



TSPRA update

a newsletter from the

texas school public relations association

Commissioner Mike Moses named TSPRA's Key Communicator

TSPRA honored Commissioner of Education **Mike Moses** as the **1998 Key Communicator of the Year** in a video presentation during the second general session of the TASA-TASB Joint Annual Convention in Houston.

Moses is the seventeenth recipient of the prestigious award that recognizes *outstanding contributions to education in Texas through effective communications*. TSPRA President **Lynda Queen**, ESC Region 16, made the presentation saying, "Dr. Moses, we in TSPRA know that you have navigated through the political waters of Texas, and we believe that you have never forgotten that decisions should be based on what's best for kids."

TSPRA Past President **Cindy Randle** chaired the Awards Committee that received numerous nominations from throughout the state. Moses received multiple nominations including one that stated, "Dr. Moses not only understands the importance of communicating, he practices what we all preach! As Commissioner, Dr. Moses obviously maintains high visibility as a keynote speaker for numerous groups ... he takes time to visit personally with educators, parents and community leaders. His one-on-one interac-



Shortly before the video presentation Commissioner Mike Moses thanked President Lynda Queen for his award.

tions strengthen and build relationships that build support for public education."

In his acceptance speech, Moses praised TSPRA members for their work and said, "I feel like I'm a partner with your organization." Moses received an honorary TSPRA membership in 1996, but was a dues-paying member for several years when he was a district administrator.

TSPRA initiated the Key Communicator Award in 1981, and other recipients have been leaders from business, PTA, media, politics and education including longtime UIL Director **Bailey Marshall**, SBOE Member **Carolyn Honea Crawford**, and National PTA **President Kathryn Whitfill**. **Bill Kirby** is the only other commissioner of education to receive the honor.

Serving with Cindy Randle on TSPRA's 1998-99 Awards Committee are **Sam Buckmeyer**, **Susan Castro**, **Annette Garcia** and **Bob Massey**.

October 1, 1998

Dear Lynda,

Many thanks for the honor of being selected as the Key communicator for the Texas School Public Relations Association. You and the organization have touched me in the most kind and thoughtful way. This is as nice an honor as any I have ever received in my experience in public education.

Please convey my thanks to the membership of the School Public Relations Association for their honoring me in this way. The organization is one to which I am proud to belong.

You may be assured that I will endeavor to be worthy of the confidence which the organization has expressed in me. Thank you again for your kindness and thoughtfulness.

**Mike Moses,
Commissioner of Education**

President's Perspective

Our Pride Is Showing!

The 1999 Texas Public Schools Week theme appropriately reflects TSPRA's own activity during the past few months. Our many button-popping accomplishments include:

- **Earning NSPRA's Distinguished Chapter and Blue Ribbon Chapter Awards**

These were presented at the NSPRA seminar in St. Louis, where

many of our members also earned awards. We are especially proud of Gold Medallion Winner **Nancy Ricker** and the Fort Worth ISD **Dorian Martin** headed an outstanding seminar as NSPRA president; and the Texas delegation, with TSPRA past president **Charles Rodgers**, now living in St. Louis,

had a wonderful evening in hosting a reception in her honor. Past President **Julie Zwahr**, Executive Director **Annell Todd** and I had the privilege of sharing TSPRA's successful projects with leaders from other chapters. And, as expected, **Riney Jordan** did an outstanding session presentation, reflecting well on the Lone Star State.

- **Selecting Dr. Mike Moses as the 1998 Key Communicator**

I can't say enough about the outstanding work of **Cindy Randle** and the Awards Committee, who professionally and thoughtfully considered the many worthy nominations submitted from the membership. The committee also established guidelines to improve the

process for future selections. TSPRA is fortunate to have such strong leadership on this committee, which, I am confident, will make us equally proud on the selections for our membership awards.

- **Meeting with the Texas Association of Secondary School Principals to plan public relations training for principals**

President-elect **Bill Britcher**, **Annell** and I had a productive meeting with TASSP Executive Director **Julian Shaddix** in August. With curriculum already in hand in the *Media Guide* and *Ideas to Communicate With the Media*, developed for TSPRA by our members, we were well equipped to launch the collaborative program. TASSP assured us of its support and endorsement in presenting three or four upcoming trainings this year. We look for this program to take off and expand for next year and will notify everyone when dates and places are set. (Let us know if your area is interested in hosting one.)

- **Setting up six paraprofessional workshops for the fall semester**

With a tough act to follow (after the success of chair **Norma Wheat** and last year's committee), **Susan Hoyl** has done a stellar job in getting these sessions in place with promises of more for the spring semester. Not only do these workshops help keep us financially solvent, they also provide a needed service while giving visibility to our organization. Anyone interested in hosting a workshop for the spring semester should contact **Susan Hoyl** at Amarillo ISD or **Delores Fincher** at Canyon ISD as soon as possible.

