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Sessions recorded LIVE at the Omni Shoreham Hotel • July 15-17, 2019 • Washington, D.C.

- 19NSPRA-1 **Building Public Awareness: Framing That Works** (*Julie Sweetland, Ph.D.*)
- 19NSPRA-2 **Dynamic Data Dashboards: You, Too, Can Do!** (*Donelle Staples*)
- 19NSPRA-3 **Elevating Your Future: How Strategic Planning Can Be Inspiring, Community-Driven and Fun!** (*Joe Ferdani, APR & Mark Poshak*)
- 19NSPRA-4 **Equity Leadership From the Inside Out** (*Kimberlee Armstrong, Ed.D.*)
- 19NSPRA-5 **Launching a New Website: How to Get Rockstar Results Without Burn Out** (*Melissa Wiland & Kristen Cain*)
- 19NSPRA-6 **Storytelling Secrets of School PR Pros: How to Produce Stories of Impact** (*Rich Finlinson, APR*)
- 19NSPRA-7 **Using Strategic Marketing to Recruit Millennial Teachers to Your School District** (*Jason Wheeler*)
- 19NSPRA-8 **Utilizing Political Campaign Tactics to Influence Others to Action** (*Patrick Mogge*)
- 19NSPRA-9 **Video Killed the Press Release: How to Tell Your Own Story Using Video** (*Samantha Fitzgerald & Paul Lewis*)
- 19NSPRA-10 **What Can I Say? Media Relations in a Crisis** (*Catherine Carbone Rogers & Tove Tupper*)
- 19NSPRA-11 **Your School Bond Passed, Now What? Tips for Continuing the Communications Effort** (*Athena Vadnais, APR*)
- 19NSPRA-12 **A Picture Is Worth More Than 1,000 Words, and Speaks in Multiple Languages** (*Jim Cummings, APR*)
- 19NSPRA-13 **Building Community, Trust and Transparency With a "State of the District" Event** (*Lesley Rogers & Kahliah Laney*)
- 19NSPRA-14 **Lead Magnets, Pop-Ups and Blogs Made Easy** (*Amanda Holdsworth, APR, Ed.D.*)
- 19NSPRA-15 **Podcasting: Reaching Your Audience on the Move** (*Justin Dearing & Erin McCann*)
- 19NSPRA-16 **Publishing Professionally: Guidance for School District Communicators** (*Jay P. Goldman*)
- 19NSPRA-17 **Thirsty? Here's A Firehose! What to Do, What Tools to Use, & How To Bring It All Together** (*Lana Snodgras & Stephanie Smith, APR, Ph.D.*)
- 19NSPRA-18 **Crisis Readiness: Get Ready Now** (*David Voss*)
- 19NSPRA-19 **Managing Common Crises: Keeping Your Head While Others Are Losing Theirs** (*Nora Carr, Ed.D., APR*)
- 19NSPRA-20 **When Losing Isn't an Option; Constructing a Winning Bond Campaign** (*Nathan McCann, Ed.D.*)
- 19NSPRA-21 **Where Americans Stand on Public K-12 Education** (*David Schleifer, Ph.D.*)
- 19NSPRA-22 **All I Need to Know about Public Engagement I Learned From My Toddler** (*Nicole Kirby, APR & Matthew Kenwright*)
- 19NSPRA-23 **Amplifying Student and Teacher Voice: A Superintendent and District Plan** (*Matthew Miller*)
- 19NSPRA-24 **Federal Education Issues and How They Could Impact Your Local School District** (*Rich Long*)
- 19NSPRA-25 **Free Research Support: Look No Further Than Your College/University Next Door** (*Briana Warner & Allyson Goodman, Ed.D*)
- 19NSPRA-26 **I Wish I Would Have Known: Best-Seller in the Making** (*Stephanie Smith, APR, Lana Snodgras & Zac Rantz*)
- 19NSPRA-27 **Is Your Board Member a Communicator? Effective Communication Strategies for School Boards** (*Tammy Schiff and Randy Barber, APR*)
- 19NSPRA-28 **The 2020 Census: Student Counts, Education Funding and Statistics in School EA** (*Deborah Stein, Victoria R. Glasier, Deborah Rigsby*)
