



ospira

Oregon School Public Relations Association

Fall Conference  
2019









## Kara Yunck

Communications Coordinator  
Beaverton School District  
Beaverton, Oregon

### Message from OSPRA President Kara Yunck

I want to welcome you to our Fall Conference in beautiful Ashland, Oregon. A special thanks to Southern Oregon for hosting us. The OSPRA Board saw this as an opportunity to engage school districts in this region and to showcase the valuable professional development opportunities OSPRA offers.

I want to give a special welcome to our new OSPRA members and those who are attending our conference for the first time. Hopefully, it will be the first of many. The OSPRA Board has worked hard to coordinate an amazing professional development experience.

### This year, the Board identified three goals:

1. Elevating the profession of K-12 public relations
2. Supporting K-12 public relations professionals
3. Demonstrating and Implementing Equitable and Inclusive Practices

We believe we've designed a conference for you that aligns with these goals. We hope this experience provides opportunities for you to grow, learn and connect with your fellow communicators.

## 2019-20 Board

Past President	Doreen McKercher
President	Kara Yunck
Vice President	Laura Conroy
Treasurer	Brenda Downum
Secretary	Emily Hicks
At Large	Rosie Fiallo
At Large	Natalie Hurd
At Large	Jenna McCulley
At Large	Rashaad O'Neal

Special thanks to Lafcadio Adams for graphics support.

## OSPRA Committees

Diversity Equity and Inclusion	Rashaad O'Neal
Membership	Jenna McCulley
Professional Development	Laura Conroy

Interested in helping with a committee? Speak to the committee chair about opportunities.

# ospira Fall Conference

Oregon School Public Relations Association

## Day 1: Thursday, October 24

7:30 Breakfast and Networking

8:00 Welcome / Opening: OSPRA President, Kara Yunck

8:10 **DL Richardson, Becca Berman, and Marvin Woodard**

Student Voice in Equity Conversations

9:00 Transition

9:10 **Breakouts**

**Carol Fenstermacher, APR**  
**Doreen McKercher, APR**  
**Athena Vadnais, APR**  
APR 1, 2, 3

**Meg Boyd, EdD (Conservatory)**  
SSA Updates

9:45 Break

10:00 Gold Sponsor Highlight - ParentSquare

10:05 **Keynote: Ameerah Palacios, APR, MBA**

Diversity, Equity and Inclusion: How School PR Professionals are the District's Conscience for Proactive Gains to be Had for Creating Welcoming Spaces for Families

11:00 Transition

11:10 **Breakouts**

**Lillian Govus, APR and Craig Swanson**  
How do You Recover When Teens Die by Suicide?

**Steven Powell (Conservatory)**  
Building an Arsenal of Visual Elements

12:00 Lunch

12:45 Drawing

12:50 Gold Sponsor Highlight - Blackboard

1:00 **Workshop**

**Ameerah Palacios, APR, MBA**  
Engaging Introverts and Tips and Case Studies for Making Your School and District Events Engaging and Inclusive of Diverse Groups

2:30 Break

2:45 **Breakouts**

**Trinette Marquis, APR**  
Guerilla Research: Get in the Trenches and Get Results

**Justin Grayson (Conservatory)**  
The Art of Speechwriting: 10 Steps to Writing Captivating Speeches that Make an Impact

3:45 End

4:30 Optional Social

# ospira Fall Conference

Oregon School Public Relations Association

## Day 2: Friday, October 25

7:30 Breakfast and Networking

8:00 Welcome / Opening: OSPRA President, Kara Yunck

8:05 Bronze Sponsor Highlight - Qualtrics

8:10 **Carla Pereira, APR and Joshua Sauer**

Creating Safe Space for LGBTQ Students

9:45 Break

10:00 **Keynote: Trinette Marquis, APR**

What Gets Measured Gets Valued: Building the Case for Effective Communication

10:55 Transition

11:05 **Breakouts**

**Curtis Campbell**

The One You Feed: Positive Psychology and Creating Cultures that Support the Success of All Students

**Justin Grayson (Conservatory)**

From Tragedy to Togetherness: How Crisis Comms Techniques Helped a Community Cope After Tragedy Struck Inside an Elementary School Classroom

