



NSPRA 2019 National Seminar

Advancing Education One Story at a Time

July 14 -17, 2019
 Omni Shoreham Hotel
 Washington, D.C.

Schedule at a Glance

(Subject to change)

Saturday, July 13, 2019	
7:30 a.m. – 4:30 p.m.	Registration (<i>West Registration Desk, Lobby Level</i>)
9:00 a.m. – 4:00 p.m.	Pre-Seminar Workshops (<i>Require separate registration</i>) <ul style="list-style-type: none"> • Strategic Planning for the One-person Communications Office – Erica Chandler, APR, Jill Filer, Stephanie Smith, APR & Kelly Wachel, APR (<i>Congressional B, Lobby Level – West</i>) • Work Smarter with Adobe Creative Suite: Best Practices for Print Production – Bonnie Minick & Erin McNulty (<i>Cabinet Room, Lobby Level – West</i>) • We See You: Breaking Down Barriers to Effective Communications (half-day) – Tracey Benson, Heidi Otero & Nikkie Whaley (<i>Executive Room, Lobby Level – West</i>) • New Professionals Program – Susan Brott, APR & Chris Tennill, APR (<i>Senate Room, Lobby Level – West</i>) • APR Prep: Get Ready for Universal Accreditation – Naomi Hunter, APR & Shawn McKillop, APR (<i>Congressional A, Lobby Level – West</i>)
9:00 a.m. – 4:30 p.m.	
Sunday, July 14, 2019	
7:30 a.m. – 6:30 p.m.	<ul style="list-style-type: none"> • Registration (<i>West Registration Desk, Lobby Level</i>) • Publication Awards Showcase (<i>West Conference Foyer, Lobby Level</i>) • NSPRA Book Store (<i>West Registration Desk, Lobby Level</i>)
10:00 a.m. – 1:30 p.m.	
8:00 – 11:45 a.m.	<ul style="list-style-type: none"> • Leaders' Meeting (<i>Regency Ballroom, Lower Level – 1B</i>)
9:00 a.m. – 4:00 p.m.	Pre-Seminar Workshops (<i>Require separate registration</i>) <ul style="list-style-type: none"> • DIY Communication Research: Yes You Can! – Trinette Marquis, APR (<i>Cabinet Room, Lobby Level – West</i>) • Election Success Can Be Yours: Planning and Data-based Strategies for (Winning at the Polls – J.Marie Riche & David Beil (<i>Congressional B, Lobby Level – West</i>) • Enhance Your District's Brand with Adobe Spark (half-day) – Aaron Cagwin (<i>Executive Room, Lobby Level – West</i>) • New Professionals Program – Susan Brott, APR & Chris Tennill, APR (<i>Congressional A, Lobby Level – West</i>) • APR Prep: Get Ready for Universal Accreditation – Naomi Hunter, APR & Shawn McKillop, APR (<i>Senate Room, Lobby Level – West</i>)
1:00 – 2:15 p.m.	Annual Meeting/Celebration of Achievement (<i>Regency Ballroom, Lower Level – 1B</i>)
2:30 – 3:45 p.m.	How to Make the Most of Your First NSPRA Seminar (<i>Empire Ballroom, Lower Level – 2B</i>)
4:00 – 5:15 p.m.	Regional Colleague Connections – facilitated by NSPRA Regional Vice Presidents <ul style="list-style-type: none"> • South Central Region (<i>Blue Prefunction, Lobby Level – East</i>) • Northeast Region (<i>Calvert Room, Lobby Level – East</i>) • North Central Region (<i>Capitol Room, Lobby Level – East</i>) • Mideast Region (<i>Embassy Room, Lobby Level – East</i>)

	<ul style="list-style-type: none"> • Northwest Region (<i>Chairman's Boardroom, Lobby Level – East</i>) • Southwest Region (<i>Governor's Board Room, Lobby Level – East</i>) • Southeast Region (<i>Hampton Ballroom, Lobby Level – East</i>)
6:00 – 7:30 p.m.	Opening Reception (<i>Regency Ballroom, Lower Level – 1B</i>)