- 19NSPRA-29 **What PR Professionals Can Learn From a Mouse** (*Chris Williams*)
- 19NSPRA-30 **A Super Start for a New Superintendent** (*Andy Jenks*)
- 19NSPRA-31 **Five Key Steps to Crisis Communications** (*Susan Haynes & Bridget Hazelbaker*)
- 19NSPRA-32 **Improving School Culture Through Division Wide Twitter Chats** (*Diana Gulotta & Steven Walts, Ed.D.*)
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- 19NSPRA-34 **Perfect Storm: Charting an Unfamiliar Course When Teachers Strike in Your District** (*Patricia Nuzzo, Gail Spolar, Rita Sanders & Monique*)
- 19NSPRA-35 **Redesigning School Communications for Innovation & Equity** (*Jill Gildea, Ed.D. & Kim Eves*)
- 19NSPRA-36 **Straight from the Horse's Mouth: What You Can Learn from Senior Exit Interviews** (*Doreen McKercher & Jeff Snell, Ed.D*)
- 19NSPRA-37 **The Comeback Story: Funding Campaign Success in a One-Person Shop** (*Brian Nicol*)
- 19NSPRA-38 **Video Editing Hacks - Beyond the Basics - Jake Sturgis, APR & Jenna Mead** (*Blue Prefunction*)
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- 19NSPRA-40 **35 Tips & Tricks for Low Budget Video Production** (*Paul Weller*)
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- 19NSPRA-43 **Effective, Low-Cost Ideas for Establishing Your District's Brand and Image** (*Stephanie Hansen*)
- 19NSPRA-44 **From the Newsroom to the Classroom: Making the Transition From Journalism to School PR** (*Gail Kahover & Robin Smith Kollman*)
- 19NSPRA-45 **Hacked: How to Survive the Era of Digital Hacking in Public Education** (*Shira Good, APR*)
- 19NSPRA-46 **Recognizing the Heart of Your District** (*Kristine Liptrot, APR & Timothy Shimp, Ed.D.*)
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- 19NSPRA-51 **Creating a Safe Space for LGBTQ+ Students Through Communication** (*Joshua Sauer & Carla Pereira, APR*)
- 19NSPRA-52 **It's an Emergency! You Know Your Plan. Do You Know Your People?** (*Tim Savoy, Dr. Eric Wright, Lt. Jeri Skrocki, Kharley Smith & Laureen Chernow*)
- 19NSPRA-53 **Marketing Playbook: Tools, Tips and Tactics to Drive Results** (*Jacqueline Getty, Ed.D. & Lyssa Campbell, APR*)
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- 19NSPRA-55 **Guerrilla Research: Get in the Trenches and Get Results!** (*Trinette Marquis*)
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- 19NSPRA-57 **Involving Students in School PR** (*Jake Potter, APR*)
- 19NSPRA-58 **Nano Influencers, Instagram Pods and Other Social Media Trends You Should Know** (*Zac Rantz & Danielle McGuire*)
- 19NSPRA-59 **Owning the Narrative: Launch of the VBCPS Fact Checker** (*Natalie Allen & Aaron Spence, Ed.D.*)
- 19NSPRA-60 **Superintendent's Playbook: Building a School Community of Communicators** (*Patrick Murphy, Ed.D.*)
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- 19NSPRA-62 **Consumer Branding: What Districts Can Learn From Consumer Giants** (*Melissa Smith*)
- 19NSPRA-63 **Creating Community: How to Build Trust and Engagement Before the Big Ask** (*Don Taylor & Vicki Gnezda*)
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- 19NSPRA-65 **Engage is More Than Just a Page** (*Julia Burgos, Gladis Bourdouane & Kathy Mimberg*)

