

Summer
2002

TSPRA update

a newsletter from the

texas school public relations association

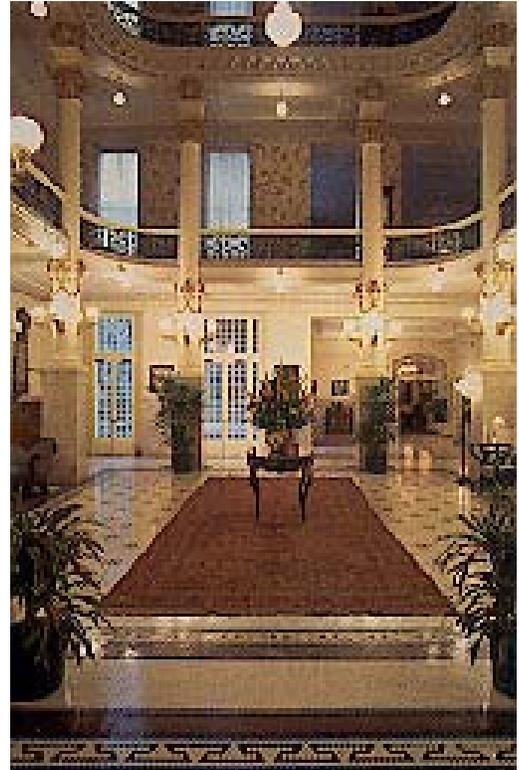
TSPRA annual conference moves to San Antonio

After more than 20 years, TSPRA is moving its **Annual Conference** from Austin. Mark your calendars for **February 18-20, 2003**, and plan to be at the historic **Menger Hotel** next door to the Alamo in San Antonio.

This year's schedule will also be different with the conference kicking off on a Tuesday morning and officially ending with the banquet on Wednesday evening. Instead of pre-conference sessions, post-conference sessions will be held on Thursday morning until noon. The TSPRA room block at the Menger is for the nights of Feb. 17, 18, and 19, with a rate of \$123.00.

To reach the Menger Hotel and make your reservations call **210-223-4361** or **1-800-345-9285**.

Remember, the TSPRA Annual Conference provides the sole source in the state for professional development designed specifically for school communicators.



TSPRA earns Blue Ribbon honor

About 40 TSPRA members attended the **NSPRA Seminar** in San Diego in July. At the opening session, Immediate Past President **Mary Ann Simpson**, APR, and President **Katherine Cernosek** accepted the Blue Ribbon Chapter award from the South Central Vice President **Marsha Chappelow**. **Tony Thetford**, Irving ISD, chaired the Blue Ribbon committee and compiled the entry which includes TSPRA's activities for the previous year. After the NSPRA Seminar, the notebook is returned to TSPRA for our historical archives. **Monica Faulkenbery**, Northside, was also recognized and received her APR pin with those from other states who earned accreditation last year. **Rachel Cruthirds**, Carrollton-Farmers Branch, and **Anita Jiles**, TEPSA, received TSPRA scholarships to attend the seminar, and both reported that it was extremely valuable.

Inside ➔
Read TSPRA President
Katherine Cernosek's
column for upcoming
media coverage
of 9/11.

President's Perspective

by **Katherine Cernosek**

TSPRA President, Mesquite ISD

Dear TSPRAns,

Can it be that summer is already over and we are in back-to-school mode? I hope you each had an opportunity to relax and recharge this summer. Although the summer passed quickly, I feel rejuvenated and look forward to the great things ahead. Your TSPRA Board had a very productive meeting on June 12, 2002, in San Antonio. We met at the historic Menger Hotel — the site of our February 18, 2003, TSPRA Conference. I think

we will enjoy having our annual conference in a new location.

I hope you will think about presenting a session at the conference. There is so much expertise in this association and it helps us all to grow professionally when we share our programs, ideas and specializations with each other.

