

# Katherine Haney

## WRITING SAMPLES

### NEWS RELEASE

**Date Written:** 05/02/15

#### **Tropicana Speech Contest at Suwannee Intermediate School**

Did you know that public speaking is the greatest fear of most adults? That being said, Suwannee Intermediate School (SIS) students were not afraid to show their talent on Thursday, April 30, as eight fourth graders and six fifth graders captivated an auditorium full of students and teachers in the Tropicana Speech Contest. Those brave students were Audrey Felknor, Jake Wooley, Grace Williams, Veronica Brown, Riley Carr, Kaydon Price, Cayla Anastasio, Easton Kirby, Caroline Simpson, Simeon Shiver, Haley Smythe, Julie Romulo-Vazquez, Allison Johnson, and Matthew Gill.

The Tropicana Speech Contest is an annual event in which students must write and deliver speeches in front of the entire school and a panel of judges. Suwannee Valley Electric Cooperative (SVEC) sponsored this year's event and participated in judging the contest.

The competition was fierce. Fourth grader, Grace Williams, won third place with her speech about a trip to Disney World. Jake Wooley, with his Taekwondo speech, tied for second place with Riley Carr and her rendition of Earth Day. Audrey Felknor achieved first place with a speech about her love of dancing.

In fifth grade, Allison Johnson received third place with a humorous speech about the modern phenomenon of "selfies." Matthew Gill showed his daredevil side and won second place for his portrayal of a wild golf cart adventure. Caroline Simpson brought down the house with an adorable and educational speech about a day in the life of a Howler Monkey and won first place.

Caroline and Audrey will represent SIS at the district speech contest on May 15.

# Katherine Haney

## WRITING SAMPLES

### NEWS RELEASE

**Date Written:** 05/15/15

#### **Suwannee Academic Boosters End of Year Celebration**

"Academics matter, and it is cool to be smart." This Suwannee Academic Boosters' (SAB) slogan is reflected in the esteemed accomplishments of the many highly intelligent and talented individuals that SAB recognizes. SAB celebrated these accomplishments at their end of year banquet on Thursday, May 14. The night revolved around the 2015 Division 3 State Champion Suwannee High School (SHS) Brain Bowl Team, which consists of Brian Barker, Matthew Hendrick, Jacob Hendry, Kevin Herron, Phillip Jones, Noah Schwab, and Suwannee Academic Team Coach, Michael Pate. SAB President John Hendrick presided over the banquet. Hendrick presented each team member with a special SAB backpack and recognized seniors, Matthew Hendrick, Jacob Hendry, and Kevin Herron.

The Assistant Director of Admissions at UF, Mrs. Angie Hingson, served as the event's keynote speaker. Mrs. Hingson congratulated Brain Bowl Team members on their accomplishments. She spoke about the criteria universities look for in potential students and what a great achievement it is to be accepted.

Much gratitude goes out to the banquet sponsors who made this event possible, Daniels Funeral Home, First Federal Bank of Florida, Dr. and Mrs. Daniel Messcher, Mr. and Mrs. Jerry Scarborough, the Suwannee Foundation for Excellence in Education, and Suwannee Valley Event & Party Rentals.

Mrs. Tammy Boggus, Assistant Principal of SHS, ended the banquet with a laugh. "At every conference I attend, when school representatives realize that I am from Suwannee they ask if Mr. Pate is still coaching the Brain Bowl Team, and they shudder at my reply."

The SHS Brain Bowl Team is renowned in Florida for the 17 state titles it has claimed in the past 30 years. This is an extraordinary student accomplishment, which, thanks to SAB, does not go unrecognized.

**Published:** In SCSD's monthly School Beat news spread in the Suwannee Democrat.

# Katherine Haney

## WRITING SAMPLES

### NEWS RELEASE

**Date Written:** 05/20/15

#### **PotashCorp Officials, Tom Pastor and Mike Williams, Tour Suwannee County School District**

What is more important than education? Because of their belief in the value of education, PotashCorp-White Springs (PCS) has become the top supporter of education in Suwannee County, having donated more than \$45,000 to Suwannee County School District (SCSD) in the past year. On Tuesday, May 19, SCSD received a special visit from PCS officials, Tom Pasztor, Senior Director of Stakeholder Communications, and Mike Williams, Manager of Community Relations.

Superintendent of Schools, Jerry Scarborough, led Mr. Pasztor and Mr. Williams on a tour of Suwannee High School (SHS), Suwannee Middle School (SMS), and the SHS Ag Farm to show the immense contributions they have made to improve education in Suwannee County.

Donations from PCS have contributed to student success in a variety of areas including testing, science, agriculture, technology, and student recognition. PCS has funded the creation of two state of the art computer labs at SHS and SMS, educational experiments for SHS and BHS Agricultural (Ag.) Science Classes, new lab equipment for BHS Science Classes, and the monthly SCSD School Beat news spread. During the tour, Mr. Pasztor and Mr. Williams had the opportunity to see the new computer labs in use and receive a fertilizer experiment demonstration by the SHS Ag. Science Instructor, Travis Tuten.

SCSD is exceedingly grateful for the vast contributions made by PCS.

# Katherine Haney

## WRITING SAMPLES

### NEWS RELEASE

**Date Written:** 02/25/15

#### **Representative Porter visits SHTC**

Representative Elizabeth Porter, Chair of the House Appropriations Committee on Higher Education and Workforce, and her Legislative Assistant, Koby Adams toured the Suwannee Hamilton Technical Center on Thursday, January 29th with the intention of gaining an accurate look at the industry certification programs, which contribute to the workforce of her region.

