

## LACP National Award


August 30th, 2008

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# winners' showcase

## 2002 Spotlight Awards Competition Results



With more than 300 entries in this year's contest, judges faced a very tough field of competition. The quality of entries was consistently high, so selecting winners was especially difficult.

Included below is a list of all 2002 Spotlight Award winners. The overall best entry in each individual category was chosen to receive the 2002 Platinum Spotlight Award. In this chart, some categories have been combined.

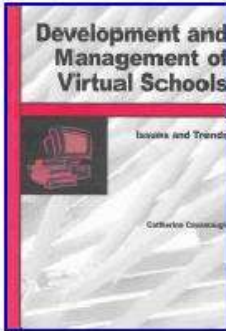
Platinum Spotlight Winners are highlighted in lavender.

Organization	Contact Person	Project Name
<b>Biographies, Books, Catalogs, &amp; Directories</b>		
Oskar	Niki Edgington	Oskar's Executive Team Biographies
Peters Group Public Relations	Lauren Peters	Profile of Lauren Peters
The Marcus Group, Inc.	Thomas J. Kilkenny	Gaining and Maintaining Entrepreneurial Momentum
University of Oklahoma College of Engineering	Laura K. Kurz	Recruitment Brochure
<b>Columns &amp; Editorials</b>		
Dell Computer Employee Communications	David Frink	Executive Column: "Dell September 11 Planning and Global Community Involvement"
Express Personnel Services	Judith Steele	Journal Record Column
Washington State Senate Republican Caucus	Bert Mills	"Minimum Wage Rapidly Destroying Our Green Giant"
<b>Feature Articles</b>		
A Lifetime in Public Relations	Kelliann Amico	Environmental Protection Cover Article
A Lifetime in Public Relations	Kelliann Amico	Occupational Health & Safety Feature Article
CAE, Inc.	LaDanna James	Unmanned Aerial Vehicles
Communications 21	Sharon Goldmacher	EDI, Ltd. By-Lined Article
Communications Plus	Kay Paumier	Summer Camp: A Place To Heal From September 11
Florida Virtual School	Madonna J. Wise	"News in a Click" Student Newsletter
Greenough Communications	Gillian Farguhar	Citrix CRN Cover Story
IBM Media Relations	Elliot Luber	"Winning Strategies for Speed" By-lined Article
U.S. Navy Reserves	Lissa Ann Wohlmann	Character First
UpStart Communications	Andrew Miller	"Denial of Services Attacks are Preventable" UpStart Communications for Corptus Networks, Inc.
USAA	Lesli L. Hicks	Finding the Fallen: USAA members help in the search for MIAs
Wordscape Communications, Inc.	Michael G. Dowding	Cyberterrorism: Are We Leaving The Keys Out? (Waveset)

**League of American Communications Professionals LLC (LACP)** was established in 2001 in order to create a forum within the public relations industry that facilitates discussion of best-in-class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities.

Contributor to National Publication on Online school management—

## Development and Management of Virtual Schools



Virtual schools are a result of widespread changes in knowledge about learning, in available technology and in society. Virtual schooling is growing in popularity and will continue to attract students because of the benefits it offers over traditional schooling. Stakeholders in virtual schools need information to guide their decisions. For the foreseeable future, virtual schools will continue to meet diverse student needs, and to evolve in response to further change. *Development and Management of Virtual Schools: Issues and Trends* brings together knowledge of virtual schools as a reference for scholars and other groups involved in virtual schools. The chapters review best practice from concept and development, through implementation and evaluation.

*Development and Management of Virtual Schools: Issues and Trends*

By Catherine Cavanaugh

Contributor Catherine Cavanaugh

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274 pages

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The editor wishes to acknowledge the many professionals who contributed to this book at all stages of its development. I am grateful for the creativity and enthusiastic cooperation of each author of chapters included here. It has been a delight and a much appreciated learning opportunity. Most of the authors served as referees for chapters submitted for inclusion. Thanks to all who provided thorough and thoughtful reviews. Reviewers whose critical and constructive comments were highly valued include Deborah Abbott, Rachel Bordelon, Roger Carlsen, Terry Cavanaugh, Leland Clabots, Gerry Cowles, Jace Hargis, Margaret Haughey, Jan Hinson, Gaye Lang, Dennis Neale, Glenn Russell, Jim Schnitz, Richard Stein, Ken Stevens, Merry Stewart, R. Subramaniam, Tony Turrin, Maggie Veres, and **Madonna Wise**.

Special thanks are due to the editorial staff of Idea Group Publishing, including Mehdi Khosrow-Pour's support of the concept.

I am most indebted to my husband and collaborator, Terry Cavanaugh, for his unflagging contributions and love.

*Catherine Cavanaugh*

Accolades for not only online school principalship but online education...Front page feature of Tampa Tribune in April 2002

# Online Educator Schooled In Building Rapport

**'IT'S TAKEN ME TO A WHOLE NEW LEVEL'**

By MARILYN BROWN  
mbrown@tampatrib.com

**TAMPA** — After 28 years as an educator, Madonna Wise finds rapport with her students has improved now that she teaches from her home in Zephyrhills.

