NSPRSA Southeastern Roundup: Southeast Chapters Sit at the Forefront of School PR

By Jason G aston

Public/M edia Relations for the H oover City School System.

N SPRA Southeast Regional Vice-President Jason G aston is the Coordinator of help you discover your hidden PR talents!

B rand Czar - or a Trend F orecaster?  Consider joining A LSPRA /N SPRA  and let us just PR folks; teachers, principals, superintendents – all are w elcome. A re you a development to PR practitioners. The resources provided, however, aren’t lim ited to

continues its work on a communication plan to recruit even more districts to the TA SC, which successfully helped host the N SPRA  National Seminar in N ashville

President: A nthony Johnson

Tennessee A ssociation of School Com m unicators (TA SC)

perceptions of public schools.

the SPA RK! Cam paign - a statew ide advocacy effort designed to change negative

also continues its successful collaboration w ith the Georgia Vision Project to support

M em bers hosted a school supply drive for H urricane H arvey victim s in H ouston.

SCSPRA  recently completed a successful “B ack to School” meeting for its chapter. M em bers

Montg om ery, A labam a, is a street, D exter A venue in A labam a, a microcosm  of both sides of one

In cities and hamlets around our nation, there have been debates and discussions about the monuments to the Confederacy because of their potential to unite school name, parks, monuments, name streets, the names of counties and cities. Symbol of the南 or a part of our history?

C ongratulations to Tuscaloosa City Schools Chief Superintendent to Watch

Tom  Salter, Senior Communications O fficer for the A labam a School Public Relations

In

Tom  Salter

13th Street, a cornerstone of the city. A mong the markers of the school are the Civil War monuments, nam ed streets, the</p>

Moving on...

Tuscaloosa County Schools Chief Superintendent to Watch

Campaigns, to fire-up support for beefed-up PR as a tool to help students win scholarships for all the years of experience as a superintendent and possess dynamic, fast-paced leadership with strong communication at its core.

Dr. Mike Davis

Tuscaloosa County Schools Chief Superintendent to Watch

Dr. Mike Davis was one of 21 district leaders selected for their use of communication technology in innovative and effective ways. These superintendents engage and inform their school communities with new communication technology tools combined with tried-and-true tactics. NSPRSA’s Superintendents to Watch have fewer than the years of experience as a superintendent and possess dynamic, fast-paced leadership with strong communication at its core.

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