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Eastern region workshop

The eastern region is having a workshop on Thursday, Dec. 4th from 12:30 to 4. Topics include communicating public health issues, mobile apps, signage and more! As always, there will be time for collegial sharing and networking. Click [here](#) for all the details and please RSVP to Kristen Rawlings at krawlings@mciu.org.

Symposium Save the date

PenSPRA's annual symposium will be Friday, March 20th in Bedford Springs. Save the date! We reviewed all your wonderful feedback on last year's survey and have made changes that should suit as many people as possible. Many of you thought a Friday time frame would be easiest, so we added that. We are also adding a social hour on Thursday evening before the symposium, to allow symposium attendees more time for networking. The social hour will be followed by Smores around the firepit! It is sounding like a fun time, and of course we will learn helpful new tips and tricks too.

Details on the symposium agenda will be shared in January.

Communications Contest launching January 5th

Our annual Communications Contest will begin on January 5th. Although the categories are the same this year, the entry process will look a little different. PenSPRA's contest is being hosted online by a company named Pitchburner. Our neighbors at NYSPRA used Pitchburner's interface for their contest and were very happy with the results.

Pitchburner's website is user friendly and will provide all entrants with feedback from the judges. Look for more details on entering the Communications Contest in January!

Social Media tips

Keeping up with all the changes on social media can seem exhausting, but we are here to help. Here are a few useful pieces of information we found on social media recently.

This first article discusses how to maximize your Facebook reach and explains how content is organized in your users news feeds.

http://smallbiztrends.com/2014/11/maximize-your-facebook-reach.html?utm_source=feedly&utm_reader=feedly&utm_medium=rss&utm_campaign=maximize-your-facebook-reach

This next article discusses a new feature of Facebook that allows you to save a link or video to reference at a later time. Who knew you could save things on Facebook?

https://mikegingerich.com/facebook-save-feature-use-content-curation/?utm_content=bufferfa415&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

Finally, this is a new social media option called Tweetbeam. Tweetbeam produces a unique visualization of twitter updates. They can be used on a display at an event, to show what is being tweeted about an event as it happens, or later. You can manage the settings to prevent anything appearing that you wouldn't approve of. Here is a tweetbeam we created using the hashtag #schoolpr. Can you think of a way to use tweetbeam in your district and prove that you are the hippest PR pro around? #hipPR

<http://www.tweetbeam.com/show?id=IQUoI>

Education reporters; MIA

Food for thought. Only 9% of cable news reporters reporting on education news are actually educators. How different would education news reporting be if they were all educators? What can we do in the future to get more qualified educators in front of the camera? For now, know that education reporters are missing in action and be wary of the accuracy of news reports from so-called education experts.

http://www.huffingtonpost.com/2014/11/21/educators-cable-news-tv-education-guests_n_6198744.html?&ir=Education&ncid=tweetInkushpmg00000023

News from around the state and nation

A new report says PA schools are short \$3.5 billion

http://www.newsworks.org/index.php/homepage-feature/item/75601-upenn-report-finds-pennsylvania-schools-need-an-additional-35-billion?linktype=hp_impact

Test scores have declined after several years of reduced education funding

<http://www.post-gazette.com/news/education/2014/11/21/State-student-scores-declined-with-reduced-funding-test-results-show/stories/201411240030>

Wolf says he will find the funds for education funding

<http://www.post-gazette.com/local/2014/11/21/Gov-elect-says-he-plans-to-push-for-more-education-funding/stories/201411210068>

A hearing in Philadelphia on standardized tests drew a large crowd

http://articles.philly.com/2014-11-21/news/56313987_1_keystone-exams-pssa-testing-high-stakes-testing#ltsSXZvskc1ImZq5.99