# Seminar Schedule at a Glance

(subject to change)

## Saturday, July 13, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 a.m. – 4:30 p.m.</td>
<td>Registration <em>(West Registration Desk, Lobby Level)</em></td>
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</table>
| 9:00 a.m. – 4:00 p.m. | Pre-Seminar Workshops *(Require separate registration)*  
  • Strategic Planning for the One-person Communications Office – Erica Chandler, APR, Jill Filer, Stephanie Smith, APR & Kelly Wachel, APR *(Congressional Room B, Lobby Level – West)*  
  • APR Prep: Get Ready for Universal Accreditation (Part 1) – Naomi Hunter, APR & Shawn McKillop, APR *(Senate Room, Lobby Level – West)* |
| 9:00 a.m. – 4:30 p.m. | • New Professionals Program (Part 1) – Susan Brott, APR & Chris Tennill, APR *(Congressional Room A, Lobby Level – West)* |

## Sunday, July 14, 2019

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30 a.m. – 6:30 p.m.</td>
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  • Registration *(West Registration Desk, Lobby Level)*  
  • Publication Awards Showcase *(West Conference Foyer, Lobby Level)* |
| 10:00 a.m. – 1:30 p.m. |  
  • NSPRA Book Store *(West Registration Desk, Lobby Level)* |
| 8:00 – 11:45 a.m. | Leaders’ Meeting *(Regency Ballroom, Lower Level 1B)* |
| 8:30 a.m. – Noon | Pre-Seminar Workshops *(Require separate registration)*  
  • New Professionals Program (Part 2) – Susan Brott, APR & Chris Tennill, APR *(Congressional Room A, Lobby Level – West)* |
| 9:00 a.m. – 4:00 p.m. |  
  • APR Prep: Get Ready for Universal Accreditation (Part 2) – Naomi Hunter, APR & Shawn McKillop, APR *(Senate Room, Lobby Level – West)*  
  • DIY Communication Research: Yes You Can! – Trinette Marquis, APR *(Cabinet Room, Lobby Level – West)*  
  • Election Success Can Be Yours: Planning and Data-based Strategies for Winning at the Polls – J.Marie Riche & David Beil *(Congressional Room B, Lobby Level – West)*  
  • Enhance Your District’s Brand with Adobe Spark (half-day) – Aaron Cagwin *(Executive Room, Lobby Level – West)* |
| 1 – 4 p.m. |  
  • Annual Meeting/Celebration of Achievement *(Regency Ballroom, Lower Level 1B)* |
| 1:00 – 2:15 p.m. | How to Make the Most of Your First NSPRA Seminar – Kenita Bowers, APR, Jim Cummings, APR, Joseph Ortiz & Karen Tanner *(Empire Ballroom, Lower Level 2B)* |
| 4:00 – 5:15 p.m. | Regional Colleague Connections – facilitated by NSPRA Regional Vice Presidents  
  • South Central Region *(Blue Prefunction, Lobby Level – East)*  
  • Northeast Region *(Calvert Room, Lobby Level – East)*  
  • North Central Region *(Capitol Room, Lobby Level – East)*  
  • Mideast Region *(Embassy Room, Lobby Level – East)*  
  • Northwest Region *(Chairman’s Boardroom, Lobby Level – East)*  
  • Southwest Region *(Governor’s Board Room, Lobby Level – East)*  
  • Southeast Region *(Hampton Ballroom, Lobby Level – East)* |
| 5:15 – 6:15 p.m. | Celebrating Equity Through Inclusion Mixer |
| 6:00 – 7:30 p.m. | Opening Reception *(Regency Ballroom, Lower Level 1B)* |
## NSPRA 2019 National Seminar Schedule at a Glance (continued)

### Monday, July 15, 2019

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>5:30 a.m.</td>
<td>NSPRA Networking Run/Walk <em>(Front Desk Reception Area, Lobby Level)</em></td>
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<tr>
<td>7:15 – 7:45 a.m.</td>
<td>Seminar Quick Start – Lana Mueller &amp; Heidi Otero <em>(Committee Room, Lobby Level – West)</em></td>
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<tr>
<td>7:30 a.m. - 5:00 p.m.</td>
<td>- Registration <em>(West Registration Desk, Lobby Level)</em></td>
<td>- Publications Award Showcase <em>(West Conference Foyer, Lobby Level)</em></td>
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<tr>
<td>8:30 a.m. - 1:30 p.m.</td>
<td>- NSPRA Book Store <em>(West Registration Desk, Lobby Level)</em></td>
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<tr>
<td>8:30 a.m. - 4:00 p.m.</td>
<td>- Marketplace <em>(Ambassador Ballroom, Lower Level 1B)</em></td>
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### Skill Sessions