Monday, July 15, 2019	
7:30 a.m. - 5:00 p.m.	<ul style="list-style-type: none"> • Registration (<i>West Registration Desk, Lobby Level</i>) • Publications Award Showcase (<i>West Conference Foyer, Lobby Level</i>)
8:30 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> • NSPRA Book Store (<i>West Registration Desk, Lobby Level</i>)
8:30 a.m. – 4:00 p.m.	<ul style="list-style-type: none"> • Marketplace (<i>Ambassador Ballroom, Lower Level – 1B</i>)
7:15 – 7:45 a.m.	Seminar Quick Start (<i>Committee Room, Lobby Level – West</i>)
8:00 – 9:00 a.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • Building Public Awareness: Framing That Works – Julie Sweetland, Ph.D. (<i>Hampton Ballroom, Lobby Level – West</i>) • Dynamic Data Dashboards: You Too Can Do! – Donelle Staples (<i>Congressional A and B, Lobby Level – West</i>) • Elevating Your Future: How Strategic Planning Can Be Inspiring, Community-Driven and Fun! – Joe Ferdani, APR & Mark Poshak (<i>Embassy Room, Lobby Level – East</i>) • Equity Leadership From the Inside Out – Kimberlee Armstrong, Ed.D. (<i>Capitol Room, Lobby Level – East</i>) • Launching a New Website: How to Get Rockstar Results Without Burn Out – Melissa Wiland & Kristen Cain (<i>Cabinet Room, Lobby Level – West</i>) • Storytelling Secrets of School PR Pros: How to Produce Stories of Impact – Rich Finlinson, APR (<i>Embassy Room, Lobby Level – East</i>) • Using Strategic Marketing to Recruit Millennial Teachers to Your School District – Jason Wheeler (<i>Governor's Boardroom, Lobby Level – East</i>) • Utilizing Political Campaign Tactics to Influence Others to Action – Patrick Mogge (<i>Executive Room , Lobby Level – West</i>) • Video Killed the Press Release: How to Tell Your Own Story Using Video – Samantha Fitzgerald and Paul Lewis (<i>Blue Room Prefunction, Lobby Level – East</i>) • What Can I Say? Media Relations in a Crisis – Catherine Carbone Rogers & Tove Tupper (<i>Calvert Room, Lobby Level – East</i>) • Your School Bond Passed, Now What? Tips for Continuing the Communications Effort – Athena Vadnais (<i>Chairman's Room, Lobby Level – East</i>)
9:30 – 11:30 a.m.	First General Session (<i>Regency Ballroom, Lower Level – 1B</i>) <ul style="list-style-type: none"> • Keynote: Kindra Hall • Presentation: Communication Technology Award for Superintendents
11:30 a.m. – 1:00 p.m.	Lunch on Your Own
1:00 – 2:00 p.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • A Picture Is Worth More Than 1,000 Words, and Speaks In Multiple Languages – Jim Cummings (<i>Blue Room Prefunction , Lobby Level – East</i>) • Building Community, Trust and Transparency With a “State of the District” Event – Lesley Rogers & Kahliah Laney (<i>Executive Room, Lobby Level – West</i>) • Lead Magnets, Pop-Ups and Blogs Made Easy – Amanda Holdsworth, APR, Ed.D (<i>Congressional A and B, Lobby Level – West</i>) • Podcasting: Reaching Your Audience on the Move – Justin Dearing & Erin McCann (<i>Capitol Room , Lobby Level – East</i>) • Publishing Professionally: Guidance for School District Communicators – Jay Goldman (<i>Governor's Boardroom, Lobby Level – East</i>) • 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. (<i>Calvert Room, Lobby Level – East</i>) • Workplace: The Social Intranet for the Facebook Generation Lana Snodgras & Justin Elbert (<i>Hampton Ballroom, Lobby Level – East</i>)
1:00 – 3:00 p.m.	Action Labs/Special Sessions <ul style="list-style-type: none"> • Crisis Readiness: Get Ready Now – David Voss (<i>Blue Room , Lobby Level – East</i>)

