



# TSPRA update

a newsletter from the **texas school public relations association**

## Jack Christie to be honored as 1999 Key Communicator

**F**ormer State Board of Education (SBOE) Chairman Jack Christie will be honored as the eighteenth recipient of TSPRA's prestigious **Key Communicator Award** at the Annual TASA/TASB Convention in Houston.

Since 1981, the **Texas School Public Relations Association (TSPRA)** has honored a Key Communicator for *outstanding contributions to education in Texas through effective communications*. Dr. Christie will join an elite group including Dr. **Mike Moses**, last year's recipient.

In addition to his service on the SBOE, Dr. Christie, who is a chiropractor in Houston, has served on the **Spring Branch ISD** Board of Trustees and continues to be an advocate for public education at the local, state and national levels. While serving on the State Board, Dr. Christie provided strong, consistent, visionary leadership that guided the State Board through times of tremendous curriculum change and divisive political climates. The result was unparalleled gains in academic achievement for children throughout the state and an accountability system that is generally regarded as one of the nation's best.

TSPRA President **Bill Britcher**, Leander ISD, will present the award to Dr. Christie at the Second General Session on Sunday, October 10 at 9:15 a.m.



*Jack Christie, 2nd from right, receives congratulations on being honored as TSPRA's 1999 Key Communicator, from Texas Education Agency public information personnel (l-r) Clyde Henderson, Marilyn Kuehlem and Debbie Graves Ratcliffe.*

**Vera Porter**, Harris County Department of Education, who is chairing TSPRA's Chapter Awards Committee this year, reports that the committee received 10 nominations for the Key Communicator honor. Serving with Vera on the committee are **Pascual Gonzalez**, Northside ISD; **Carol Perry**, Waco ISD; **Bob Sharp**, Spring Branch ISD; **Susan Dacus Wilson**, Richardson ISD; and **Shana McKay Wortham**, Frisco ISD.

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# President's Perspective

*"To this end, I have a steadfast belief in the public school system as the institution best suited to provide a quality education for each boy and girl."*

— concluding paragraph of the TSPRA Statement of Commitment

**A**shley Sanchez and her husband are each products of private Catholic schooling. As such, Ashley is volunteering her time to help build the Cedar Park/Leander area's first Catholic school. Yet, Ashley and her husband are still

deciding where their children will attend school when Holy Family opens next year, a fact that was publicly debated in a recent editorial in the *Austin American-Statesman*. Ashley — as stated in the opening paragraph of her editorial — is “. . . an ardent fan of public schools.”

Imagine my thoughts as I turned to the editorial page of the September 13 *American-Statesman*, only to find a full-page-width parent's comparison of Leander ISD's schools to the Catholic school she is helping to build. Imagine my wrinkled brow turning into the top half of a smile as Ashley Sanchez provided her firsthand evaluation of a school district that included the sentence, “Naumann Elementary and LISD are wonderful examples of what is right in public education”. It was better than any quarter-page school district ad, because not only was it free, but nobody could say that the contents were just “a pr spin”.

Ashley went on to say that both education entities offered real

choice (our district has an open transfer policy), both have good teachers, solid academics and high standards, and both have involved parents (parent volunteers logged nearly 12,000 hours at Naumann last school year). She complimented Leander ISD for our commitment to teaching our students to live by our 10 Ethical Principles, and stated how she wished that the courts hadn't limited the public schools from going further in providing “nourishment for the soul”. This last item is the reason why she and her husband are facing the public vs. private school decision.

Three days after her editorial was published in the Austin paper, I met Ashley Sanchez for the first time. I complimented her on what I believe is an excellent look at a chore now being faced by a number of Texas parents — making an educated decision about public vs. private schools for their children.

I believe with all my heart that public schools are the best avenue for learning for Texas' children. I believe that involving our parents and community — putting the “public” back in public schools — can and will allow them to experience first hand that Texas public schools are a national success story. Ashley Sanchez is personally involved in her public schools, leading her to conclude her editorial with a truly illuminating statement. “As for my family,” said Sanchez, “we are relieved to know that with such appealing choices, we can't go wrong.”

I truly don't know where the Sanchez family will enroll their children next year. Isn't it nice, though, to hear an informed parent say that they “can't go wrong” by choosing public schools? And isn't it our job to see that more of our parents and community are well enough informed to make similar statements?