- **Having a state office that works for us**

Talking to other state chapter officers at the NSPRA conference made me even more aware of how fortu-

nate TSPRA is to have its Austin office, which continues to centralize many of our efforts. Not only does TSPRA assist individual members, it also provides information to chapters and pr professionals from other states. TSPRA's visibility and credibility have soared due to its Austin-based location and the connections of our executive director with virtually every state association, organization and political arena. A true strength in our chapter, **Annell** continually makes us proud. Just this summer she was presented the 1998 **Friend Award** from the **Texas Council of Women School Executives**, which praised her many accomplishments and her efforts as a "friend and supporter of Texas public education."

- **Making plans for another outstanding year and TSPRA's Feb. 17-19 Conference**

Our officers and committees are hard at work, and I'm grateful to all of them. **Vera Porter** and her committee did a fine job on TSPRA's booth at TASA-TASB, and **Lori Burton** recruited reporters to cover sessions, which is part of the contract we have with TASA-TASB.

And, of course, I must tip a hat to chair **Mary Ann Simpson** and **Becky Walker** of Fort Bend ISD for developing the Texas Public Schools Week logo, theme and brochure. **Mary Ann** and the committee are working on the packet, which promises to make us all "proud." (Please encourage your campuses to order individual packets.)

Truly, the strength of our organization lies with the expertise and efforts of its talented members, who make my job a joy incapable of concealing pride. Thanks for all each of you is doing!

Lynda Queen



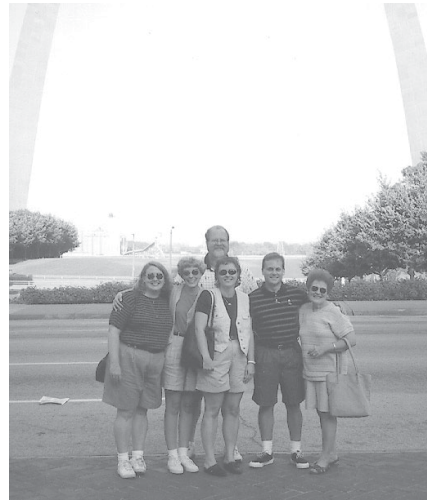
Lynda Wilhelm Queen,
TSPRA president & coordinator of
communications, Region 16 ESC

TSPRA takes top honors at annual NSPRA Seminar in St. Louis

For the second consecutive year TSPRA received the **Distin-guished Year-Round Chapter Award** and was again named a **Blue Ribbon Chapter**. **Julie Zwahr** and **Lynda Queen** accepted the awards presented at the opening session of the Seminar. In addition, the **TSPRA web site** won an **Award of Excellence** in the **Publications and Electronic Media Contest**.

TSPRA member **Nancy Ricker**, executive director, School and Community Relation for Fort Worth ISD, was one of six in the nation to receive a Gold Medallion for Fort Worth ISD's entry, "Building Community Support for Reading Initiative".

TSPRA Past President **Dorian Martin**, who was 1997-98 NSPRA president presided, and **Riney Jordan** was a featured speaker. TSPRA Past President **Charles Rogers**, who now lives in St. Louis, co-hosted with the Texas Chapter a reception for Martin at his home. Texans and other NSPRA leaders enjoyed the Saturday night event. About 40 TSPRAns attended the Seminar.



Texans on their way to a St. Louis Cardinals game pose under the Arch: (l-r) Amy Williams, Julie Zwahr, Bill Britcher, Julie Thannum, Scott Milder, and Lynda Queen.



NSPRA President-Elect Jennifer Crossman presents the Distin-guished Chapter award to Julie Zwahr and Lynda Queen at the opening session.



Enjoying the reception for Dorian Martin in Charles Rogers home are Bill Britcher, Dorian, Charles, and Lynda Queen.



Julie Thannum, Annell Todd, Julie Zwahr and Pam Keeton at the reception honoring NSPRA President Dorian Martin.



Having fun at the banquet are (l-r) Susan McGuire, Lynda Queen, Jamie McIlvain, and Gina Friedman.

Photos courtesy of Connie Blaney, Tim Carroll and Julie Thannum

From our NSPRA Scholarship Winner

I am most grateful to TSPRA and to the Austin law firm of Henslee, Fowler and Hepworth for the scholarship that allowed me to go to NSPRA in St. Louis, Mo. in July. It was a once in a lifetime experience, I am sure, but a learning experience in every way.

The skill sessions were outstanding in presentation and content with great information and opportunities to get to know PR specialists across the nation. The experts that were brought to the sessions, by NSPRA, were wonderful and so willing to share their expertise. The sessions seemed to speed by because they were so interesting.

I highly recommend the national conferences as a means of further professional development for all my fellow TSPRAns. Thank you again for giving me such an awesome opportunity.

