPRA President Terry Cannon*

Texas Express can be standalone or complementary, depending on your needs. Subscribers receive monthly communications packets during the school year that are full of sage public relations advice and ready-to-print items. Parent newsletters are in both English and Spanish.

Subscriptions are only \$300 a year, with part of the fee going directly to the TSPRA war chest. So if you're looking for a helping hand and want to give TSPRA a boost, try *Texas Express*.

800-580-8272, ext. 6788

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TSPRAnS on the move

Tim Stanley, Alief ISD media specialist has been named to the new position of television production manager in Spring Branch ISD. Tim's video productions have earned him numerous awards from TSPRA. Tim will be working with Bob Sharp who says that Tim will be an integral part of Spring Branch ISD's initiative to use video technology to communicate more effectively with its 3,800 employees and the Spring Branch community, including non-English speaking parents. Tim begins his new job Aug. 14.

Louise Henry, former Round Rock ISD partners in education coordinator, is now director of school/community relations at Grapevine-Colleyville ISD.

Angela Cobb, Grapevine-Colleyville ISD communications specialist, is leaving for an extended tour of Europe. Angela says that she's been saving her money for a long time to fulfill this dream.

Ann Kate has resigned her position as public information officer at West Orange-Cove ISD because her husband has received "a wonderful job opportunity" in the Elgin, Illinois area.

Jackie Tolbert, former Kilgore ISD director of public information, is now communications director for North Forest ISD.



TSPRA

UPDATE

TEXAS SCHOOL PUBLIC RELATIONS ASSOCIATION

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UPDATE is the official newsletter of the
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Linda East, *President-Elect, Socorro ISD*
Julie Zwahr, *North Central VP, Waxahachie ISD*
Susan Hoyl, *Northwest VP, Amarillo ISD*
Shana McKay, *East Texas VP, Conroe ISD*
Lori Burton, *West Central VP, Region XII*
Brenda Nettles Riojas, *Gulf Coast VP, South Texas ISD*
Sharon Woldhagen, *Central VP, Southwest ISD*
Jerry Smith, *Houston/Beaumont VP, Spring ISD*
Penny Lamb, *Far West VP, Region XIX*
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Brenda Ritter, *TSPRA UPDATE Editor, Katy ISD*