I don't for one second believe that Leander ISD is unique in having parents who will so publicly go

to bat for us in our community and in the media. I see evidence across Texas that our public schools are opening up the doors and inviting our parents and our communities inside. Soon your community will be buzzing with talk of what's right in public education. And our performance will improve yet again as we educators build on this involvement and advice to take that next giant step forward in education.

And someone named Ashley — or Tom or Wynona — will be writing your local paper praising public schools.



p.s. TSPRA membership comes with a wealth of valuable resources, beginning with the TSPRA Directory, which includes our organization's Mission Statement and Statement of Commitment, key guideposts in any school public relations career. The most valuable resources, however, are the TSPRAnS listed therein.

Another truly OUTSTANDING resource is the just-published Bond Aid notebook. If you work in a Texas school district, it is inevitable that you will soon be facing a bond election! Purchasing Bond Aid will allow any TSPRAn — experienced or not-so-experienced — to be an expert when your bond campaign begins. A million thanks to **Julie Thannum** and her committee on a job well done!

My heartfelt thanks also to our other committee chairs and committee members, who have been hard at work during the summer: **Marjorie Sklar**, Paraprofessional Workshops; **Vera Porter**, Chapter Awards; **Kathy Clausen** and **Chuck Whitley**, Texas Public Schools Week; **Mary Ann Simpson**, Star Awards Communications Contest; **Craig Eichhorn**, TASA/TASB

*Continued on page 4*



*Bill Britcher, APR,  
Leander ISD,  
TSPRA President*

# TSPRA shines at NSPRA

More than 30 Texans attended the National School Public Relations Association Seminar in Baltimore in July. As NSPRA's largest chapter, Texas is always noticed, but this year was special. In addition to receiving Blue Ribbon and Distinguished Chapter Honorable Mention awards, TSPRAs were active during the four days promoting next year's seminar in San Antonio. At a Texas luncheon, TSPRAs previewed a promotional video produced by Keller ISD. It features **Steve Knagg**, who is co-chairing the committee to host the NSPRA Seminar with **Julie Zwahr**. The closing banquet featured decorations provided by TSPRA, the video and **Bill Britcher's** leading the TSPRA group in a hearty "Ya'll Come!" NSPRA members left wearing the straw hats and bandanas decorating the tables and vowing not to miss **TX2K**. To see the video visit [www.knagg.com](http://www.knagg.com) on the internet.



TSPRA and NSPRA Past President Dorian Martin, center, TEPSA, with NSPRA Vice Presidents Tom DeLapp, left, Southwest Region, and Jim Dunn, South Central Region.



TSPRA President Bill Britcher accepts NSPRA's Blue Ribbon Chapter Award from Jim Dunn, NSPRA South Central vice president.



Jerry Smith, Spring ISD, and Gay Campbell, NSPRA vice president from Washington State, were recognized for their work on the accreditation committee.



Kay Hartgraves, left, Abilene, and Adela Vasquez, Ector County, look over the booth announcing the NSPRA 2000 Seminar in San Antonio.



(L-r) Donna Shrake, Cypress-Fairbanks; Katherine Cernosek, Mesquite; Bill Britcher, Leander; Pam Wells, Cypress-Fairbanks; and Karen Fitzgerald, Carrollton-Farmers Branch



TSPRAs and NSPRAs seeing the sites in Baltimore.



(L-r) TSPRA President Bill Britcher enjoys lunch with Louise Henry, Grapevine-Colleyville, and Nicole Wright, Austin.



(R-l) Gina Friedman, Eagle Mt.-Saginaw and her husband; Tony Thetford, Irving; and Ian Halperin, Mesquite



(L-r) Monica Faulkenbery, Northside; Nicole Wright, Austin; and Mary Ann Simpson, Fort Bend



(L-r) Suzie Czeschin, Harlingen; Julie Thannum, Carroll; Mark Taylor, Bryan; and Cathy Giardina, Alief



Susan McGuire, right, Fort Worth ISD, and Barney Welch, Midland ISD



(L-r) Jeanne Guerra, Grapevine-Colleyville; Scott Milder, SHW Group; and Julie Zwahr, Keller, make their choices for sign-up dinners.



Plano ISD's Carole Greisdorf, left, and Mary Gorden



TSPRA Executive Director Annell Todd is interviewed by former TSPRAN Larry Ascough, Elgin, IL, for NSPRA's archives.

# Texas Public Schools Week 2000

**T**hanks to **Kathy Clausen** and **Chuck Whitley**, Goose Creek ISD, for the year 2000 **Texas Public Schools Week (TPSW)** logo design "*Measuring Up to the New Millennium*". TPSW will be celebrated March 6 through 10, 2000.