- **Building Public Awareness: Framing That Works** – Julie Sweetland, Ph.D. *(Congressional Rooms A&B, Lobby Level – West)*
- **Elevating Your Future: How Strategic Planning Can Be Inspiring, Community-Driven and Fun!** – Joe Ferdani, APR & Mark Poshak *(Embassy Room, Lobby Level – East)*
- **Equity Leadership From the Inside Out** – Kimberlee Armstrong, Ed.D. *(Senate Room, Lobby Level – East)*
- **Launching a New Website: How to Get Rockstar Results Without Burn Out** – Melissa Wiland & Kristen Cain *(Capitol Room, Lobby Level – East)*
- **Storytelling Secrets of School PR Pros: How to Produce Stories of Impact** – Rich Finlinson, APR *(Cabinet Room, Lobby Level – West)*
- **Using Strategic Marketing to Recruit Millennial Teachers to Your School District** – Jason Wheeler *(Hampton Ballroom, Lobby Level – East)*
- **Utilizing Political Campaign Tactics to Influence Others to Action** – Patrick Mogge *(Executive Room, Lobby Level – West)*
- **Video Killed the Press Release: How to Tell Your Own Story Using Video** – Samantha Fitzgerald and Paul Lewis *(Governor's Boardroom, Lobby Level – East)*
- **What Can I Say? Media Relations in a Crisis** – Catherine Carbone Rogers & Tove Tupper *(Blue Prefunction, Lobby Level – East)*
- **Your School Bond Passed, Now What? Tips for Continuing the Communications Effort** – Athena Vadnais, APR *(Calvert Room, Lobby Level – East)*

### 8:00 – 9:00 a.m.

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<thead>
<tr>
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<tr>
<td>9:30 – 11:30 a.m.</td>
<td>First General Session <em>(Regency Ballroom, Lower Level 1B)</em></td>
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<tr>
<td>11:30 a.m. – 1:00 p.m.</td>
<td>Lunch on Your Own</td>
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<tr>
<td>11:30 a.m. – 2:00 p.m.</td>
<td>Superintendents’ Luncheon Session <em>(ticket required)</em></td>
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### 1:00 – 2:00 p.m.

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<tr>
<td>1:00 – 3:00 p.m.</td>
<td>Action Labs/Special Sessions</td>
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### 1:00 – 3:00 p.m.

- **Crisis Readiness: Get Ready Now** – David Voss *(Blue Ballroom, Lobby Level – East)*
- **Managing Common Crises: Keeping Your Head While Others Are Losing Theirs** – Nora Carr, Ed.D., APR *(Palladian Ballroom, Lobby Level – West)*
- **When Losing Isn’t an Option; Constructing a Winning Bond Campaign** – Nathan McCann, Ed.D. *(Hampton Ballroom, Lobby Level – East)*
- **Where Americans Stand on Public K-12 Education** – David Schleifer, Ph.D. *(Empire Room, Lower Level 2B)*

**Last Updated 6/27/19**
### 2:30 – 3:30 p.m.

**Skill Sessions and Networking Session**

- **All I Need to Know about Public Engagement I Learned From My Toddler** – Nicole Kirby, APR & Matthew Kenwright (Congressional Rooms A&B, Lobby Level – West)
- **Amplifying Student and Teacher Voice: A Superintendent and District Plan** – Matthew Miller (Council Room, Lobby Level – West)
- **Free Research Support: Look No Further Than Your College/University Next Door** – Briana Warner & Allyson Goodman, Ed.D. (Governor's Boardroom, Lobby Level – East)
- **I Wish I Would Have Known: Best-Seller in the Making** – Stephanie Smith, APR, Lana Snodgrass & Zac Rantz (Cabinet Room, Lobby Level – West)
- **Is Your Board Member a Communicator? Effective Communication Strategies for School Boards** – Tammy Schiff and Randy Barber, APR (Blue Prefunction, Lobby Level – East)
- **The 2020 Census: Student Counts, Education Funding and Statistics in School EA** – Deborah Stein, Esq., Victoria R. Glasier, Deborah Rigsby (Governor's Boardroom, Lobby Level – West)
- **What PR Professionals Can Learn From a Mouse** – Chris Williams (Embassy Room, Lobby Level – East)
- **Networking Job Alike: Website/Digital Media/Video Management** – Trent Allen (Chairman's Room, Lobby Level – East)