12:00 Lunch

12:45 Drawing

12:50 **Workshop**

**Carla Pereira, APR**

How to Maintain Relationships During Equity-Related Crisis

3:00 Adjourn

qualtrics<sup>XM</sup>



ParentSquare



thoughtexchange

Blackboard<sup>®</sup>

Intrado<sup>®</sup>  
Information to Insight



## **Becca Berman**

Assistant Principal  
Ashland High School  
Administrator of Equity and Inclusion  
Ashland School District  
Ashland, Oregon



## **Ameerah C. Palacios, APR, MBA**

Director of Marketing & Communications  
Greater Louisville Inc.  
Louisville, Kentucky



## **Meg Boyd, EdD**

Strategic Communications Analyst  
Oregon Department of Education  
Portland, Oregon



## **Carla Pereira, APR**

Director of Communications  
and Community Relations  
Peel School District  
Mississauga, Ontario, Canada



## **Curtis Campbell**

Public Information Officer  
Shoreline Public Schools  
Seattle, Washington



## **Steven Powell**

Publications Specialist  
Granite School District  
Salt Lake City, Utah



## **Carol Fenstermacher, APR**

Chief Communications Officer  
Centennial School District  
Portland, Oregon



## **DL Richardson**

Equity Specialist  
Medford School District  
Medford, Oregon



## **Lillian Govus, APR**

Director of Communications  
and Community Relations  
Salem-Keizer Public Schools  
Salem, Oregon



## **Joshua Sauer**

Web and Interactive Media Specialist  
Moore Norman Technology Center  
Norman, Oklahoma



## **Justin Grayson**

Former Director of Communications  
Riverside Unified School District  
Riverside, California



## **Craig Swanson**

Principal, Lebanon High School  
Lebanon School District  
Lebanon, Oregon



## **Trinette Marquis, APR**

Author, Professor and Consultant  
SchoolPRpro  
Sacramento, California



## **Athena Vadnais, APR**

Director of Communications  
and Community Engagement  
Gresham-Barlow School District  
Gresham, Oregon



## **Doreen McKercher, APR**

Communications Director  
Camas School District  
Camas, Washington



## **Marvin Woodard**

Multicultural Resource Center Coordinator  
and Diversity Scholarship Administrator  
Southern Oregon University  
Ashland, Oregon





## Becca Berman

Becca describes herself as, first and foremost, the proud mother of three beautiful children. She grew up in the Rogue Valley and as a Kenyan American, is very excited to be a change agent around diversity equity and inclusion work. She currently serves as the administrator for equity and inclusion for the Ashland School district, and Assistant Principal at Ashland High School. Becca served on district equity, diversity, and inclusion work groups, as well as helped facilitate parent meetings in southern Oregon for the Black and African American student success grant. Becca is proud of the work and relationships she has fostered in helping facilitate, and educate around diversity equity and inclusion.



## Meg Boyd, EdD

Dr. Meg Boyd, a former high school English teacher, leads strategic communications for the Oregon Department of Education. A fierce advocate for students, she believes deeply in the voices of educators and communities as a driving force for changing the landscape of public education in Oregon and across the nation. With ODE, Meg has worked closely with advocacy groups, key stakeholders, and state and district leaders to advance state and federal policy. Meg led a nationally-recognized stakeholder engagement initiative under ESSA and is currently managing communications and contributing to operationalizing the recently-passed Student Success Act. Meg earned a Master's in Education from Arizona State University and holds a Doctorate in Educational Leadership from Lewis and Clark College.



## Curtis Campbell

Curtis Campbell has served as the Public Information Officer for Shoreline Public Schools since 2015. Prior to that, he spent the first seven years of his career as Sunnyside School District's director of communications. His work has been recognized by his colleagues and peers at the local, state and national levels. He was named Sunnyside Administrator of the Year in 2012, an NSPRA Front-Runner in 2015, received Shoreline PTA Council's Golden Acorn and Volunteer of the Year Awards in 2017 and the WSPRA Learning and Liberty Award in 2018. Curtis has also previously served on the WSPRA Board as vice president of electronic communications, president-elect, president and immediate past president. He currently serves as the Northwest Region Vice President for NSPRA.