Watch for your TPSW fliers in the mail. (They are sent to every TSPRA member, superintendent, elementary campus, and everyone who ordered a packet last year.) Encourage your district's individual campuses to order their own TPSW packets.



## Paraprofessional Workshops

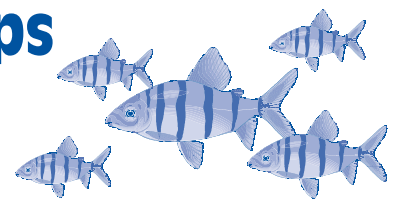
**T**aking on the job of chairing TSPRA's Paraprofessional Workshops is a challenge that can knock you off your feet.

**Marjorie Sklar** epitomized the TSPRA volunteer spirit this summer when she took advantage of time away from her office as a result of foot surgery to organize the paraprofessional workshops. With her foot propped up and her phone to the ear, she called many of you and deeply appreciates your offer to facilitate

a workshop.

In addition, Marjorie says thanks to **Becky Nugent Smith**, **Annell Todd** and **Todd Overpeck** who provided a day and a half workshop to Temple ISD back in August.

Marjorie is now working on the spring workshop schedule, so please call and volunteer to facilitate one. These workshops are an important revenue source for the TSPRA budget, but they also provide valuable training to



school personnel who can be "image makers or breakers" for our public schools. In addition, it's a great way for new members to get involved and get experience as presenters.

Remember to support the paraprofessional workshop in your area by encouraging your secretaries to attend.

## President's Perspective

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Booth; and **Susan Castro**, TASA/TASB Reporters.

I encourage each of you to become as involved in TSPRA as your time allows. Pay your dues, order a Texas Public Schools Week kit, enter the Star Awards contest, and recruit a new member. And don't forget to set aside the time and small change needed to attend our TSPRA 2000 conference, to be held February 28 - March 1 at the Austin Capitol Marriott. It looks to be another great conference, and it won't be the same without you.

Keep up the great work!

### FALL PARAPROFESSIONAL WORKSHOP SCHEDULE

<b>Bastrop</b>	<b>November 15, 1999</b>
Facilitator:	Donald Williams, Bastrop ISD, (512) 321-2292
<b>Corpus Christi</b>	<b>October 29, 1999</b>
Facilitator:	Chris Davis Garcia, Corpus Christi ISD, (361) 886-9058
<b>DeSoto</b>	<b>October 14, 1999</b>
Facilitators:	Melissa Starnater, DeSoto ISD, (972) 223-6666 Candace Ahlfinger, Waxahachie ISD, (972) 923-4631
<b>El Paso</b>	<i>Watch for a regional flier.</i>
Facilitator:	Luis Villalobos, APR, Ysleta ISD, (915) 858-6541
<b>Leander/Austin</b>	<b>October 29, 1999</b>
Facilitator:	Jennifer Williams, Leander ISD, (512) 434-5096
<b>Plainview</b>	<b>October 15, 1999</b>
Facilitator:	Cecilia Masters, Plainview ISD, (806) 296-4018
<b>Wharton</b>	<b>October 11, 1999</b>
Facilitator:	Marjorie Sklar, APR, Wharton ISD, (409) 532-6203

# Letters

## Job postings on the web

To the TSPRA State Office,

Thank you for developing and updating the TSPRA web site. It recently made a profound difference in my life! From the web site, I learned Humble ISD was seeking to hire a publications editor. I applied for the position and was interviewed by Karen Collier, the district's public information officer, during TSPRA's state conference in February. Several weeks later, Karen offered me the job and I happily accepted.

I never would have known of this opportunity had it not been for the TSPRA web site. TSPRA helped me expand my horizons and attempt a new professional challenge. Your efforts are truly appreciated.

**Jamie Mount,**  
Humble ISD

## Good-bye and thanks

Dear TSPRA members,

I wanted to drop a note to say thank you for all of your help and support during my short three years in College Station. I learned a tremendous amount from this organization, and will miss working for a school district. However, my husband has accepted a job in Switzerland, and we will be leaving. Good luck to each of you, and thank you again!