**Laura Simank,
Aransas Pass ISD**

Texas Public Schools Week promotion launched



OUR PRIDE IS SHOWING
TEXAS PUBLIC SCHOOLS

Texas Public Schools Week • March 1-5, 1999
© Texas School Public Relations Association, 1998

Mary Ann Simpson, chair for this year's Texas Public Schools Week committee, delivered the promotional flyer to the TASA-TASB Convention for distribution and got rave reviews when she presented it to the board. Look for your copy in the mail and order early.

Mary Ann and her committee are now busy developing the packets. In keeping with the theme, Mary Ann says the packet will include numerous facts and statistics about the positive things in education happening in our state. Campuses will be encouraged to add to and localize the information and share it with parents. She was also pleased that Commissioner **Mike Moses** gave his permission to include a quote from him on the flyer.

"We're excited that no TAAS testing will be conducted during the first week in March, the traditional TPSW week that coincides with Texas Independence Day. We are confident that TSPRA will once again have a very successful campaign," Mary Ann said.

Committee members for the 1999 TPSW promotional kit, in addition to Mary Ann, are **Becky Walker, Martha Morrow, Joy Roberts, Joey Lozano, Barbara Williams** and **Annette Garcia**.

The TPSW promotional kit is one of TSPRA's oldest and most successful projects

Welcome New Members

since the last Update

Region	Name	District/Org/Co	Region	Name	District/Org/Co
1	Bernadette Cover	Sharyland ISD	10	Darla Thompson	Denison ISD
1	Cristina Guevara	United ISD	10	Kristen Walker	Dallas Co. Schools
1	Leticia Ramirez	Los Fresnos CISD	11	Becky Higgs	Denton ISD
1	Eliseo Ruiz	Los Fresnos CISD	11	Faustina Jones	Denton ISD
4	Tammy Dowdy	Pasadena ISD	11	Nicole Lang	Mansfield ISD
4	Carolyn Johnson	Region 4 ESC	11	Melissa Matlock	Northwest ISD
4	Gina Pogue	Katy ISD Taylor HS	11	Mary Jean McDaniel	Weatherford ISD
4	Bill Purtee	Katy ISD	11	Jacquelyn Millham	Lake Worth ISD
4	Trudy Schreiner	Region 4 ESC	11	Athena Strom	Denton ISD
4	Edna Torres	Pasadena ISD	11	Lisa Williams	Denton ISD
4	Jimmy Wynn	Harris County Dept. of Ed.	12	Karen Thomison	Killeen ISD
6	Ann Ganter	College Station ISD	12	Brandie Wallace	Copperas Cove ISD
6	Dianna Nowak	Bryan ISD	13	David Coronado	Region 13 ESC
6	Patricia Reichle	Bryan ISD	13	Monica Faulkenbery	Eanes ISD
7	Dena Cline	Spring Hill ISD	13	Anne Roussos	SBEC
7	Susan Germann	Athens ISD	13	Toni Turner	Greater Austin Chamber of Commerce
7	Linda Lamberth	Tyler ISD	13	Bradley Wilson	University Interscholastic League
7	Norman Lamberth	Tyler ISD	15	Teri Deweber	Grape Creek ISD
8	John Bunch		16	Jack Stein	Hereford ISD
8	Barbara Lewis	Texarkana ISD	18	Linda Lentz	Ector County ISD
9	Renae Murphy	Wichita Falls	19	Jim Braden	Socorro ISD
10	Carol Goellner	McKinney ISD	19	Patricia Mendoza	Canutillo ISD
10	Kathy Koller	Mesquite ISD / MITV	20	Imelda Allen	Crystal City ISD
10	Jan Martin	Quinlan ISD	20	Joy Lynn Gonzales	Northside ISD
10	Tamerah Ringo	Coppell ISD	20	Jan Kilby	Writer/Writing Consultant

TSPRAns shine at TASA-TASB Convention in Houston

For more than 20 years, TSPRA has played a significant role at the TASA-TASB Joint Annual Convention, and this year was no exception.

In addition to the high visibility TSPRA enjoyed with the Key Communicator presentation during a general session where thousands of board members and administrators were present, several members presented sessions and others served as reporters and worked in the counseling booth. On Friday, the TSPRA Executive Committee met and a general membership meeting was held in the afternoon.