## Carol Fenstermacher, APR

Carol A. Fenstermacher, APR, has worked in school public relations for the past 20 years in Oregon and Washington. Currently the Chief Communications Officer for the Centennial School District in the Portland area, she was the Community Relations Director for Evergreen Public Schools for 14 years. Carol has been an active member of the National School Public Relations Association, and recently finished her year as President. She served as the Northwest Regional Vice President from 2012-2015. She has also served on the boards of the Washington School Public Relations Association and the Oregon School Public Relations Association. She received her Accreditation in Public Relations (APR) in 2004 and annually serves on APR readiness review committees.



## Lillian Govus, APR

Lillian Govus, APR has served as the Director of Community Relations and Communications since August 2017. Lillian comes to SKPS after having led communications for two large urban school districts in North Carolina and Georgia, and most previously served as the Director of Communications with the City of Atlanta. Lillian is a graduate of the University of North Carolina at Greensboro, and began her career in the same city as a reporter with the News & Record, a mid-size daily newspaper.



## Justin Grayson

Justin Grayson is an award-winning, public relations and communications leader with a national reputation in navigating organizations out of crisis, successfully executing marketing and branding campaigns, and positively shaping an organization's public perception. Justin has a degree in Journalism from Florida A&M University, and began his media career as a producer at ABC News Washington, working on all of ABC's national news broadcasts, including World News Tonight and Nightline. Justin has received numerous education awards such as: 2018 School District Administrator of the Year by ACSA Region 19; 2018 Classified Leader of the Year by the Riverside Assoc. of School Managers; National finalist for PR News' Non-Profit Awards; and an 8x winner of NSPRA awards.



## Trinette Marquis, APR

With more than 20 years experience in communications, marketing, and public relations, Trinette Marquis is passionate about working with public schools. Her work has been recognized by the National School Public Relations Association, Medical Marketing Association, and the International Association of Business Communicators. She is a Past President of the California School Public Relations Association and regularly presents to statewide and national audiences on school communication practices. She is also a part-time lecturer at California State University, Sacramento.



## Doreen McKercher, APR

Doreen McKercher is the Communications Director for Camas School District, a 7,000+ student district located in southwest Washington. She's been in Camas for 22 years; the last 12 in a one-person communications office. Doreen is a member of the National School Public Relations Association, Washington School Public Relations Association and past-president of the Oregon School Public Relations Association. Additionally, she has served as an executive board member of the Camas Community Center Development Committee, the Camas Educational Foundation and as a member of the Camas Citizens for Quality Schools during four levy and three bond campaigns. She earned her Accreditation in Public Relations in 2018.





## Ameerah C. Palacios, APR, MBA

Ameerah C. Palacios, APR, MBA is a public relations leader helping businesses, brands and schools thrive. She has an extensive background in news media as an award-winning business journalist, former talk show host, radio anchor and television producer. She has more than ten years of experience in public relations. She earned a Master's in Business Administration from the College of Saint Rose in Albany, NY. She received her Bachelors in Arts degree in Mass Communications from the well-renown School of Journalism and Broadcasting from Western Kentucky University as an Honors Program alumna.



## Carla Pereira, APR

Carla Pereira, APR is the Director of Communications and Community Relations for the Peel District School Board in Mississauga, Ontario, Canada. The Peel school district is the second largest school district in Canada and serves approximately 155,000 kindergarten to grade 12 students at more than 257 schools that serve residents of Caledon, Brampton, and Mississauga in Ontario, Canada. For 16 years, Carla worked to inspire success, confidence and hope to students and families in her district. Pronouns: She / Her