**Kelly Robic**  
College Station ISD

## Thanks for the scholarship

Attending the National School Public Relations Association seminar in Baltimore this summer was an incredible experience! Although I had always wanted to attend the seminar, I felt that as a newcomer to school public relations, I would be "out of my league" and lost in a sea of public relations professionals. How wrong I was! I was embraced by my colleagues from across the nation – we shared new ideas, commonalities, "war stories", and it gave me the opportunity to learn more about the profession of school public relations. I was fascinated by the caliber of speakers and I found myself eager to return to my service center (Region One) so that I could share my new knowledge with those whom I felt

could benefit and my colleagues in the Gulf Coast chapter who were unable to attend the seminar. In fact, I am already scheduled to present to a group of elementary, middle and high school principals at the Region One ESC Principals' Vertical Conference on the importance of internal public relations.

I highly recommend this seminar to all of our members! Start making plans to attend next year in San Antonio. We are fortunate to have this right in our backyard – take full advantage of it!

Thanks to TSPRA and the Henslee, Fowler, Hepworth & Schwartz law firm for making this scholarship possible.

**Annette Garcia,**  
Region One ESC

## Most Valuable Member

To my fellow TSPRAs,

I have been trying to come up with just the right words to sum up all the feelings one has when bestowed with such an honor as Most Valuable TSPRA Member.

Joy and humility are the two that most quickly come to mind.

You feel joy because your peers have thought enough of you to

nominate you and because your contributions have been noted and appreciated.

You feel humbled by the fact that you are among such an esteemed group of honorees who have come before and it is a very humbling experience to be congratulated by colleagues.

TSPRA stands out among all organizations because of its members. No other organization has members that so freely share their hard work and creativity. No other organization has members who will drop what they are doing to come help you out in a pinch or talk you through a crisis on the phone. No other organization cares just as much about the bigger picture at the state level as they do what is going on in their backyard.

To boil it down, our group understands relationships, and I am so very proud to be a part of what is right with Texas and its public schools.

Thank you for all that you do and for honoring me. A special thanks also goes to the friends I have worked with in Conroe ISD and in Frisco ISD. Service to TSPRA is always a team effort.

Keep up the faith and good work.

**Shana McKay Wortham,**  
Frisco ISD

## TASA/TASB

**T**SPRAs will be busy again this year fulfilling duties outlined in the contract for services with TASA and TASB. This contract between TSPRA and the two associations was initiated more than 20 years ago. The contract has evolved over the years but has always featured the TSPRA counseling booth where information and sample publications are shared with districts that do not have professional PR positions.

TSPRAs will be presenting, working in the booth and reporting on sessions. Committee chairs this year are **Susan Castro**, Alief, reporters and **Craig Eichhorn**, Galena Park, counseling booth.

TSPRAs attending the TASA/TASB Convention are encouraged to come by the booth and work (or at least visit) and also attend the General Membership Meeting.

## Don't Forget

**TSPRA General Membership Meeting**  
**Four Seasons Hotel - Bridgeport Room**  
**Friday, October 8 – 3 p.m.**

# News Flash

## Retiree

► **June Browning Lassiter**, a TSPRA member for 27 years, retired last summer from Longview ISD. June was an active member who served as a regional vice president and on numerous committees. She also was a perennial winner in both TSPRA and NSPRA communications contests.

## Congratulations to . . .

► **Veronica Castillon**, Laredo ISD, for earning her APR (accreditation in Public Relations) from PRSA last spring.

► **Diana Gulotta**, McKinney ISD, for an article published in TASB's Lone Star magazine and also for being moved to the superintendent's cabinet in her district.

► **Mary Ann Simpson** for her promotion to associate superintendent for Fort Bend ISD.

► **Scott Milder** and his wife, **Leslie**, on the birth of their son, **Thomas David**, on July 3.

► **Holly Zeiner** and her husband, **Joel**, on the birth of their son, **Ian Ray**, on June 1. Holly has resigned from Region 13 ESC to be a full time mother but said she will be open to do some freelance graphic work.

## On the move

► TSPRA's East Texas vice president, **Theresa Bledsoe**, APR, resigned from Huntsville ISD to become the director of alumni services for Sam Houston State University.

► **Don Clark**, TSPRA's vice president for our Central region (ESC Regions 13 and 20) is the new director of public information for Judson ISD. He replaces **Jeff Duffield**, who retired.

► Two members of the El Paso

ISD communications staff, **Kari Hutchison** and **Pati Gonzalez**, have left the Far West region for jobs in TSPRA's Central region. Kari replaces **Don Clark** at Comal ISD, and Pati is the new person in Shertz-Cibolo-Universal City.