	<ul style="list-style-type: none"> • Managing Common Crises: Keeping Your Head While Others Are Losing Theirs – Nora Carr, Ed.D., APR (<i>Palladian Ballroom, Lobby Level – West</i>) • When Losing Isn't an Option; Constructing a Winning Bond Campaign – Nathan McCann, Ed.D (<i>Hampton Ballroom , Lobby Level – East</i>) • Where Americans Stand on Public K-12 Education – David Schleifer, Ph.D. (<i>Empire Room, Lower Level – 2B</i>)
2:30 – 3:30 p.m.	<p>Skill Sessions and Networking Session</p> <ul style="list-style-type: none"> • All I Need to Know about Public Engagement I Learned From My Toddler – Nicole Kirby, APR & Matthew Kenwright (<i>Congressional A and B (Lobby Level – West)</i>) • Branding: A Collaborative Process @MTPSpride – David Alston, William George, III, & Wendy Morales (<i>Executive Room, Lobby Level –West</i>) • Federal Education Issues and How They Could Impact Your Local School District – Rich Long (<i>Capitol Room, Lobby Level –East</i>) • Free Research Support: Look No Further Than Your College/University Next Door – Briana Warner, Kanawha & Allyson Goodman, Ed.D. (<i>Governor's Boardroom, Lobby Level –East</i>) • I Wish I Would Have Known: Best-Seller in the Making – Stephanie Smith, APR, Lana Snodgras & Zac Rantz (<i>Cabinet Room, Lobby Level – West</i>) • Is Your Board Member a Communicator? Effective Communication Strategies for School Boards – Tammy Schiff and Randy Barber, APR (<i>Blue Prefunction, Lobby Level –East</i>) • Let Your Happy Shine: Developing Your Public Speaking Skills – Angela Shelley-Brown (<i>Calvert Room, Lobby Level –East</i>) • What PR Professionals Can Learn From a Mouse – Chris Williams (<i>Embassy Room, Lobby Level –East</i>)
4:00 – 5:00 p.m.	<p>Skill Sessions and Networking Session</p> <ul style="list-style-type: none"> • A Super Start for a New Superintendent – Andy Jenks (<i>Hampton Ballroom, Lobby Level – East</i>) • Five Key Steps to Crisis Communications – Susan Haynes (<i>Cabinet Room, Lobby Level – West</i>) • Improving School Culture Through Division Wide Twitter Chats – Diana Gulotta & Steve Walls, Ed.D. (<i>Congressional A and B, Lobby Level – West</i>) • Moving Beyond the Bake Sale - Best Practices for Securing Non-Traditional Revenue – Adrienne Noel (<i>Capitol Room, Lobby Level – East</i>) • Perfect Storm: Charting an Unfamiliar Course When Teachers Strike in Your District – Patricia Nuzzo & Gail Spolar (<i>Executive Room, Lobby Level – West</i>) • Redesigning School Communications for Innovation & Equity – Jill Gildea, Ed.D. & Kim Eves (<i>Senate Room, Lobby Level – West</i>) • Straight from the Horse's Mouth: What You Can Learn from Senior Exit Interviews – Doreen McKercher (<i>Calvert Room, Lobby Level – East</i>) • The Comeback Story: Funding Campaign Success in a One-Person Shop – Brian Nicol (<i>Governor's Room, Lobby Level – East</i>) • Video Editing Hacks - Beyond the Basics – Jake Sturgis, APR (<i>Blue Room Prefunction, Lobby Level – East</i>) • What Was I Thinking? I Took a Job in School PR...Help! – Gail Fox & Karen Heath (<i>Embassy Room, Lobby Level – East</i>)
Tuesday, July 16, 2019	
7:30 a.m. – 4:00 p.m.	<ul style="list-style-type: none"> • Registration (<i>West Registration Desk, Lobby Level</i>) • Publications Award Showcase (<i>West Conference Foyer, Lobby Level</i>)
8:30 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> • NSPRA Book Store (<i>West Registration Desk, Lobby Level</i>)
8:30 a.m. – 4:00 p.m.	<ul style="list-style-type: none"> • Marketplace (<i>Ambassador Ballroom, Lower Level – 1B</i>)
8:00 – 9:00 a.m.	<p>Skill Sessions and Networking Session</p> <ul style="list-style-type: none"> • 35 Tips & Tricks for Low Budget Video Production – Paul Weller (<i>Capitol Room, Lobby Level – East</i>) • Case Study: Effective Communication After a 7.0 Earthquake – Jillian Morrissey (<i>Chairman's Room, Lobby Level – East</i>) • Effective, Low-Cost Ideas for Establishing Your District's Brand and Image – Stephanie Hansen (<i>Embassy Room, Lobby Level – East</i>) • From the Newsroom to the Classroom: Making the Transition From Journalism to School PR – Gail Kahover & Robin Smith Kollman (<i>Senate Room, Lobby Level – East</i>) • Hacked: How to Survive the Era of Digital Hacking in Public Education – Shira Good, APR (<i>Congressional A and B, Lobby Level – West</i>)