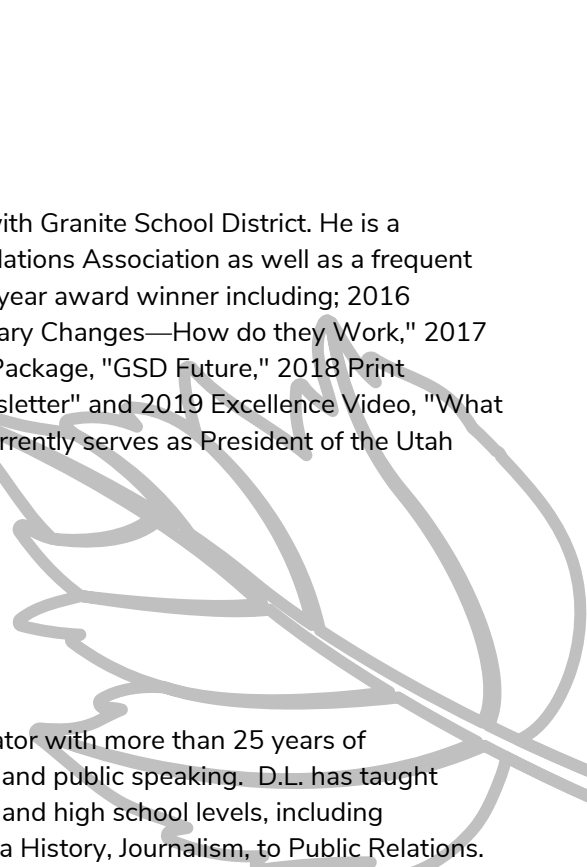
## Steven Powell

Steven Powell is a Publication Specialist with Granite School District. He is a member of the National School Public Relations Association as well as a frequent NSPRA conference presenter and multi-year award winner including; 2016 Honorable Mention Infographic, "Boundary Changes—How do they Work," 2017 Excellence Award for Branding / Image Package, "GSD Future," 2018 Print Newsletter Excellence, "Parent Link Newsletter" and 2019 Excellence Video, "What Parents Should Know About Apps." He currently serves as President of the Utah School Public Relations Society.



## DL Richardson

D.L. Richardson is an Oregon-based educator with more than 25 years of experience in teaching, diversity training, and public speaking. D.L. has taught communication courses at the university and high school levels, including everything from Public Speaking to Media History, Journalism, to Public Relations. He believes his multicultural and diversity training is among the most important work he has done due to its ability to educate and build strong community relations.





## Joshua Sauer

Joshua Sauer, APR is the Digital Marketing Specialist for Moore Norman Technology Center in Norman, Oklahoma, United States. MNTC serves 40,000+ high school and adult students annually and is one of 29 CareerTech districts in Oklahoma. Joshua has lived out and proud since 2010 and has volunteered for multiple civic and advocacy LGBTQ+ organizations in Oklahoma. He completed his graduate degree in 2017 from the University of Central Oklahoma, where the focus of his studies was on LGBT youth suicide prevention at the public policy level.  
Pronouns: He / Him



## Craig Swanson

Craig Swanson began his career as a teacher and basketball coach. After 15 years in the classroom, he moved into an athletic director/assistant principal role. For the last six years, Craig has served as a high school principal at Sprague High in Salem and now Lebanon High. In his tenure at Sprague, the school suffered a cluster of suicides, making Craig a reluctant expert in crisis communications.



## Athena Vadnais, APR

Athena Vadnais, APR, is the Communications and Community Engagement director for the Gresham-Barlow School District. Athena has worked in the field of school public relations for two decades. She began her communications career as a television news anchor and reporter. From 2015-18 Athena served as Northwest Region Vice President for the National School Public Relations Association. In 2017, the Oregon School Public Relations Association named her "Communicator of the Year."



## Marvin Woodard

The oldest of eight children from Lake Charles, LA, Marvin has spent the last 27 years in the Pacific Northwest. He is a graduate of Oregon Institute of Technology with a BS in Manufacturing Engineering Technology (98) and a certified "Danny's Boy" having played basketball for hall of fame coach Dan Miles at Oregon Tech. Marvin's professional career spans 21 years as an administrator in higher education. He currently serves as the Multicultural Resource Center Coordinator and Diversity Scholarship Administrator at Southern Oregon University where he has been helping students for the past 18 years through a variety of leadership roles. As a member of the SOU Social Justice & Service team, Marvin has dedicated a large amount of his effort to helping others find their place in the work of Equity, Diversity, & Inclusion.



# SAVE THE DATE

Winter Storytelling Summit

Co-Hosted by OSPRA and WSPRA  
February 13th & 14th in Vancouver, Washington



Platinum Sponsor



thoughtexchange

Gold Sponsors



ParentSquare

Blackboard

Bronze Sponsor

qualtrics<sup>XM</sup><sup>®</sup>

Social Sponsor

Intrado  
Information to Insight