► **Leslie Kriewaldt** resigned from New Braunfels ISD during the summer and plans to do graduate work in art therapy.

► **Beth Shepperd** resigned her position as director of personnel in Henderson to become a new assistant superintendent for community relations in Longview ISD.

► **Jeanne Guerra** is back in school PR after working for the Dallas Morning News for about two years. Jeanne is now director of public information for Grapevine-Colleyville ISD. **Louise Henry**, APR, moved to a new position as director of develop-

*Continued on page 7*

# Nominating Committee will meet at TASA/TASB to choose slate of officers

**M**embers of the TSPRA Nominating Committee will meet to consider candidates for the TSPRA Executive Committee during the TASA/TASB Convention in Houston.

Committee members from each of the eight TSPRA regions will meet immediately following the general membership meeting at the Four Seasons Hotel October 8. Chairman **Julie Thannum**, TSPRA president-elect, said the committee will nominate a slate of officers to fill four regional vice president positions and president-elect. Ballots will then be mailed to all professional members in October for a vote. Ballots will include an option for write-in candidates, as always.

"We have some outstanding

candidates nominated for TSPRA leadership," said Thannum. "We are fortunate to have a dedicated group of public relations professionals who are committed to seeing TSPRA move forward in the new millennium. I believe it is healthy for the organization to have members ready and willing to accept leadership positions."

Members of this year's TSPRA Nominating Committee are **Annette Garcia**, Region 1 ESC; **Kirk Lewis**, Pasadena ISD; **Theresa Bledsoe**, Sam Houston State University; **Cindy Randle**, Carrollton-Farmers Branch ISD; **Todd Overpeck**, Region 12 ESC; **Don Clark**, Judson ISD; **Cecilia Masters**, Plainview ISD; and **Vicki Icard**, Socorro ISD.

Vice president positions will be

decided in the following regions: Gulf Coast (ESC Regions 1, 2 & 3), Houston/Beaumont (ESC Regions 4 & 5), North Central (ESC Regions 9, 10 & 11) and Far West (ESC Regions 18 & 19). Candidates selected for these positions will serve two-year terms.

Candidates for president-elect will also be considered. The person elected to this position will serve a three-year term (president-elect, president, and past president) beginning in 2000.

Following the vote of the professional membership, the new vice presidents and the president-elect will be sworn in at TSPRA's Annual Conference in February 2000.

**News Flash**  
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ment and Community Relations.

▶ **Hollis Hood**, another veteran TSPRA member, has returned to school public relations as a communications specialist in Beaumont ISD. She replaced **Greg Hale**, who took a position in the private sector.

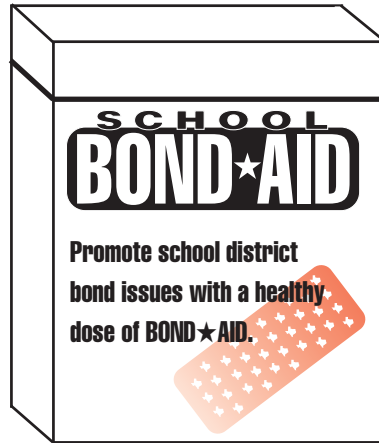
▶ **Monica Faulkenbery** is leaving the Eanes ISD to become assistant director for communications in Northside ISD. She replaces **Susan Schleicher**, who is now with Our Lady of the Lake University in San Antonio.

▶ **Adela Vasquez** is the new public information officer for Ector County ISD. **Chuck Hornung** is now station manager/community relations.

▶ **Barney Welch**, formerly with Ector County ISD, is now the executive director of communications for Midland ISD.

▶ **Pam Keeton** resigned her position at Region 4 ESC and also her office of vice president on the TSPRA Executive Committee to take a job with Shandwick International Public Relations, one of the five largest public relations firms in the world with offices in 50 countries. Pam is in the Houston office.

▶ **Jamie Mount** has joined Humble ISD as publications editor. She was previously at South Texas ISD and replaces **Pam Anderson**, who resigned to spend more time with family and freelance.



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▶ **Kelly Robic** has left College Station ISD to live in Switzerland where her husband has a new job.

▶ **Elizabeth Abernethy**, is the new superintendent in Hereford ISD. She was previously superintendent in Navasota ISD.

▶ **Alan Burton** resigned his position in Sherman to join the public information staff at an Oklahoma college.

