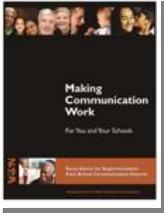


Communication Solutions and Resources from NSPRA

Check out these resources from NSPRA, the leader in school communication

National School Public Relations Association

www.nsprapro.org



Making Communication Work for You and Your Schools delivers practical advice for superintendents from leading school communicators. Full of quick-read solutions for issues in today's schools, this book can lead to improved reputation and success. Whether you are looking for ways to articulate your vision, lead a customer service revival, communicate with your Board and your publics, or navigate a crisis, our expert authors can meet your needs.

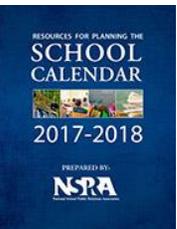
Item #: 222-10104; Price: \$49.95; Member Price: \$39.95



NSPRA's *The Complete Crisis Communication Management Manual* is a best seller for good reason: A crisis can strike at any moment and this manual makes sure you're ready. Today, the range of threats facing schools in the 21st Century is broader than ever before – from natural disasters to infectious diseases to terrorism to misguided students and adults who commit random acts of violence. These tragic events remind all of us to annually review our crisis plans and revise them appropriately. School leaders across the country rely on this invaluable resource to deal with the communication challenges that crises present. In a crisis, the first 30 minutes are the most crucial. Through this 4th edition, you find out exactly how to handle those initial, critical moments.

Get step-by-step directions for preparing and reacting to common concerns. Packed with new guidance on crisis communication, using social media in an emergency, safe school assessments, and security audits and updated information about school safety conditions, the Incident Command System, drills and exercises, and student reunification.

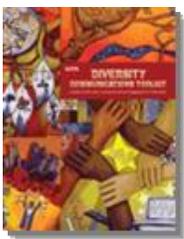
Item #: 222-10112; Price: \$158; Member Price: \$127



With its helpful date guide, the 2017-18 edition of *Resources for Planning the School Calendar* makes sure you and your staff are always prepared. A full selection of holidays and historical events are included along with event descriptions, useful contact information, and websites for more information.

Specific areas covered include: historical dates, cultural and ethnic holidays, all 50 states' designated legal holidays, 18-month planning calendar for office use, and annual meetings of educational organizations.

Item #: PLAN-2017; Price: \$40



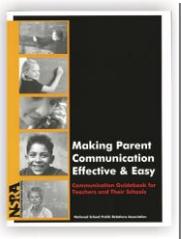
In an effort to help school communication professionals engage diverse audiences in their district, NSPRA developed the *Diversity Communications Toolkit*. The *Toolkit* provides ideas, practices, strategies, and structures that school districts across the continent have implemented as well as examples and templates to help begin implementing diversity efforts. Inside you will find real-world examples that school districts have used to successfully engage their diverse communities. Highlights include a guide to conducting multilingual focus groups and translations (translate the message, not the words!), strategies to engage families and the community, and tips to increase your district's cultural competency. (Also available to download at www.nsprapro.org/store)

ISBN #: 0-87545-134-9; Price: \$20



In this industry-defining book on crisis management and leadership recovery, *Lukaszewski on Crisis Communication*, Jim Lukaszewski taps into 4 decades of professional expertise to clearly differentiate a crisis from other business interruption events. Introducing the often overlooked concept of managing the victim dimension of crisis, Lukaszewski delivers one of the most important resources for executives, superintendents, school communicators, principals, and business leaders to prepare for, survive, and perhaps even improve their reputation during the explosive visibility that come during a crisis.

Item #: 222-10100; Price: \$49.95



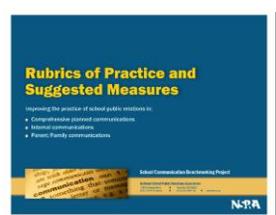
Heavy demands on teachers' time leaves little room for long-winded discussions about communication theory. That's why NSPRA created this no-nonsense resource that teachers can put to work right away. *Making Parent Communication Effective & Easy's* practical guide and accompanying CD, in an easy-to-adapt format, will save you time with its helpful advice, sample letters and messages, and how-to insights. The CD includes everything from PowerPoints for open houses to templates for welcome letters to tips on communicating with difficult parents.

Item #: 222-10064; Price: \$75; Member Price: \$50



Embracing Social Media: A Practical Guide to Manage Risk and Leverage Opportunity is a practical guide for anyone wishing embrace social media in a school system. Included are steps for creating policy, procedure, and guidelines, as well as specific strategies to help open the minds of reluctant colleagues and leaders. Also included are best practices for social media, with numerous examples for teaching and learning, professional development, communications with parents, and successfully managing difficult situations online.

Item #: 222-10106; Price: \$20



Designed to help school PR professionals quantify their value within their school district, *Rubrics of Practice and Suggested Measures* focuses on four main communication items: comprehensive communication programs, internal communications, marketing and branding, and parent/family communications. This school communications benchmarking toolkit seeks to provide readers with a standardized toolkit to benchmark their efforts. (Also available to download at www.nsprapro.org/store).

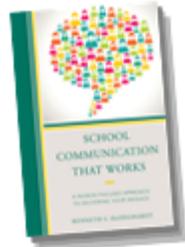
Item #: 222-10102; Price: \$65; Member Price: \$40



The Politics of Authentic Engagement: Perspectives, Strategies and Tools for Student Success provides practical approaches for leaders in a variety of roles to address the changing landscape of schooling, build dynamic relationships in support of schools, help parents/families support their children’s achievement and create a culture of engagement. Strategies described in this book teach how to serve as a listener, teacher, leader facilitator, and initiator in engaging others within professional settings to do meaningful work that benefits students. (A workbook is also available at www.nspr.org/store). **Item #: 222-10108; Price: \$35**



Few words have the power of *Welcome*, and this ready-to-frame 16" x 21" poster is sure to make students, community members and staff feel right at home! This vibrant *Multilingual Welcome* poster reflects the diversity of the school community – from a 5-year old child to an adult learner – and warmly welcomes visitors in many major languages including: Albanian, Arabic, Bengali, Chinese, Croatian, English, Filipino/Tagalog, French, German, Greek, Gujarati, Hebrew, Hindi, Italian, Japanese, Korean, Macedonian, Polish, Portuguese, Punjabi, Russian, Serbian, Spanish, Tamil, Urdu, and Vietnamese. Minimum order is set of 10. **Item #: TMWP-9300; Price: \$45**



Crafting messages that penetrate with your parents and community members is a critical part of any school district communication effort. Now, thanks to the 20 years of research data by author Ken DeSieghardt, *School Communication that Works* gives you insight on how to approach such topics as quality of school facilities, performance by teachers and principals, value on tax dollars spent, class size, and much more. For example, on the stewardship of funds, DeSieghardt notes that taxpayers say, “Show me that you manage your money with an understanding that it is actually MY money, and I’ll be much more likely to support you when you need additional funds.” **Item #: 222-10103; Price: \$22.95**



Election Success: Proven Strategies for Public Finance Campaigns includes everything needed to implement a successful campaign. This resource shows you how to use research and strategies to win elections. The 300 pages include everything you need for your own successful campaign. You may also learn that now is not the right time to go to the polls — saving thousands of dollars, hundreds of hours, and the steep uphill battle of winning the next election after a visible defeat. Within this crucial election resource, you’ll get sample campaign letters, flyers, scripts, PowerPoint presentations, checklists, and much more. **Item #: 222-10070; Price: \$219; Member Price: \$189**

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