There has been a lot of discussion around the state regarding how school districts will observe the anniversary of the tragedy of September 11th. We are including some information that could be helpful to districts. I have compiled a list of anticipated national media coverage to help you be aware of what the media has planned for September 11, 2002.

[Here's a quick rundown of how major news divisions and news networks plan to cover 9/11.](#)

ABC: 9/11. Coverage on *Good Morning America* at 7 a.m.-5 p.m. ET; *World News Tonight* prime time. Highlights: a reconstruction of the attacks and a look at events inside the WTC before and after. Close with special edition of *Nightline*.

CBS: 9/11: The Day That

Changed America. Scott Pelley's exclusive interview with President Bush on *60 Minutes II* from 8-11 p.m. ET. At 7 a.m. ET, five-hour edition of *The Early Show*, then live coverage of the day's events in New York City, the Pentagon and Shanksville, Pa., anchored by Dan Rather. On Sunday, September 8, special one-hour edition of *Face the Nation*; repeat of documentary 9/11 that evening.

CNN: America Remembers.

Live coverage at 6 a.m. ET with Paula Zahn, Aaron Brown from the rooftop of CNN's New York bureau; correspondents include Christiane Amanpour in Kabul, Afghanistan, and Carol Lin in Pennsylvania. In prime time, Connie Chung, Aaron Brown anchor a two-hour special; *Larry King Live* from New York City. Coverage simulcast on CNN International.

CNBC: Live coverage focusing on Wall Street, reflecting attacks' economic impacts, 5 a.m.-5 p.m. ET. *I Remember*, interviews with financial leaders and Treasury Secretary Paul O'Neill.

C-Span: September 11 – First Year Anniversary. Covers special session of Congress in downtown Manhattan on Sept. 6 and on Sept. 11, live coverage of all the day's events.

FOX: 9/11 – The Day America Changed. Anchor Brit Hume hosts commercial-free special 8-10 p.m. ET; Shepard Smith reports from the World Trade Center.

FOX News Channel: Plans in progress; live coverage from 5 a.m.-11 p.m. ET. So far, this is the only cable news net going commercial-free.

MSNBC: Prime time, remember-

ing Sept. 11, simulcasts NBC's coverage with Brian Williams 4-6:30 p.m. ET.

NBC: America Remembers.

Coverage the night before, a two-hour *Dateline* anchored by Tom Brokaw. Sept. 11, six-hour *Today Show*, covering local memorials; followed by town-hall meeting anchored by Brokaw; Brian Williams anchors early evening; then Brokaw one-hour *Nightly News*; local stations cover at 7:30 p.m.; 9 p.m. ET, "Concert for America," the National Symphony Orchestra playing in Washington, D.C.

PBS: We Remember. *Frontline's* "Faith and Doubt at Ground Zero" on Sept. 3, repeating on Sept. 11, on how survivors, families deal with their faith; followed by live concert, "A Requiem for September 11." Also, *Caught in the Crossfire*, about three Arab immigrants, and *Heroes of Ground Zero*, about WTC firefighters; on Sept. 10, a 90-minute film, *America Rebuilds*, on rebuilding efforts at Ground Zero.

If you need further information, support, or ideas, don't hesitate to call the TSPRA office or email your fellow TSPRAns. This network is one of the most powerful tools we have. Your TSPRA Board meets again on September 27, 2002, in Dallas at the Reunion Hyatt Regency. This meeting coincides with the Texas Association of School Administrators and Texas Association of School Boards Convention. TSPRA has a very prominent role at the TASA/TASB Convention. If you are planning to attend, please consider helping with the TSPRA booth or Email Kiosks. Several of our talented members will be presenting sessions at the convention.