### 4:00 – 5:00 p.m.

**Skill Sessions**

- **A Super Start for a New Superintendent** – Andy Jenks (Hampton Ballroom, Lobby Level – East)
- **Five Key Steps to Crisis Communications** – Susan Haynes & Bridget Hazelbaker (Cabinet Room, Lobby Level – West)
- **Improving School Culture Through Division Wide Twitter Chats** – Diana Gulotta & Steven Walts, Ed.D. (Congressional Rooms A&B, Lobby Level – West)
- **Moving Beyond the Bake Sale - Best Practices for Securing Non-Traditional Revenue** – Adrienne Noel (Capitol Room, Lobby Level – East)
- **Perfect Storm: Charting an Unfamiliar Course When Teachers Strike in Your District** – Patricia Nuzzo, Gail Spolar, Rita Sanders & Monique Dugaw (Executive Room, Lobby Level – East)
- **Redesigning School Communications for Innovation & Equity** – Jill Gildea, Ed.D. & Kim Eves (Senate Room, Lobby Level – West)
- **The Comeback Story: Funding Campaign Success in a One-Person Shop** – Brian Nicoll (Governor's Room, Lobby Level – East)
- **Video Editing Hacks - Beyond the Basics** – Jake Sturgis, APR & Jenna Mead (Blue Prefunction, Lobby Level – East)
- **What Was I Thinking? I Took a Job in School PR...Help!** – Gail Fox & Karen Heath (Embassy Room, Lobby Level – East)

### 6 – 7 p.m.

**#k12prchat Tweetup** (Palladian Ballroom, Lobby Level-West)

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### Tuesday, July 16, 2019

- **5:30 a.m.**
  - NSPRA Networking Run/Walk (Front Desk Reception Area, Lobby Level)

- **7:30 a.m. – 5:00 p.m.**
  - **Registration** (West Registration Desk, Lobby Level)
  - **Publications Award Showcase** (West Conference Foyer, Lobby Level)

- **8:30 a.m. – 1:30 p.m.**
  - **NSPRA Book Store** (West Registration Desk, Lobby Level)

- **8:30 a.m. – 4:00 p.m.**
  - **Marketplace** (Ambassador Ballroom, Lower Level 1B)

- **8:00 – 9:00 a.m.**
  - **Skill Sessions**
    - **35 Tips & Tricks for Low Budget Video Production** – Paul Weller (Capitol Room, Lobby Level – East)
    - **Case Study: Effective Communication After a 7.0 Earthquake** – Jillian Morrissey (Council Room, Lobby Level – West)
    - **Case Study: How Charlottesville Schools Responded (and Continue to Respond) to Neo-Nazi Rallies** – Beth Cheuk & Krissy Vick (Calvert Room, Lobby Level – East)
    - **Effective, Low-Cost Ideas for Establishing Your District’s Brand and Image** – Stephanie Hansen (Embassy Room, Lobby Level – East)
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<thead>
<tr>
<th>9:30 – 11:30 a.m.</th>
<th>Second General Session</th>
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<tr>
<td>9:30 – 11:30 a.m.</td>
<td>Keynote: Michele Norris</td>
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<td>9:30 – 11:30 a.m.</td>
<td>Presentations:</td>
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<td>9:30 – 11:30 a.m.</td>
<td>Bob Grossman Leadership in School Communication Award</td>
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<td>9:30 – 11:30 a.m.</td>
<td>Barry Gaskins Mentor Legacy Award</td>
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11:30 a.m. – 1:00 p.m. 
Lunch on Your Own

1:00 – 2:00 p.m. 
Corporate Showcases

1:00 – 2:00 p.m. 

1:00 – 2:00 p.m. 
Once Upon A Time...Stories of Equity, Empathy & Engagement – Thoughtexchange: Colin Doherty, Christi Kilroy, MaryRone Shell, Celso Baez, III & Catherine Carbone-Rogers (Blue Prefunction, Lobby Level–East)

1:00 – 2:00 p.m. 
Improving the School Experience Through Data-Driven Decision Making – Qualtrics: Chelsie Bright Ph.D (Congressional Rooms A & B, Lobby Level – West)

1:00 – 2:00 p.m. 
From Tragedy to Togetherness – West Corporation (SchoolMessenger solutions): Justin Grayson (Capitol Room, Lobby Level–East)

1:00 – 2:00 p.m. 
You’re doing it wrong! Students want to hear from you. Stop talking about them and start talking to them – Blackbaord: Lesley Bruinton, APR (Governor's Boardroom, Lobby Level–East)

1:00 – 2:00 p.m. 

