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Happy New Year to All! There's quite a bit to update you on this week... PenSPRA is busy!

Media List

PenSPRA members receive access to a statewide media list. We have received the updated version of the list. A copy of the list was attached to the e-mail you received about e-Comm, and will be posted to the "members only" section of our website as soon as that section is ready.

Membership Directory Available

Also attached to the e-mail you received about e-Comm is the PenSPRA Membership Directory. The directory will also be posted to the "members only" section of our website as soon as that section is ready. The directory will be updated as frequently as possible to ensure that any new members can be added and be able to contact others. If any corrections are needed to your information in the directory, just e-mail and let me know.

PenSPRA Symposium

The Symposium planners have been very busy this month, and we all now have a great day to look forward to on April 16th. Online registration for the symposium will be available in approximately one week. This year we are excited to host the Symposium in a fantastic location, which is centrally located for all members, at the Omni Bedford Spring Hotel and Resort in Bedford Springs.

Take a peek at the hotel here:

<http://www.omnihotels.com/FindAHotel/BedfordSprings/AboutUs.aspx>

You can go ahead and reserve a room at the Omni with our special rate of \$169 here. (The rate is available until March 15th):

<http://www.omnihotels.com/FindAHotel/BedfordSprings/MeetingFacilities/PASchoolPRAssociationMtg4.aspx>

And here is our agenda for the day!

9-9:15 a.m - Welcome

9:15 - 10:45 a.m. - Alternative Revenue Success Stories. PENSPRA Colleagues from around the State Share Successes.

10:45-11:15 a.m. - Alternative Revenue Round Robin.* Vendors specializing in Alternative Revenue concepts will be introduced and each will have a table in the presentation room's VENDOR SHOWCASE for the day.

11:15-12:15 p.m.- A Strategic Look at Long Term Development/Capital Campaigns

12:15-1:30 p.m. Lunch (Sponsored by eSchoolview. **Vendor Showcase** (Sponsored by Alternative Revenue Sponsors)

1:30-3:30 p.m. Why Social Media Matters. Fairfax County, VA Authors **Kitty Porterfield and Meg Carnes.** (Keynote Speakers and Books Sponsored by SchoolMessenger)

3:30 – 3:45 p.m. Closing Remarks

3:45 p.m. Adjournment

Thanks to our Symposium sponsors SchoolMessenger and eSchoolview!

PenSPRA Scholarship

PenSPRA's scholarship competition is now open! Scholarships will be awarded to one public school student from each of PenSPRA's three regions and consists of one-year scholarships worth \$500 each. The scholarships will be awarded to worthy Pennsylvania public high school students who plan to pursue a career in a communications field (i.e. journalism, English, public relations, advertising, graphic arts, etc.). The candidate should have maintained at least a 3.0 GPA, and have been accepted at or applied to a two- or four-year college, vocational-technical school, or other institution of higher learning. For more information and the application, please visit

Excellence in Communications Contest Open!

PenSPRA has an annual Excellence In Education Communications Contest. Entries are accepted in a number of categories to reflect the scope of work often undertaken by communications professionals. An Award of Excellence is given to the top entries in 12 categories. Awards of Honor are given to those entries that deserve recognition but receive a score that was not high enough for an Award of Excellence. The flier and entry form is now posted on our website and look for a copy in the mail. Entries are due by February 15, 2013.

Central Region Workshop

The central region will hold a workshop on Friday, January 18, 2013, from 9:30 a.m. to Noon at the PASBO Office Building, 2608 Market Place in Harrisburg. Topics will include: Communicating Your Budget to Your Staff and Community; Presentation made by Julie Miller, Public Information Specialist, and State College Area School District. Roundtable Discussion; Social media and Communicating facility and capital projects and building support. Round Table Continued: Idea Sharing; What are you doing, or have you done, in your districts to showcase your schools and students? Please RSVP to Greg Hayes at ghayes@wasd.org.

News From Around the State and Nation

All PA legislators Voted for the Fiscal Cliff Deal, which Avoids Sequestration...For Now

<http://www.politicspa.com/entire-pa-delegation-votes-for-fiscal-cliff-deal/45059/>

An In-Depth Look at the Deal, and What May Happen with Sequestration Cuts in the Future
http://blogs.edweek.org/edweek/campaign-k-12/2013/01/school_districts_continue_to_f.html

The Opportunity Tax Credit Registration Process for Businesses Here in PA is Having Problems
<http://www.post-gazette.com/stories/business/news/onerous-process-for-opportunity-scholarship-in-pennsylvania-may-deter-donors-669196/#ixzz2HJPj5GPJ>

Charter Schools are Not Public Schools, according to the NLRB
<http://dianeravitch.net/2013/01/04/courts-and-nlr-b-charters-are-not-public-schools/>

US Public Schools Cut 11,000 Jobs in December
<http://www.reuters.com/article/2013/01/04/us-usa-economy-jobs-states-idUSBRE9030V720130104>

Interesting Ed Stories from 2012, that will Impact 2013
<http://www.washingtonpost.com/blogs/answer-sheet/wp/2012/12/31/education-stories-that-resonated-in-2012-and-will-matter-in-2013/>