	<ul style="list-style-type: none"> • Case Study: How Charlottesville Schools Responded (and Continue to Respond) to Neo-Nazi Rallies – Beth Cheuk & Krissy Vick (<i>Calvert Room Lobby Level – East</i>) • Recognizing the Heart of Your District – Kristine Liptrot, APR and Timothy Shimp, Ed.D. (<i>Executive Room Lobby Level – West</i>) • Show Me, Don't Tell Me – Melissa Deavers-Lowie (<i>Calvert Room, Lobby Level – East</i>) • Social Media Marketing and the Art of the Student Social Media Takeover – Michele Niec (<i>Governor's Boardroom, Lobby Level – East</i>) • Step-By-Step Guide to a Successful Campaign Annette Eyman (<i>Blue Room Prefunction, Lobby Level – East</i>) • When a Crisis Hits Is Not the Time to Plan – Rich Kaufman, APR (<i>Hampton Ballroom, Lobby Level – East</i>)
9:30 – 11:30 a.m.	Second General Session <ul style="list-style-type: none"> • Keynote: Michele Norris • Presentation: Bob Grossman Leadership in School Communication Award • Presentation: Barry Gaskins Mentor Legacy Award
11:30 a.m. – 1:00 p.m.	Lunch on Your Own
1:00 – 2:00 p.m.	Corporate Showcase/Marketplace
1:00 – 3:00 p.m.	Action Labs/Special Sessions <ul style="list-style-type: none"> • Creating a Safe Space for LGBTQ+ Students Through Communication – Joshua Sauer & Carla Pereira, APR (<i>Palladian Ballroom, Lobby Level – West</i>) • It's an Emergency! You Know Your Plan. Do You Know Your People? – Tim Savoy, Dr. Eric Wright, Lt. Jeri Skrocki, Kharley & Lauren Chernow (<i>Blue Room, Lobby Level – East</i>) • The Enrollment Marketing Playbook: Tools, Tips and Tactics to Drive Results – Jacqueline Getty, Ed.D. & Lyssa Campbell, APR (<i>Empire Room, Lower Level – 2B</i>)
2:30 – 3:30 p.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • Go Live: How Messages on Facebook Live Increase Your Social Media Following – Keith Reid & Wendy Aguilar (<i>Congressional A and B, Lobby Level – West</i>) • Guerrilla Research: Get in the Trenches and Get Results! – Trinette Marquis APR (<i>Blue Room Prefunction, Lobby Level – East</i>) • Hook 'Em, Danno: Strategies and Tactics for Maximizing Content Engagement – Anthony Millican (<i>Executive Room, Lobby Level – West</i>) • Involving Students in School PR – Jake Potter, APR (<i>Calvert Room, Lobby Level – East</i>) • Nano Influencers, Instagram Pods and Other Social Media Trends You Should Know – Zac Rantz & Daniel Ortega (<i>Capitol Room, Lobby Level – East</i>) • Owning the Narrative: Launch of the VBCPS Fact Checker – Natalie Allen (<i>Governor's Boardroom, Lobby Level – East</i>) • When the Big One Hits: Leadership Lessons Learned Around the Camp Fire – Tom DeLapp, APR, Stephen Nichols, Mary Sakuma & Kindra Britt (<i>Hampton Ballroom, Lobby Level – East</i>)
4:00 – 5:00 p.m.	Skill Sessions and Networking Session <ul style="list-style-type: none"> • Consumer Branding: What Districts Can Learn From Consumer Giants – Melissa Smith (<i>Senate Room, Lobby Level – West</i>) • Creating Community: How to Build Trust and Engagement Before the Big Ask – Don Taylor & Vicki Gnezda (<i>Cabinet Room, Lobby Level – West</i>) • Decentralizing Social Media: A Strategic Approach to Sharing School Information – Sandi Beason, APR (<i>Congressional A and B, Lobby Level – West</i>) • Engage is More Than Just a Page – Julia Burgos, Gladis Bourdouane & Kathy Mimberg (<i>Embassy Room, Lower Level – 2B</i>) • Engaging Stakeholders in the Strategic Planning Process: Where the Magic Happens – Janice Zielinski, R. Dalton Sprouse & Jay Phillips (<i>Calvert Room, Lobby Level – East</i>) • FCPS 101: An Effective Program to Engage Stakeholders and Develop Public School Advocates – Steve Edwards & David Sovine (<i>Hampton Ballroom, Lobby Level – East</i>) • From Colorblind to Color Brave: Changing the Face of Communications Across U.S. Schools – Jill Gildea, Melinda Colton, Margaret Van Duch & Kara Coglianese (<i>Capitol Room, Lobby Level – East</i>) • How Do You Recover When Teens Die by Suicide? – Lillian Govus, APR and Craig Swanson (<i>Executive Room, Lobby Level – East</i>)