TSPRAns presenting on behalf of TSPRA included **Tim Carroll, Kathy Clausen, Jon Dahlander, Jeff Duffield, Louise Henry, Dorian Martin, Lynda Queen, Bob Sharp, Mary Ann Simpson, Kris Taylor, Julie Thannum, Tony Thetford, Norma Zamora-Guerra, and Julie Zwahr.**

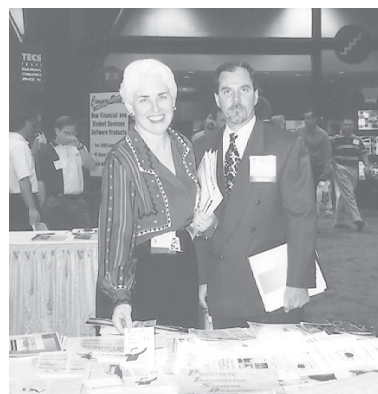
Reporters covering sessions included **Shirley Brothers, Susan Castro, Janet Cline, Louise Henry, Susan Hoyl, Pam Keeton, Steve Knagg, Dorian Martin, Becky Nugent Smith, Todd**



From left Vera Porter, Craig Eichhorn, and Judy Kriehn expended physical and creative energy to assemble TSPRA's outstanding booth.

Overpeck, Carolyn Pope, Jerry Smith, Julie Thannum, Luis Villalobos, and Julie Zwahr. Lori Burton chaired this committee.

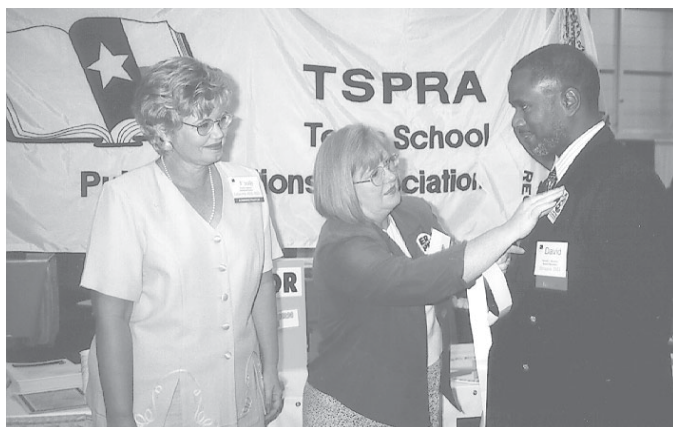
This year's counseling booth used the theme "ER for PR" with "Doctors on Call" for specific topics relating to school communications. Again this year, the most popular aspect of the TSPRA booth was the sharing of excellent publications and ideas. Administrators and board members from smaller districts without public relations departments especially appreciate this service. Booth Chairperson Vera Porter expressed her thanks to all members who shipped copies of their best work and to those who



Dorian Martin and Bob Sharp visit the TSPRA booth after presenting a session.

helped in the booth.

Vera's committee included **Judy Kriehn, Craig Eichhorn, Susan Castro, Amy Williams and Lynn Townsend.**



Susan Castro, center, places a TPSW sticker on a visitor to the booth.



Jon Dahlander presents his session: *Weathering the Storm: Lessons from Dallas ISD.*

BOND AID is on the way

The prognosis for **BOND AID**, TSPRA's newest resource, looks great. Chairperson **Julie Thannum** shared a prototype of the three-ring binder to the Executive Committee in Houston and received enthusiastic response.

Thannum anticipates the resource will be about 100 pages with chapter dividers on the following topics:

- **Bond Election Law**
- **Year-round PR**
- **Needs Assessment**
- **Political Action Committees**
- **Media Relations**
- **Marketing Samples**
- **Dealing with Opposition**
- **Recovering from a Failed Election**
- **Case Studies**
- **Advice from Veterans**
- **A Bond Timeline/Resource Checklist**

Members of **SPRINT (School Public Relations in North Texas)** have met twice since the beginning of the school year and are excited about this project. An initial press run of 200 is planned. If you wish to reserve a copy, call or fax the TSPRA office.

Thannum is also seeking the "Best Advice of Texas Educators" and asks for TSPRAn help in gathering quotable bond election statements from respected educators across the state.

Members will also receive a case study questionnaire, so take a few minutes and help out the **BOND AID** committee, so that TSPRA can help districts across the state.

Congratulations to the following TSPRAnS who received awards in the 1997 Star Awards Communications Contest but were left out of the award booklet:

Pam Anderson & Robin McAdams	Humble ISD	Silver , Cat. 21, Published Photo
Dellene Burgamy	Rockwall ISD	Silver , Cat. 14, Special Purpose Publication - Certificate
Tim Carroll	Allen ISD	Gold , Cat. 1, Internal Newsletter/Publications
Suzie Czeschin	Harlingen CISD	Gold , Cat. 13, Annual Report
Mary Gorden	Plano ISD	Gold , Cat. 22, Advertisement
		Gold , Cat. 6, Calendar/Planner
		Gold , Cat. 7, Programs
		Gold , Cat. 16, Handbooks
Kari Hutchison	El Paso ISD	Silver , Cat. 12, Special Purpose Publication - Non-English
Jeanne Hogge	Round Rock ISD	Gold , Cat. 9, Special Purpose Publication - Poster
Scott Milder	Galena Park ISD	Gold , Cat. 17, Manuals
Becky Nugent	Bryan	Gold , Cat. 4, Special Purpose Publication - Brochure
		Silver , Cat. 4, Special Purpose Publication - Brochure
		Gold , Cat. 14, Special Purpose Publication - Certificate (1)
		Gold , Cat. 14, Special Purpose Publication - Certificate (2)
		Silver , Cat. 22, Advertisement
Patti Pawlik-Perales	Brownsville ISD	Gold , Cat. 30, Electronic - Radio/TV Sports
Mary Ann Simpson,	Fort Bend ISD	Gold , Cat. 9, Special Purpose Publication - Poster
Martha Morrow & Becky Walker		Gold , Cat. 13, Annual Report
Elaine Stoermer	Clear Creek ISD	Gold , Cat. 14, Special Purpose Publication - Certificate
Tony Thetford	Irving ISD	Gold , Cat. 13, Annual Report
		Gold , Cat. 22, Advertisement
Julie Zwahr,	Keller ISD	Gold , Cat. 22, Advertisement
Robin Carrington,		
Adam McGilvray & Mary Kay Violi		

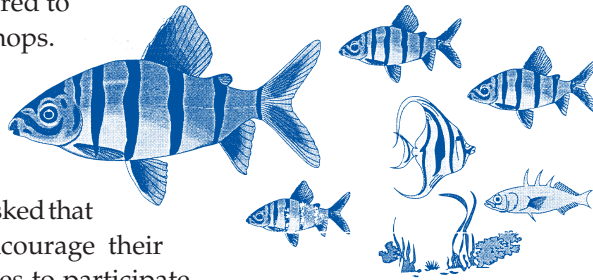
Volunteers needed for paraprofessional workshops

This year's co-chairs for TSPRA's Paraprofessional Workshops **Susan Hoyl**, Amarillo ISD, and **Delores Fincher**, Canyon ISD, are asking for your help in supporting and facilitating the workshops.

Susan reported at the General Membership meeting that 12 workshops, six in the fall and six in the spring were scheduled, but she needed more. In true TSPRA style, four more members imme-

diately volunteered to facilitate workshops. She expressed her appreciation to all the facilitators and presenters and asked that all members encourage their district secretaries to participate in a TSPRA workshop this year.

Volunteers are still needed to host workshops in the following areas: Austin, San Antonio,



School With TSPRA

Dallas, Beaumont - Port Arthur and in Region One.

Fall Paraprofessional Workshop Schedule

Location	Date	Time	Facilitator
DeSoto ISD	Oct. 7	1 - 4 p.m.	Melissa Starnater
Ysleta ISD	Oct. 12	8 a.m. - 3 p.m.	Luis Villalobos
Region 4 ESC	Oct. 22	8:30 a.m. - 4:30 p.m.	Pam Keeton
New Caney ISD	Oct. 26	8:30 a.m. - 3:30 p.m.	Cindee Reynolds
Wayland Baptist Univ, (Plainview)	Oct. 26	8:30 a.m. - Noon	Cecelia Masters
Region 2 ESC	Nov. 2	8:15 a.m. - Noon	Chris Garcia

Spring Paraprofessional Workshop Schedule

Location	Date	Time	Facilitator
Harris Co Dept of Ed	Feb. 3	TBA	Vera Porter
Henderson ISD	Mar. 26	TBA	Beth Shepperd
Birdville ISD	TBA	TBA	Robin McClure
Frisco ISD	TBA	TBA	Shana Wortham
McKinney ISD	TBA	TBA	Dianna Gulotta
Nacogdoches ISD	TBA	TBA	Chante Davis
Region 11 ESC	TBA	TBA	Julie Thannum
Region 12 ESC	TBA	TBA	Todd Overpeck
San Angelo ISD	TBA	TBA	Becky Brackin
Ysleta ISD	TBA	TBA	Luis Villalobos

Look for new officer ballot in October

President-elect **Bill Britcher**, Leander ISD, chaired the nominating committee that has selected a slate for president-elect and for vice-presidents for four areas who will serve a two-year term beginning in February 1999. The ballots will be mailed in October and will provide space for write-in candidates.

The nominating committee's proposed slate of officers is as follows:

- President-elect** **Julie Thannum, ASPR, Carroll ISD**
- East Texas (Regions 6, 7 & 8)** **Theresa Bledsoe, ASPR, Huntsville ISD**
- Central (Regions 13 & 20)** **Don Clark, Comal ISD**
- West Central (Reg. 12, 14 & 15)** **Todd Overpeck, ESC Region 12, Waco**
- Northwest (Regions 16 & 17)** **Cecilia Masters, Plainview ISD**

Committee members and the regions they represent are **Henry Garcia**, Gulf Coast; **Pam Keeton**, Houston/Beaumont; **Becky Nugent Smith**, East Texas; **Steve Knagg**, North Central; **Bob Massey**, West Central; **Jeff Duffield**, Central; **Susan Hoyl**, Northwest; and **Luis Villalobos**, Far West.