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Katherine Cernosek
2002-03 President
Mesquite ISD

President's Perspective

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The highlight of the convention will be my presentation of the prestigious **Key Communicator Award for 2002**. The TSPRA Awards Committee unanimously selected **Annell Todd, APR**, to receive this award! I am very excited that I get to present the award to Annell at 10:30 AM during the first general on Saturday, September 28. In addition to her role as TSPRA Executive Director, Annell has published *Texas School Business* magazine since 1993. She joined the Association of Texas Professional Educators (ATPE) as its first director of communications in 1980 and was assistant executive director when she left to form her own public relations firm specializing in education in 1985. She is an excellent addition to our honored list of advocates for public education in Texas.

Great things are ahead for TSPRA. Your contributions to our association help to make us strong. Thanks again for giving me this opportunity to serve you.



Katherine Cernosek
TSPRA President

Suggestion for 9-11 Commemoration

September 11, 2002, will be the first anniversary of the terrorist attacks on America, and districts are choosing various ways to honor the memory of those lost on that day and to celebrate the American spirit.

To avoid disrupting our students and their educational day, many districts are planning low-key commemorative ceremonies such as asking their campuses to observe a moment of silence following a brief announcement by principals on September 11th. The following is a sample announcement developed by Mesquite ISD.

"Today is September 11 and it is the anniversary of unprecedented terrorist attacks on America. One year ago, on this day, Americans experienced a momentous loss of life and property. The terrorists hoped to bring Americans to their knees, but instead, they brought Americans to their feet. The anniversary of this tragedy is also an anniversary of triumph. Triumph of character...courage over cowardice, kindness over cruelty, service over selfishness, love over hate and freedom over repression. For the next few moments let us all stand together as Americans and observe a moment of silence in honor of those who lost so much one year ago today. Please stand and join with me for a moment of silence. (after about 20 seconds)

Thank you students.

Throughout this day it is my hope that you will think about how lucky we are to be Americans and to live in this cherished democracy. I am very proud of you."

UPDATE goes to email

In June the TSPRA Executive Committee voted to publish UPDATE, the association's official newsletter electronically. This issue is the first, and we welcome members input.

PICK-A-WEEK
for Texas
Public Schools
Week in
March 2003

Because TEA has scheduled TAKS testing for the first week in March 2003, TSPRA is again telling school districts to PICK-A-WEEK in March to hold their annual Texas Public Schools Week (TPSW) celebrations. The TPSW logo, developed by TSPRA, has been designed without a date. TPSW is usually scheduled for the first full week in March so that the celebration will coincide with Texas Independence Day, March 2. This year's theme "Public Schools - Your Texas Treasure" will be unveiled at the TASA/TASB Joint Annual Conference in Dallas, Sept. 28-30. Order forms will be in the mail in October. Support TSPRA and Texas Public Schools and order for all your campuses! Co-chairing TPSW this year are Tamerah Ringo, Coppell, and Verone Travis, Grapevine-Colleyville.

Dealing with Public Anger: New Approaches to an Old Problem

NEW ONE-HALF DAY TRAINING CO-SPONSORED BY:



The Texas School
Public Relations
Association



School personnel deal with public anger on a daily basis. It's now more common, more newsworthy and more damaging than in the past. This half-day session offers practical guidance for reducing anger when dealing with parents or others who are upset, angry, aggressive or even abusive. A skill-development workshop - not merely a lecture on concepts - the techniques we teach are based on case studies, behavioral models and proven psychological principles. Through individual and group exercises, participants learn effective responses to public anger. Included in the session are simulations involving aggressive and angry "parents" and "citizens."

Who should attend

- School board members
- Superintendents
- Assistant superintendents
- Principals
- Assistant principals
- Counselors
- Other administrators
- Teachers

TSPRA is honored to collaborate on these seminars with the Ammerman Experience, a communications training firm, with clients throughout the United States and the world. During the last two years, the TSPRA/Ammerman partnership has effectively trained hundreds of school administrators.

Fee: \$135 Minimum number of participants required: 50

Other trainings: Media/Crisis Communications for Education Professionals
Media Skills Development: Advanced Workshop

Call TSPRA

1-800-880-9107 to schedule.

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2002-2003 TSPRA Board

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