

**New for 2009-2010:
Just \$35 per program**

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NSPRA's PR Power Hour

The cost-effective way to learn from the experts

These nine information-packed hours, in either audio or webinar format, offer an economical and convenient way to continue your professional development. These programs provide you with a conversational and interactive forum for learning best practices from top experts in school communication.

Thanks to the generous sponsorship of **SchoolMessenger**, registration for **each of these Power Hours is only \$35 per registered phone line (for the first 100 registrants per program)**. Beyond the first 100, each registration is \$50 each for members. Visit **SchoolMessenger.com** to learn more about what it can do for you.

Check Out the 2009-10 Power Hour Lineup

- **Sept. 11: Immunize Your Communication Response Plan Against the Resurgence of the H1N1 Virus**
- **Oct. 9: Build Understanding of Your District Budget through Strategic Communication**
- **Nov. 6: Social Media and the New Face of Communication**
- **Dec. 4: Timely, Targeted and Convenient: Effective Electronic Messaging**
- **Jan. 8: Closing Schools: Turning a Perceived Negative into Positive Community Support**
- **Jan. 29: Commercial Advertising in Schools? Take That Sacred Cow to Market!**
- **Feb. 26: Keeping Parents Engaged as Education Partners in a Difficult Economy**
- **March 19: Web Site Design Tips for the Busy School PR Professional**
- **April 16: School Foundations: Raising Funds and Winning Friends**

Find out more at NSPRA.org! Further descriptions of each Power Hour, including panelists and more details on the topics, are available at NSPRA.org/pr_powerhours by Aug. 1. **Register now and learn about special offers (also included on the back page).**

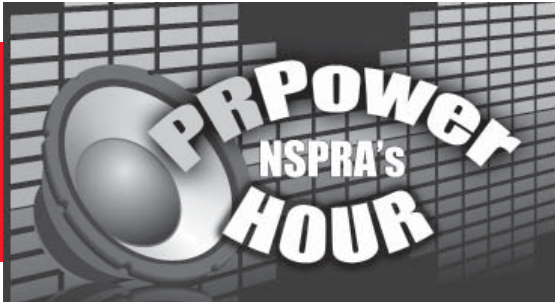


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See reverse for more details on PR Power Hour packages



Special Bonus Opportunities

Thanks to the sponsorship of **SchoolMessenger**, the special rate for the first 100 registrants is only \$35 for **NSPRA members**. The non-member rate for the same programs is \$95. Beyond the per-program discount, NSPRA has other offers to help you take advantage of these information-packed programs.

Additional NSPRA offerings

- Register online by Sept. 1 for a package of five or all nine Power Hours and receive access to the audio file of each show you purchase for no additional cost.
- **New this year**, registrants to an individual Power Hour can gain access to the audio file for an additional cost of **just \$10**.

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REGISTER HERE: Check the PR Power Hours you wish to register for

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<p>Mail to: NSPRA 15948 Derwood Rd. Rockville, MD 20855 Fax: (301) 519-0494</p>	<p>Quantity (\$35 per program): _____</p> <p>Audio files (\$10 per program): _____</p> <p>Select 5 PR Power Hours (includes audio files): <u> \$175 </u></p> <p>All 9 PR Power Hours (includes audio files): <u> \$315 </u></p> <p>Total purchase: _____</p>
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