NSPRA announces partnership with Family Education Network

NSPRA has announced the selection of **The Family Education Company (FEC)** to be the exclusive Internet partner promoting family involvement on the Web for NSPRA. The new partnership agreement is designed to support the goals of the two organizations to encourage and enhance communication with families and communities, link families and communities to schools, and provide parents access to quality information and resources on a national, state, and local level.

FEC offers school districts the opportunity to connect their schools to families via local **Family Education Network**

(FEN) sites by providing free tools and templates to develop "family/community involvement web pages". These pages can be linked to existing school web sites and the NSPRA web site, and can be used to highlight NSPRA events, and provide information on national, state and local school activities.

"NSPRA is extremely pleased with our partnership agreement with Family Education Network," states **Rich Bagin**, executive director of the NSPRA. "Family Education Network provides the perfect forum to help parents become more involved and in tune with daily school happenings."

Nearly 400 school districts in the nation and thirty districts in Texas are already utilizing this free service. Corpus Christi ISD has been involved with FEC since last October. According to Superintendent **Abe Saavedra**, "We are confident that parents and other community members will come to use these easy-to-navigate web sites as quality sources of information about our schools. The parent resources are excellent and we have made use of the technology to communicate in Spanish with our non-English speaking parents." Public Information Coordinator **Chris Garcia**, says, "the support from FEN staff has been super! The templates for the various web pages are simple to use, and the online support and personal attention from FEN has made the setup and maintenance of the sites so easy."

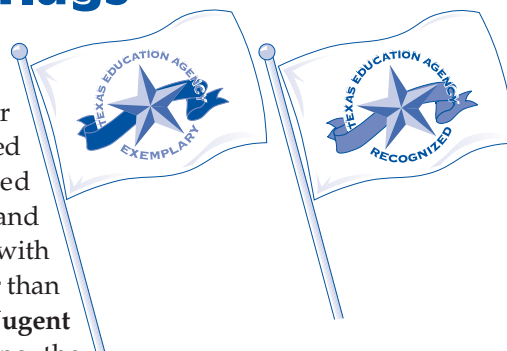
Humble ISD recently signed up for the service and TSPRA **Karen Collier** said, "The FEN helps school districts be a viable part of the information age by providing the tools and support to build a strong Internet presence. Plus, FEN is linked to news networks to provide features of interest to parents and teachers, as well as interactive programs and even discussion forums. FEN is a tool for communication-and what a tool it is!"

To see the other Texas school districts involved, visit www.familyeducation.com. To learn more about how your district can participate, contact **Betty McCormick**, FEN's Texas representative, at 800-927-6006 x182 or in Austin at 512-329-0882.

Becky's creativity flies high with new flags

You may have received direct mail promotions for flags for exemplary and recognized schools and wondered what entrepreneurial and creative genius came up with the idea. It is none other than TSPRA member **Becky Nugent Smith**. She is marketing the flags, as well as lapel pins and other items, under the company name, Smith Creative.

Becky joined TSPRA 25 years ago when she established the communications program at Spring ISD. She later was director of communications for Highland Park ISD and moved to Bryan four years ago. She serves as vice president of the East Texas Area and is a perennial Best of Contest winner in the Star Awards competition. Becky has



generously shared her creativity and ideas with TSPRA over the years including the ChalkArt project and most recently coming up with the idea for BOND AID. We wish her great success on her new venture.

TSPRA has endorsed Becky's new products and will receive a percentage of the net profits. If you have exemplary or recognized schools, contact Becky's company at 1-877-411-3111 or 409-260-8136.

News Flash

► Honors

Jerry Smith, ASPR, Spring ISD has been appointed by NSPRA President Jennifer Grossman, APR, to chair NSPRA's Accreditation Committee. Jerry has been busy working on the universal accreditation issue and attended a meeting in New York City at the PRSA headquarters.

► Sometimes TSPRAnS make headlines that aren't school related ...

Jon Dahlander, Dallas ISD, was featured in the *Dallas Morning News* for his accomplishments on the piano and composition. Jon enchanted those who attended the Star Awards Banquet last February and has agreed to play again this year ...

Bonnie Ellison, Northside ISD, San Antonio, was the subject of a feature story in the *San Antonio Express News* about her collection of Fiesta Ware. The story ran with a color picture of Bonnie with her dishes.

► **Congratulations** to these TSPRAnS who were married during the summer:

- **Betty Colley**, formerly with Texarkana ISD and currently editorial assistant for *Texas School Business* magazine and a private consultant, to **Burnham Jones**
- **Kelly Bostrom**, College Station ISD, to **Bernard Robic** in July.

► Also, Congratulations to **Jamie McIlvain**, South Texas ISD, whose wedding to **Paul Mount** is set for Oct. 24 in San Antonio.

