

Karen Smith



Karen Smith, APR is the Executive Director of PenSPRA, the Pennsylvania School Public Relations Association. Prior to her work with PenSPRA, she was the Public Relations Director for the Central Bucks School District. Karen is accredited in Public Relations by PRSA, the Public Relations Society of America. Karen also worked as a press secretary for a congressional campaign, a reporter and for a non-profit animal welfare organization.

PenSPRA provides information and resources to approximately 175 school public relations professionals in Pennsylvania. Karen administers the website, drafts the bi-weekly newsletter, manages the organization's publication contest, provides organizational support for membership and the annual conference and serves as the organization's figure head when needed. During her tenure at Central Bucks, Karen increased message reception by 45%, pioneered electronic fliers for schools, and organized a \$125,000 hurricane relief effort.

Karen is a graduate of the Newhouse School of Communications at Syracuse University with a degree in Television Production and English Literature.