1:00 – 2:00 p.m. 
Leveraging the Back-to-School Time to Connect With Your Parents and Build Family Engagement – TeacherLists: Charles Field, John Driscoll & Tracy Jentz (Embassy Room, Lobby Level–East)

1:00 – 2:00 p.m. 
Control the Message – ParentSquare: Jay Klanferm & Valerie Wilson (Cabinet Room, Lobby Level–West)

1:00 – 3:00 p.m. 
Action Labs/Special Sessions

1:00 – 3:00 p.m. 
Creating a Safe Space for LGBTQ+ Students Through Communication – Joshua Sauer & Carla Pereira, APR (Palladian Ballroom, Lobby Level – West)

1:00 – 3:00 p.m. 

1:00 – 3:00 p.m. 
The Enrollment Marketing Playbook: Tools, Tips and Tactics to Drive Results – Jacqueline Getty, Ed.D. & Lyssa Campbell, APR (Empire Ballroom, Lower Level 2B)

2:30 – 3:30 p.m. 
Skill Sessions and Networking Session

2:30 – 3:30 p.m. 
Go Live: How Messages on Facebook Live Increase Your Social Media Following – Keith Reid & Wendy Aguilar (Congressional Rooms A&B, Lobby Level – West)

2:30 – 3:30 p.m. 
Guerrilla Research: Get in the Trenches and Get Results! – Trinette Marquis APR (Blue Prefunction, Lobby Level – East)

2:30 – 3:30 p.m. 
Hook ‘Em, Danno: Strategies and Tactics for Maximizing Content Engagement – Anthony Millican (Executive Room, Lobby Level – West)

2:30 – 3:30 p.m. 
Involving Students in School PR – Jake Potter, APR (Calvert Room, Lobby Level – East)

2:30 – 3:30 p.m. 
Nano Influencers, Instagram Pods and Other Social Media Trends You Should Know – Zac Rantz & Danielle McGuire (Capitol Room, Lobby Level – East)

2:30 – 3:30 p.m. 
Owning the Narrative: Launch of the VBCPS Fact Checker – Natalie Allen & Aaron Spence, Ed.D. (Governor's Boardroom, Lobby Level – East)

2:30 – 3:30 p.m. 
Superintendent’s Playbook: Building a School Community of Communicators – Patrick Murphy, Ed.D. (Chairman's Room, Lobby Level – East)
NSPRA 2019 National Seminar Schedule at a Glance (continued)

<table>
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<tbody>
<tr>
<td>4:00 – 5:00 p.m.</td>
<td><strong>Skill Sessions and Networking Session</strong></td>
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<td>• Consumer Branding: What Districts Can Learn From Consumer Giants – Melissa Smith (Senate Room, Lobby Level – West)</td>
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<td>• Creating Community: How to Build Trust and Engagement Before the Big Ask – Don Taylor &amp; Vicki Gnezda (Cabinet Room, Lobby Level – West)</td>
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<td>• Decentralizing Social Media: A Strategic Approach to Sharing School Information – Sandi Beason, APR (Congressional Rooms A&amp;B, Lobby Level – West)</td>
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<td>• Engage is More Than Just a Page – Julia Burgos, Gladis Bourdouane &amp; Kathy Mimberg (Embassy Room, Lobby Level – East)</td>
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<td>• FCPS 101: An Effective Program to Engage Stakeholders and Develop Public School Advocates – Steve Edwards &amp; David Sovine, Ed.D. (Hampton Ballroom, Lobby Level – East)</td>
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<td>• From Colorblind to Color Brave: Changing the Face of Communications Across U.S. Schools – Melinda Colton, Jill Gildea, Ed.D., Margaret Van Duch &amp; Kara Coglianese (Capitol Room, Lobby Level – East)</td>
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<td>• How Do You Recover When Teens Die by Suicide? – Lilian Govus, APR &amp; Craig Swanson (Executive Room, Lobby Level – West)</td>
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<td>• Lessons From a Lockdown: Ensure Success Before, During and After a Crisis – Gary Kubat (Governor's Boardroom, Lobby Level – East)</td>
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<td>• The Good, Bad and Ugly: Internal Communication Lessons – Raj Rai &amp; Bret Van Blaricom (Blue Prefunction, Lobby Level – East)</td>
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<td>• Networking Special Topic: Earning Your APR - Naomi Hunter, APR (Chairman's Room, Lobby Level – East)</td>
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Wednesday, July 17, 2019