► **Sam Buckmeyer** and his wife are the proud parents of a son born June 24.

► **Scott Milder**, SHW, became TSPRA's first **Affiliate Member** when he paid his 1998-99 dues.

► **Pat Crovisier** is the new Director of Austin ISD's Partners in Education Program. Pat was previously with Del Valle ISD and Tracor.

► **Jeanne Hogge** left Round Rock ISD recently to take a job with the Williamson County YMCA.

► **Anita Jiles** left the Greater Austin Chamber of Commerce Adopt-a-School Program to join TEPSA as **Dorian Martin's** assistant.

► **Judy Thornton**, has left New Caney ISD to join Willis ISD as communications officer, a newly created position.

► **Our sympathies** go out to **Phyllis Kinnison**, whose mother passed away recently.

► **Elaine Naleski**, who retired from Austin ISD, is now Director of Educational Partnerships in Colorado Springs, Co.

► Nancy Ruff, who retired from Hurst-Euless-Bedford ISD last spring, sent a letter saying, "our life has become a continuous vacation" and a beautiful picture of the Olympic Mountains from her deck.

► Retirees:

Billie Koetter, TSPRA president in 1990-91, retired this summer from the Harris County Department of Education. A veteran TSPRAn, Billie's contributions to the association are too numerous and significant. She was the first chair of the Past Presidents Council, an active member of NSPRA, and chaired numerous committees for TSPRA.

Bonnie Sparrow retired from Fort Worth ISD in August. She chaired the Star Awards and also served on committees for TSPRA.



Bonnie Sparrow



Among the guests at the retirement party for Billie Koetter were TSPRAnS (l-r) Beth Rickert, Pam Keeton, Vera Porter, Billie, Annell Todd, and Amy Williams. Other TSPRA members in the crowd were Donna Shrake, Gary Durrenberger, Alan Lewis and Karen Collier.

Calling all presenters

1999 TSPRA Conference

Training Camp for Champions

In true championship fashion, the Conference Committee is flexing its muscles and loudly crying, "Help!"

Our hope is that you will respond as enthusiastically as you did last year, bringing TSPRA one of its most outstanding conferences ever. *Continuous improvement* demands that we do no less in 1999!

If you would like to present a session, fill out the application (at right) and return no later than **Nov. 3, 1998**. We will be looking at ways to provide a balanced, well-rounded conference that will meet the needs of all our members from rookies to veterans. We will again include the successful, 20-minute, roundtable sessions to allow for more idea, handout swapping and sharing. (You may want to consider using training camp terms like *stretch, warm-up, flex, sweat*, etc. in your title.)

I don't wish to present, but I would like to attend a (Check one)

Early Bird

Regular session

on the following topic:

Application to Present

at the Texas School Public Relations Conference

Feb.17-19, Doubletree, Austin, TX

(Early Bird Sessions - Feb. 16)

Please be aware that, while we will carefully consider each application, we cannot guarantee that your presentation will be selected. Thank you for understanding the difficult decisions that we must make in our efforts to provide professional growth experiences for all of our members.

Presentation Title: _____

Description of Presentation (May write on back): _____

Check all that apply: Session appropriate for
 rookies veterans roundtable regular session

If you have made this presentation before, tell when and where. _____

Audio/visual equipment needed: _____

Presenter(s) (Name, Title, Affiliation): _____

Address _____ Phone _____

Fax _____ Email _____

Special requests/ information _____

Mail/ Fax by Nov. 3, 1998 to Lynda Queen, Region 16 ESC, 1601 S. Cleveland, Amarillo, Tx 79120-0600
Fax: (806) 373-3432

Voucher Report

Coalition urges educators to action

Will the Texas Legislature pass a private school tuition voucher bill in 1999?

It may largely depend on the results of the November general election. "Almost two-thirds of the 150 members of the Texas House of Representatives have already been elected," said **Carolyn Boyle**, coordinator of the **Coalition for Public Schools**. "About half of those representatives support vouchers and half oppose vouchers. The outcome of about 50 contested Texas House elections will tip the balance one way or the other." She pointed out that a 1997 vote on vouchers in the Texas House was 68-68, so every individual vote makes a big difference.

"It's also just as tight in the Texas Senate, whir six seats are contested in the November election, Boyle said. "Sixteen out of 31 votes in the Senate are needed to stop a voucher bill or amendment, and we are short a few votes."

"It is very important for everyone who cares about children and our public schools to get involved in the electoral process," Boyle said. She encourages people to register to vote, work in campaigns, make political contributions to candidates, put up campaign yard signs and to spon-

sor get-out-the-vote campaigns.

The Coalition for Public Schools is comprised of 28 organizations working together to oppose a drain of funds from public schools to subsidize private schools. The Coalition does not endorse candidates or get involved in campaigns, but it is actively working on issue advocacy with candidates and legislators.