	<ul style="list-style-type: none"> • Lessons From a Lockdown: Ensure Success Before, During and After a Crisis – Gary Kubat (<i>Governor's Boardroom, Lobby Level – East</i>) • The Good, Bad and Ugly: Internal Communication Lessons – Raj Rai & Bret Van Blaricom (<i>Blue Room Prefunction, Lobby Level</i>)
Wednesday, July 17, 2019	
7:30 a.m. – Noon	<ul style="list-style-type: none"> • Registration (<i>West Registration Desk, Lobby Level</i>) • Publications Award Showcase (<i>West Conference Foyer, Lobby Level</i>)
8:30 a.m. – 1:30 p.m.	<ul style="list-style-type: none"> • NSPRA Book Store (<i>West Registration Desk, Lobby Level</i>)
9:00 – 10:00 a.m.	<p>Skill Sessions and Networking Session</p> <ul style="list-style-type: none"> • Best Customer Service Initiatives to Help Compete for Students – Kelly Middleton (<i>Congressional A and B, Lobby Level – West</i>) • Bring Your Alumni to Life with a Digital Hall of Fame – Kristen Rawlings (<i>Capitol Room, Lobby Level – East</i>) • I Love Public Schools: How Storytelling and T-Shirts Build a Movement of Support – Brittant Mascio & Amanda Oliver, APR (<i>Chairman's Room, Lobby Level – East</i>) • Let's Talk About It: A Dialogic OD Approach to Change Management in Organizations – Anthony Saraceno (<i>Governor's Boardroom, Lobby Level – East</i>) • Marketing Your District Matters: Tips for A Compelling Digital Marketing Communication Plan – Coley Fehringer (<i>Calvert Room, Lobby Level – East</i>) • Promoting Inclusion Through a Community Conversation: A Toolkit for a Student-Led Event – Karen Heath (<i>Embassy Room, Lobby Level – East</i>) • Spreading Happiness: PR's Role in a Positive Culture – Terri McHugh, APR (<i>Executive Room, Lobby Level – West</i>) • Stand by Your Brand With Collaboration and Shared Ownership – Barbara Hunter, APR (<i>Blue Room Prefunction, Lobby Level – East</i>) • The Art of Speechwriting: 10 Steps to Writing Captivating Speeches That Make an Impact – Justin Grayson (<i>Senate Room, Lobby Level – West</i>) • Case Study: The Baraboo Story of Communications Response and Healing – Lori Mueller, Ed.D. (<i>Hampton Ballroom, Lobby Level – East</i>) • The Decisive Moment: Preparing Your School System for Emergency Communications Response – Tracy Jentz (<i>Cabinet Room, Lobby Level – West</i>)
10:30 – 11:30 a.m.	<p>Skill Sessions and Networking Session</p> <ul style="list-style-type: none"> • Building an Arsenal of Visual Elements – Steven Powell (<i>Chairman's Room, Lobby Level – East</i>) • Creating Equity and Engagement Through Parent Feedback Systems – Ameerah Palacios, APR & Shani Dowell (<i>Congressional A and B, Lobby Level – West</i>) • Finding Wellness in School PR – Shawn McKillop, APR & Kristen Magette, APR (<i>Executive Room, Lobby Level – West</i>) • Getting out of a Communications Rut Using the Key to Truly Effective Communication – Adam Harris (<i>Embassy Room, Lobby Level – East</i>) • How Spanish Dichos (Sayings) Can Help You Become a Better PR Professional – Joseph Ortiz (<i>Blue Room Prefunction, Lobby Level – East</i>) • Is This All There Is? Intentionally Preparing for the Next Step in Your PProfessional Journey – Bob Noyed, APR & Susan Brott, APR (<i>Senate Room, Lobby Level – West</i>) • Lessons Learned: Our School Safety Odyssey in 2018 – Samantha Bloem & Matt Leon (<i>Cabinet Room, Lobby Level – West</i>) • Pathway to Community Engagement – Penelope Miller-Smith (<i>Hampton Ballroom, Lobby Level – East</i>) • Social Media Made Easy: Nine Strategies for Generating Awesome Content – Andrea Gribble & Heidi Feller (<i>Cabinet Room, Lobby Level – West</i>) • Unleashing Your Creativity by Looking Through Rose-Colored Glasses – Janet Mann (<i>Capitol Room, Lobby Level – West</i>) • Working Smarter, Not Harder: Using an Editorial Calendar for Planning – Krystyna Baumgartner (<i>Governor's Boardroom, Lobby Level – East</i>)
11:30 a.m. – 1:00 p.m.	Lunch on Your Own
1:00 – 2:00 p.m.	<p>Skill Sessions</p> <ul style="list-style-type: none"> • 212 Degrees: Using Data to Show Your Strategic Communication Efforts Are Hot – Yolanda Stephen (<i>Executive Room, Lobby Level – West</i>) • Bond 101: How to Rally Your Community, Navigate the Pitfalls and Pass Your Bond – Alex Wolff & Cheryl Champ (<i>Capitol Room, Lobby Level – East</i>)

