

INS **PR** ATIONS

Winter 2006

Illinois Chapter/National School
Public Relations Association

Back after a short (but well deserved) break

Incredibly, the school year is halfway through and all of us are swamped with projects, committee meetings and opportunities (we like to call them that but they are really challenges!).

At this time of the year, it is very easy to lock yourself in your office and not come out until summer. I am suggesting an alternative - get involved in INSPRA activities! While it seems like just one more thing to do, I can guarantee it will pay dividends. I can honestly say that I have gained more from my INSPRA experiences than any other professional development conferences, seminars or meetings I have attended. At the very least, the relationships you build with other members will last a lifetime.

Whenever I have a PR crisis, I have a host of personal connections I can call upon through INSPRA that would do whatever they can to help me through it - no matter what they have

President's message

going in their district that day.

To that end, I would encourage all members and non-members to join us

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for our remaining Tips and Tactics Sessions in 2006. Topics have been chosen to align with top issues YOU asked to have addressed in the survey of our membership last spring. Information is included with this mailing about the sessions planned for the rest of the year. If you are a member it goes without saying that for just \$60, membership in INSPRA

is the best school PR value you will find.

We are a National School Public Relations Association (NSPRA) Blue Ribbon award-winning chapter full of members that care about school PR, but more importantly care about school PR professionals. If ever there was a year to join, this is it since INSPRA will be hosting The national NSPRA conference in Chicago, July 9-12, 2006 at the Marriott on Michigan Avenue. Jump in now and be part of the excitement!

I want to thank Past President Terri McHugh for being such a fantastic role model on how to be a Chapter President and her continued support this year. I also want to thank Melea Smith, Incoming President, and the board members who have really been doing the work this year! Thanks to all for their continued support.

*Brett Clark,
Chapter president*

Authentic Chicago food and fun in store for conventioners

As host chapter for the NSPRA convention July 9-12, your INSPRA convention committee has been busy putting together the traditional Tuesday night event.

We're proud to announce an evening of music, food and fun from 7 to 11 p.m. July 11 at the elegant, newly remodeled East Lobby of the Chicago Historical Society.

Enjoy the view of Lincoln Park

from the patio and the displays inside filled with Chicago's rich history.

There will be a Taste of Chicago with a variety of foods from all over Chicago, Greektown to Little Italy. There will also be a cash bar.

Get ready to get down with some blues, rock, R&B, jazz and Motown provided by the Stitely Band from 8 to 11 p.m. There will also be a

special appearance by the Blooze Brothers!

"Bluesmobile" trolleys will provide free shuttle service to and from the Marriott on Michigan Avenue, where the convention is being held.

Get the early bird discount fee of \$50 by responding before May 1.

Get complete details on the INSPRA web site, www.inspra.org.



Get involved!

There is a role for every INSPRA member at the 2006 NSPRA Annual Convention Chicago, July 9-12.

Please help INSPRA and consider volunteering for the following:

- Seeking Corporate
- Sponsors/Donors
- Hosting the Conference

This is also a wonderful opportunity for anyone who has not been able to attend a national conference to take advantage of the best one-stop school communications seminar in the country! The networking opportunities alone are well worth the registration price.

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2005 Publications Contest Excellence Award Winners

| Category | Name | Organization | Title of Entry |
|----------------------|-----------------------|---|---|
| Golden Achievement | Barbara Banker | Woodstock Community Unit School District 200 | SchoolTalk200 |
| Golden Achievement | Carol Valentino/Barry | Ridgewood High School | A Winning Combination |
| Annual Report | Darlene Johnson | Community Unit School District 300 | Community Report |
| Annual Report | Margarita Geleske | Barrington Community Unit School District 220 | 2004 Annual Review |
| Calendar/ Handbook | Erika Erhart | New Trier High School | Summer School Brochure |
| Cultural Diversity | Melea Smith | Naperville CUSD 203 | Beliefs, Vision, Mission Posters |
| External Newsletter | Mary Kay O'Grady | Lemont-Bromberek School District 113A | Bridge to the Community |
| External Newsletter | Melea Smith | Naperville CUSD 203 | HURRAH Times |
| External Newsletter | Terry Ryan | Lake Park High School | Lancer News, Dec/Jan |
| Internal Publication | Melea Smith | Naperville CUSD 203 | Excellence in Education Banquet |
| Special Purpose | Barb Rains | Orland School District 135 | "Roadmap for the Future" |
| Special Purpose | Betsy Boswell | School District 59 | "School District 59 - A Great Place to Learn" |
| Web Site | Eric Vann | Glenbard High School District 87 | www.glenbard.net |
| Web Site | Rita DuChateau | Community School District 181 | www.d181.org |
| Writing | Jennifer Bialobok | Lyons Township High School | "Outreach Workers Ease Transition Stress" |

Don't forget.....

■ **Feb. 10:** 2006 Midwest Education Foundations Conference

Tips & Tactics

■ **Jan. 20:** Best PR Practices for New Professionals & Veterans

■ **Feb. 24:** Board the Communication Train - First Stop: Inside Your Own District

■ **March 10:** Unravel the Unruly World of School Finance

■ **April 21:** Gather Input and Credibility Contact cglatz@managementservices.org for more information.

INSPIRA

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

*For questions or comments regarding this newsletter,
please contact INSPIRA Administrator Chris Glatz.*

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