"In our visits with incumbent legislators, we are learning most of them have not received much correspondence from their constituents about the voucher issue," Boyle added. "More people need to contact their legislators and tell them Texas cannot afford to experiment with private school vouchers. The best public policy is to focus on making every public school terrific - not to siphon of limited resources to subsidize private and religious schools."

Addresses for writing legislators: State Representatives - Box 2910, Austin, TX 78768-2910; State Senators - Box 12068, Austin, TX 78711.

To volunteer to help the Coalition for Public Schools, send email to cboyleaust@aol.com or write Coalition for Public Schools, 1005 Congress Ave., Suite 550, Austin, TX 78701.

and two votes against on each.

Members attending the General Meeting in Houston voted to increase associate dues to \$45 effective Nov. 1.

TABCC set to vote on voucher support Oct. 23

On October 23, the **Texas Association of Business & Chambers of Commerce** board of directors will vote on whether to include support for private school vouchers in their 1999 legislative agenda. **The Coalition for Public Schools is encouraging business leaders and educators to contact their chambers of commerce and urge the TABCC to stay neutral on the voucher issue.**

"Texas cannot afford to experiment with a bad idea like vouchers," Boyle said. "School districts would be forced to raise business and residential property taxes to make up for the loss of money to pay private school tuition." She predicted school bond elections will fail if Texas has private school vouchers. We've already seen this in Houston and San Antonio. People opposed to their bond elections are being quoted in newspapers as saying, 'Don't vote for school bonds - let's just give out tax-funded vouchers to send children to private schools.'"

IMPORTANT DATES

- Look for Star Award entry forms in the mail at the end of October. Chair Henry Garcia, Laredo, has set the deadline for entries for Dec. 7 (Pearl Harbor Day). Mark your calendars!

- A call for nominations for TSPRA Chapter Awards will be issued soon. These awards for Professional Achievement, Most Valuable Member, Rookie of the Year, Bright Idea, and Media will be presented at the opening session of the annual conference Feb. 17, in Austin.

By-laws pass; associate dues increase to \$45

Nicole Wright, chairperson for the TSPRA teller committee, reported that all ballots were counted and the proposed by-laws and standing rules changes passed with 87 votes for on each

TSPRA signs national speaker and Coupland barbecue to highlight Feb. 17-19 Conference

Make plans now to attend the **1999 Annual TSPRA Conference** at the Doubletree Hotel on North IH 35 in Austin, Feb. 17-19. This year's conference committee is determined to match last year's roaring success. **Lynda Queen** has lined up a nationally known speaker and **Annell Todd** has found another off-the-beaten-path, dynamite barbecue establishment for our Wednesday night excursion.

- **Dan Korem**, an independent investigative journalist, author, documentary producer and speaker, will keynote a session on The Art of Profiling - Reading People Right the First Time. In learning the Korem Profiling System, participants will use an interactive keypad to register responses while viewing video clips of real people in real situations. Within a few minutes of interaction, participants will learn to predict how a person prefers to communicate, perform a job and make decisions.

The Korem Profiling System is widely used by Fortune 500, educational and law enforcement organizations to hire personnel, manage teams, negotiate, sharpen communication skills, teach and educate, reduce conflict and diffuse confrontations,

detect deception, nurture and discipline children, consult with clients, sell and close. Presented to over 90 percent of the top police psychologists at the FBI National Academy, the profiling system has also been used to provide administrators, counselors and teachers with tools to identify students who might commit acts of random violence and ways to move them out of the "danger zone."

- In response to member requests for another excursion similar to the Salt Lick for barbecue, this year's conference will feature an evening at the **Old Coupland Inn and Dance Hall**.

Again, TSPRAnS will board buses for the 30-minute ride to the village of Coupland, located north-east of Austin. The restaurant and dance hall are normally open only Thursday-Saturday and are a favorite spot with Austinites and locals from surrounding rural communities. TSPRA has an exclusive reservation for Wednesday evening, so don't forget your jeans and bring along your dancing boots! This optional event will cost \$25.00.

Other equally exciting plans are in the making, and you will be informed as soon as speakers are confirmed. Bottom line: Don't miss the 1999 TSPRA Conference!

Board calls for new TSPRA logo proposals

At the Executive Committee meeting in September, the board voted to request proposals from the many talented graphic artists in TSPRA for a new logo. Composites for a new logo should be submitted to the TSPRA office by Jan. 31, 1999. They will be presented for member feedback at the annual conference in February, and the board will make the final selection at the June meeting so that implementation can begin with the year 2000.

The request for proposal is in response to a suggestion from the general membership meeting last February.

Specifications for submissions include the following: reproducible in two colors and black and white; must be able to be reduced and enlarged without losing detail; contain a Texas element and the year TSPRA began (1962); use red, white & blue; and be original art.

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