▶ **Becky Nugent Smith** has

resigned her full time position with Bryan ISD and is working part time for the district's foundation, as well as operating her own company, Smith Creative. **Mark Taylor** is the new director of communications in Bryan.

▶ **Jon Dahlander** has been reassigned to director of special projects for Dallas ISD and will continue to serve on the superintendent's cabinet.

**Welcome New Members**

Region	Name	District	Region	Name	District
1	Dora Lisa Gonzales	South Texas ISD	11	Patti Woods	Weatherford ISD
1	Melissa Vasquez	Weslaco ISD	12	Patricia Lyons	Temple ISD
4	Stephanie Burman	Waller ISD	13	Carolyn Hitt	Hays CISD
4	Charlotte Cicatello	Lamar CISD	13	Angela Suhrstedt	TASB
4	Mark Kramer	Pasadena ISD	13	Randy Vonderheid	UIL
4	Deana Vickrey	Pasadena ISD	15	Deanne Goen	Grape Creek ISD
6	Linda Ray	College Station ISD	18	Adela Vasquez	Ector County ISD
6	Julia Schonhar	Huntsville ISD	19	Cecilia Pichardo	Ysleta ISD
8	Carla Coleman	North Lamar ISD	19	Michelle Solis	Ysleta ISD
8	Annie Perry	Sulphur Springs ISD	20	Cindy Edwards	Eagle Pass ISD
11	Holly Henry	Region 11 ESC	20	Stephanie Ferguson	New Braunfels ISD
11	Angela Scott	Northwest ISD			

# TSPRA contracts with Ammerman for crisis/media training

The TSPRA board recently approved an agreement with the **Ammerman Experience** to provide training for TSPRA-sponsored workshops in crisis communications training. The workshops will be targeted to small school superintendents, board members, principals and school public relations professionals. Workshops may be opened to include other non-profit management personnel; however, a limit of 50 participants has been set for each workshop in order to allow time for role playing and some on site, on-camera interviews.

The Ammerman Experience is a national communications training firm headquartered in Houston, with clients throughout the United States and the world. The company was started in 1973, when **Dan Ammerman**, a former news anchor, saw the need for executives to be trained to handle more effectively the news media when the pressure was on. Since then, Ammerman communication specialists (including TSPRA Past President **Ann Spears**, who was an Ammerman consultant after leaving Alief ISD), have trained thousands of people to face the media, manage crisis situations, speak at public meetings and deliver effective presentations.

After attending a training session in Houston at the Ammerman headquarters during the summer, both President **Bill Britcher** and Executive Director **Annell Todd** were enthusiastic about partnering with the company. Britcher said, "We are indeed fortunate to be able to collaborate with such a highly regarded and well-known firm. I believe this is an area where TSPRA can and should take the lead in supporting training for those who need to represent our public schools." The TSPRA Executive Committee has voted to sponsor 10 workshops throughout

the state in the next year. If you are interested in helping to facilitate a training workshop in your area, please contact Annell Todd in the TSPRA state office."

Also in attendance at the summer training were several other TSPRA members whose school districts are clients of the Ammerman Experience. They are **Mary Ann Simpson** and **Martha Morrow**, Fort Bend; **Kathy Clausen**, Goose Creek; **Kris Taylor**, Katy; **Cathy Giardina**, Alief; **Renae Murphy**, Wichita Falls. **Carol Kelly**, an elementary principal from Jefferson County in Littleton, Colorado also attended the session and addressed the group concerning the crisis in Littleton last spring.

To date TSPRA has two workshops scheduled. You may call the TSPRA office to reserve a place. Registration fees are \$250.00 for the first registration; \$200.00 for the second and \$175.00 for the additional participants from a single district.

**December 1**

**Carroll ISD in Southlake (Region 11)**

**January 13**

**Judson ISD in San Antonio (Region 20)**

Other TSPRAs who have agreed to assist as facilitators are **Luis Villalobos**, Ysleta ISD, El Paso; **Cindy Randle**, Carrollton-Farmers Branch ISD, Dallas area; **Annette Garcia**, Region One ESC, Edinburg; and **Vera Porter**, HCDE, Houston. Locations and facilitators are still needed for the Austin, Waco, Lubbock, and East Texas areas. Workshops must have at least 25 participants and not more than 50.

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**1999-2000 TSPRA Board**

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**Drue Brown**, Gulf Coast VP  
**Kirk Lewis**, Houston/Beaumont VP  
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**TSPRA  
update**  
a newsletter from the Texas school public relations association

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