

INS **PR**ATI ONS

Fall 2004

Illinois Chapter/National School
Public Relations Association

Are you ready for a challenge? *Letter from the INSPRA President*

I could start this letter welcoming you to another school year and promising a wonderful year for the Illinois Chapter of the National School Public Relations Association (INSPRA), but how many presidents before me have done that?

Instead, I would like to offer you a challenge. If you want great things from INSPRA, then get involved. You control your own destiny. I'm not suggesting that every INSPRA member must run for the board in the spring. Involvement can be as simple as telling us what it is you want from INSPRA. Fill out your program evaluations and membership surveys, or drop me a line by phone or e-mail.

If you would like to get involved, but don't know where to start, call me. We have a

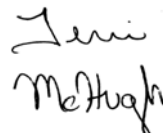
number of committees that organize our programs — Tips & Tactics, the Foundations Conference, the Communication Contest, the Distinguished Service Awards, and new this year the 2006 Chicago Convention. You read that correctly. In July 2006, INSPRA will welcome school employees from all over the world to the National School Public Relations Association annual conference at the Marriott Hotel on Michigan Avenue in Chicago.

As public relations professionals (whether that is your full-time job or one of your many responsibilities), we all seek input from our publics. This association values your opinion and input as well.

On a national level, get involved by participating in NSPRA's Communication

Accountability Project (CAP), a five-year initiative that will document and prove the specific ways in which good communication is an essential element to achieving real success in schools. To learn more about this program and share your school-communication success story, visit www.nspr.org/capform.pdf.

Good luck with another school year, and please feel free to contact me if ever I can be of assistance to you.



Terri McHugh
INSPRA President 2004-05
Community Relations
Coordinator, Schaumburg School
District 54
TerriMcHugh@sd54.k12.il.us

Distinguished Service Award Winners

The Distinguished Service Awards honor those who have helped school districts enhance education and its perception among students, staff, educators and the community. The prestigious 2004 Ambassador of the Year went to Dennis Gagnon of Villa Park District 45 for his work on behalf of the students and staff.

Awards of Excellence

Community: Tom Truedson, Butler D53
Team: Jack Hotaling & Jackie Lutz, Glenview D34
Faculty: Kathy Meyers, Round Lake D116
Support Staff: Dawn Fletcher Collins, Mt. Prospect D57
Student: Supriya Jain, Lincoln-Way D210
Parent: Sandy Haworth, South Glenview D34

Board of Education:

Dennis Gagnon, Villa Park D45
Administration: Dr. William Schewe, D45

Awards of Merit

Community: Terry Yaucher, D163 Park Forest/Chicago Hts.
Community: Peg Werly, Community Unit D205
Team: BESTEAM, Schaumburg D54
DSA Winners continued..

Tips & Tactics

Mark your calendars

- *Friday, September 17*
Communication Contest Luncheon and Technical Training Program
- *Friday, October 15*
Referenda
- *Friday, December 10*
Idea Sharing
- *Friday, January 21*
Media Relations
- *Friday, February 18*
New Superintendents
- *Friday, March 11*
Internal Communications
- *Friday, April 15*
Avoiding Burnout

Tips & Tactics are held at Aramark Corporation in Downers Grove.

Triple I Conference
Friday-Sunday,
November 19-21

NSPRA's Annual National Convention
July 9-12, 2006
Chicago

INSPRA Officers

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Terri McHugh
Schaumburg SD 54

President-Elect

Brett Clark
Glenview SD 34

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Russ Fletcher
Valley View SC 365U

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Mount Prospect District 57

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Lyons Township HSD 204

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Community Unit SD 300

Central

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Stacy Holland
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Melea Smith
Naperville CUSD 203

Val Stewart
Community Unit SD 205

Jay Wojcik
Lombard SD 44

Administrator

Christine Glatz

Ascough's well-deserved award

At the NSPRA Annual Seminar and Conference in Nashville in July, a colleague and INSPRA member was recognized with one of the association's most prestigious awards. Larry Ascough, Assistant Superintendent for School/Community Relations at Elgin Area School District U-46, accepted The Barry Gaskins Mentor Legacy Award in recognition and appreciation for his mentoring and leadership during an incredible 41-year career in school PR. He was nominated by his colleagues from the Illinois Chapter.

This is the award's inaugural year, and it was made even more poignant because Larry was a close personal friend of Barry Gaskins who unexpectedly passed away last year after serving as NSPRA's national president...a post that Barry achieved with coaching and encouragement from Larry.

During the awards ceremony, the host asked those in the room to stand if they have directly benefited from advice or a personal conversation with Larry. Of the 300 people in attendance at that particular session who were representing school districts from across the nation, approximately 90% of the room was standing.

We extend not only our congratulations to Larry on being chosen for such a prestigious award that reflects well on INSPRA at the national level ...but we also extend our appreciation for Larry's contribution to public education through mentoring and leadership in the field of school public relations.



Larry Ascough (right) thanks Barry Gaskins in front of the Flag of Learning and Liberty at the Illinois Chapter State Conference held in Bloomington in March 2002. Barry traveled from North Carolina to make the keynote presentation at the conference.

DSA Winners continued..

Faculty: Maria Salvatore,
Addison Trail High School D88

Support Staff: Dale Butkovitz, Minooka D111

Student: Katie Spittal, Lincoln-Way D210

Parent: Janice Krinsky, School District 59

Parent: Jane Wernette, Naperville Unit D203

Administrator: Charles Bumbales, D300

Administrator: Dennis Grimmer, O'Fallon D203

INSPRA

*A Blue Ribbon Chapter of the National School
Public Relations Association*

P.O. Box 47
Frankfort, IL 60423
Phone: (815) 464-3275
Fax: (815) 469-1901
Email: cglatz@managementservices.org
Website: www.inspra.org