Her teen students still chat about their interests or tell her who won the previous night's football game, but there's "a rapport you build with students online that I'm not sure you would have in person," Wise says.

"I think we're all kind of a unique breed," she says of the teachers and students of Florida Virtual School. The state's online high school has operated since 1996-97, and Wise has been on its staff since August.

"It's taken me to a whole new level in my career," says the former classroom teacher and principal who writes grant applications full time for the Pasco County school district.

Wise's daughter, Marnie, a freshman at Duke University, took several of the online courses as a high school junior and senior, so Wise was familiar with the concept.

"I love hands-on curriculum," she says. "And the course work at Florida Virtual School requires that."

Students produce and mail, fax or e-mail projects, she says, and they sometimes work in groups. Daily e-mail, weekly phone conferences with students and monthly chats with parents keep everyone connected.

Virtual school is not for everyone, educators stress. Students must be self-motivated



Tribune photo by ANDY JONES

**Madonna Wise, who teaches economics at Florida Virtual School, said she loves the "hands-on curriculum." "And the course work at Florida Virtual School requires that," Wise said.**

with a goal in mind — one reason guidance counselors must approve applicants.

Wise, who asks her students to send photos and biographies, teaches regular and honors economics to about 35 people of varying abilities. One owns a computer company; another is a serious harpist. Three live in Shanghai. About one-fourth are home-schooled.

Home-schooled students are a big part of Florida Virtual School. They include students such as Tampa's Rebecca Christensen, 16.

Taught in her home by her mother, Debbie Christensen, Rebecca just completed her second English course online, as well as a life management skills class.

"I've never been an Internet guru by any stretch of the

imagination," she says. "This actually ended up teaching me an awful lot about the Internet."

Her older sister, Rachel, took English and a chemistry class online and is a student in the honors program at the University of Florida.

"It's nice when grading comes from someone other than your mother," Rebecca says, "especially when colleges are looking at grades."

She says more of her friends in regular high schools are considering online classes, but the concept fits particularly well with home schooling.

"As a home-schooler, you really learn to teach yourself," she says. "That's the whole idea."

Reporter Marilyn Brown can be reached at (813) 259-8069.

## MORE INFO

**Hillsborough County still has room in its pilot program of high school summer classes online. Key details:**

- Eight courses will be offered from May 15 to July 15 for as many as 600 students.
- Those who need credits for promotion to the next grade or for graduation get priority.
- Applications are being accepted now, but permission to enroll must come from a parent or guardian and school guidance counselor or. See the counselor for more information.

**In August, Hillsborough will launch a pilot program of year-round magnet classes online. Key details:**

- The program will be based at Blake High School. An attendance will be required at some seminars, but it will be open to about 150 students from across the county.
- Applications are being accepted now. For more information, call the school district's magnet programs office at (813) 272-4618.

**Hillsborough's programs will be licensed by the state-wide Florida Virtual School, a publicly funded operation offering more than 60 high school credit courses online. Key details about the school began in 1996-97:**

- It's free to state residents enrolled in public or private high schools or home schools with approval by parent or guardian and a school guidance counselor or administrator.
- Adults in select counties, including Pasco and Pinellas, can apply for general equivalency diploma (GED) classes beginning with full registration.
- Students choose their pace from one of three types: working with a teacher on assignments and deadlines.
- With summer classes closed to new applicants, fall registration opens Wednesday. Applications and additional information is available at [www.flvs.net](http://www.flvs.net) online.



**UNITED STATES DISTANCE LEARNING  
AWARDS- Washington, D.C.--2004**

# Online Educator Schooled In Building

## Rapport

IT'S TAKEN ME TO A WHOLE NEW LEVEL

By Marilyn Brown  
Mbrown@tampatribcom  
**TAMPA**-After 28 years as an educator, Madonna J. Wise finds rapport with her students has improved now that she teachers from her home in Zephyrhills.

Her teen students still chat about their interests or tell her who won the previous night's football game, but there's "a rapport you build with students online that I'm not sure you would have in person," Wise says.

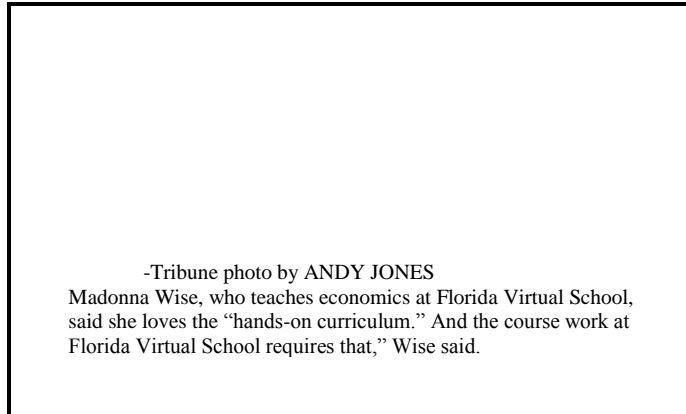
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