	<ul style="list-style-type: none"> • Brand: It's More Than a Logo – Shayla Cannady & Wendy J. Roundtree (<i>Congressional A and B, Lobby Level – West</i>) • Bringing Your Story to Life Through Video – Jason Laz (<i>Blue Room Prefunction, Lobby Level – East</i>) • Creating and Building Relationships Through a Positive School Culture – Jeff Erickson (<i>Blue Room Prefunction, Lobby Level – East</i>) • Storytime: A Tale of Stakeholder Engagement – Jennifer Chicosky & Ashley Boyd (<i>Hampton Ballroom, Lobby Level – East</i>)
1:00 – 2:30 p.m.	Gold Mine Roundtables
1:00 – 3:00 p.m.	Special Sessions <ul style="list-style-type: none"> • Six Critical Conversations You're Not Having: Being Real in a Fake News World – Brian Woodland, APR (<i>Empire Room, Lower Level – 2B</i>) • Standing at the PR Crossroad: When Privilege Meets Social Justice, a Live #k12prchat Panel – Julie Thannum, APR (<i>Palladian Ballroom, Lobby Level – West</i>)
6:00 – 9:30 p.m.	Cash-Bar Reception and Closing Banquet

National School Public Relations Association • 15948 Derwood Road • Rockville MD 20855
Telephone 301-519-0496 • Fax 301-519-0494 • www.nspr.org