Representative Porter toured SHTC alongside Suwannee School officials, Superintendent of Schools, Jerry Scarborough, and SHTC Principal, Walter Boatright. Representative Porter received information regarding the school's staggering on-time certification completion rate, as well as its impressive percentage of students who acquire jobs in their desired fields.

Upon Representative Porter's arrival, the group enjoyed a meal prepared by the SHTC Culinary Arts class. During their meal, Principal Boatright informed Representative Porter of the school's fourteen extensive industry certification programs, which range from Construction Technologies, Masonry, and Automotive Repair to Pharmacy Technician and Practical Nursing. After lunch, Representative Porter had the opportunity to visit these programs to meet and interact with the students and faculty of SHTC.

At the end of her visit, Representative Porter stated that she is "extremely enthusiastic" about SHTC's contribution to economic and workforce development in the North Florida Region. She looks forward to maintaining close connections with the school as it continues to grow and transition into a technical college.

# Katherine Haney

## WRITING SAMPLES

### COMMUNICATIONS PLAN

SUWANNEE COUNTY SCHOOL DISTRICT (SCSD)

**Date Written:** 04/26/15

#### Introduction

The Suwannee County School District is committed to engaging our community in open, authentic, and respectful communication. We strive to deliver accurate, appropriate, and timely information to students, parents, staff, and community members in order to foster collaborative relationships within the community, further establish trust and credibility, increase community understanding and support of Suwannee County School policies, plans, and initiatives, and improve student success.

#### Objectives

We purpose to meet the benchmarks of the District's Strategic Plan by directing our efforts toward the following objectives:

- Encourage confidence, trust, credibility, and support for Suwannee County Schools.
- Collaborate and strengthen relationships with community organizations and businesses.
- Increase awareness and understanding of the District's Strategic Plan.
- Encourage parental involvement through enhanced communication and collaboration with parents and guardians.
- Engage in marketing, and branding strategies to develop and maintain an official, consistent School System identity.
- Improve internal communications.

#### Target Audiences

Our communication efforts are concentrated on these respected patrons and stakeholders.

- Parents
- Students
- Teachers
- Administrators

- Staff
- Community
- Elected Officials
- Businesses
- Organizations
- Media

## Central Messages

These key messages embody our fundamental values and strengths as a school system.

Suwannee County School Board:

- Is Successfully working to improve the quality of education.
- Is a responsible guardian for the students in its care.
- Actively listens and responds to the community.
- Is a faithful steward of tax dollars.
- Leaders are knowledgeable about current educational issues.
- Is an equal opportunity employer.

## Strategies

Strategies are the communication methods through which we intend to reach our District objectives.

- Create brand identity, awareness and consistency.
  - Re-design District logo.
  - Re-design District website.
  - Develop and adhere to a District style guide.
  - Re-design District letterhead, envelopes, signage, forms, and other print materials.
- Communicate information throughout the community with accuracy, authenticity, and timeliness.
  - Develop protocols for emergency communications.
  - Provide important information on District and school websites with clarity and simple navigation.
  - Create e-newsletters for staff, parents, students, and community.
  - Create and maintain a District Facebook and Twitter account.
  - Produce radio and video advertisements.
  - Obtain email addresses from as many parents as possible.

- Generate positive and engaging articles and stories for newspapers, websites, and social media.
  - Release regular video, radio, written, and telephone message from the Superintendent.
  - Determine strategies for communicating with non-English speaking community members.
  - Create webpages that can be translated into several languages.
  - Determine most effective methods of communication with various focus groups such as homeschool, faith based, Hispanic, and African American communities in Suwannee County.
  - Encourage school employees to respond to phone and email questions and concerns from parents and other community members within a 24-hour period.
  - Equip school secretaries with customer service training.
  - Conduct media training for staff members, teachers, and school board to equip them with the skills to answer media questions accurately and appropriately.
- Encourage collaboration, involvement, and support from the community and strengthen relationships.
    - Visit businesses, organizations, and other forums to talk about the District.
    - Recognize community partners through web, radio, and print media.
    - Facilitate regular community sponsored student contests in various fields such as art, writing, agriculture, and public speaking.
    - Encourage public attendance and involvement in School Board meetings by creating and circulating web notifications.
- Positively impact academic achievement among students.
    - Provide and promote tutoring and homework help links on District and school websites.
    - Implement morning and afternoon announcements in every school to provide students with relevant information.
    - Provide students with substantial advice regarding afterschool programs, athletics, and other extra-curricular activities available to them through school websites, social media, and newsletters.
    - Encourage students to link to Suwannee Schools social media pages.
    - Train teachers in posting assignments and addressing homework in social media groups.
- Elicit parent involvement.
    - Circulate emailed or printed bi-weekly newsletters to keep parents informed about academic, athletic and extra-curricular activities as well as school and community events.
    - Promote parental groups at each school including SACS, APT, and Advisory Committees.

- Improve Internal Communications
  - Ensure that all School Board Members, administrators, staff, and faculty are aware and informed about all important events in a timely manner.
  - Provide technology training for faculty to ensure that everyone is aware of how to view, use, and navigate all district webpages, social media pages, and communication systems.