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<tr>
<td>7:30 a.m. – 4 p.m.</td>
<td>• Registration (West Registration Desk, Lobby Level)</td>
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<td>8:30 a.m. – 1:30 p.m.</td>
<td>• NSPRA Book Store (West Registration Desk, Lobby Level)</td>
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<td>9:00 – 10:00 a.m.</td>
<td><strong>Skill Sessions</strong></td>
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<td>• Best Customer Service Initiatives to Help Compete for Students – Kelly Middleton (Blue Prefunction, Lobby Level – East)</td>
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<td>• Bring Your Alumni to Life with a Digital Hall of Fame – Kristen Rawlings (Capitol Room, Lobby Level – East)</td>
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<td>• Case Study: The Baraboo Story of Communications Response and Healing – Lori Mueller, Ed.D. &amp; Holly Henderson (Hampton Ballroom, Lobby Level – East)</td>
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<td>• I Love Public Schools: How Storytelling and T-Shirts Build a Movement of Support – Brittant Mascio &amp; Amanda Oliver, APR (Embassy Room, Lobby Level – East)</td>
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<td>• Let's Talk About It: A Dialogic OD Approach to Change Management in Organizations – Anthony Saraceno (Council Room, Lobby Level – West)</td>
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<td>• Marketing Your District Matters: Tips for A Compelling Digital Marketing Communication Plan – Coley Fehringer &amp; John Doornbos (Governor’s Boardroom, Lobby Level – East)</td>
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<td>• Promoting Inclusion Through a Community Conversation: A Toolkit for a Student-Led Event – Karen Heath (Congressional Rooms A&amp;B, Lobby Level – West)</td>
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<td>• Spreading Happiness: PR’s Role in a Positive Culture – Terri McHugh, APR (Senate Room, Lobby Level – West)</td>
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<td>• Stand by Your Brand With Collaboration and Shared Ownership – Barbara Hunter, APR, Kari Weston, Ed.D. &amp; Christie Clarke (Executive Room, Lobby Level – West)</td>
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<td>• The Art of Speechwriting: 10 Steps to Writing Captivating Speeches That Make an Impact – Justin Grayson (Calvert Room, Lobby Level – East)</td>
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<td>• The Decisive Moment: Preparing Your School System for Emergency Communications Response – Tracy Jentz (Cabinet Room, Lobby Level – West)</td>
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<td>Time</td>
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<tr>
<td>11:30 a.m. – 1:00 p.m.</td>
<td>Lunch on Your Own</td>
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<td>1:00 – 2:00 p.m.</td>
<td><strong>Skill Sessions</strong></td>
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<td>• 212°: Using Data to Show Your Strategic Communication Efforts Are Hot – Yolanda Stephen (Capitol Room, Lobby Level – East)</td>
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<td>• Bond 101: How to Rally Your Community, Navigate the Pitfalls and Pass Your Bond – Alex Wolff &amp; Cheryl Champ (Executive Room, Lobby Level – West)</td>
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<td>• Brand: It's More Than a Logo – Shayla Cannady &amp; Wendy J. Roundtree (Governor’s Boardroom, Lobby Level – East)</td>
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<td>• Bringing Your Story to Life Through Video – Jason P. Laz (Congressional Rooms A&amp;B, Lobby Level – West)</td>
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<td>• Creating and Building Relationships Through a Positive School Culture – Andy Smith &amp; Jeff Erickson (Blue Prefunction, Lobby Level – East)</td>
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<td>• Storytime: A Tale of Stakeholder Engagement – Jennifer Chicosky &amp; Ashley Boyd (Hampton Ballroom, Lobby Level – East)</td>
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<tr>
<td>1:00 – 2:30 p.m.</td>
<td><strong>Gold Mine Roundtables</strong></td>
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<td>1:00 – 3:00 p.m.</td>
<td><strong>Special Sessions</strong></td>
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<td>• Six Critical Conversations You’re Not Having: Being Real in a Fake News World – Brian Woodland, APR (Empire Ballroom, Lower Level 2B)</td>
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<td>• Standing at the PR Crossroad: When Privilege Meets Social Justice, a Live #k12prchat Panel – Julie Thannum, APR (Palladian Ballroom, Lobby Level – West)</td>
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<tr>
<td>6:00 – 9:30 p.m.</td>
<td><strong>Cash Bar Reception and Closing Banquet</strong> (Regency Ballroom, Lower Level 1B)</td>
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