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I am a “pr zealot”

What in the world is that you may ask? Here is my explanation.

Usually when you say **pr** you mean *public relations*. I believe **pr** should stand for **people relationships**.

The *public* is sometimes hard to comprehend, but it's really easy to work with **people**. I'm not a fan of *relations*, but I am passionate about **relationships**.

A **zealot** is fanatical and uncompromising in the pursuit of their ideals. A **zealot** exhibits extreme devotion and vehement activity in support of a cause or a goal.

pr is not *public relations*.

pr is **people relationships**.

What I do

Brad Domitrovich is a veteran communications and public relations professional with nearly thirty years of experience in the academic, entrepreneurial, and corporate environment. Currently, I have the privilege of directing the Communications and Public Relations office for the Bandera Independent School District. I am responsible for developing district-wide marketing initiatives that promote student and staff achievements to our community. Serving as the designated spokesperson for the district, I work very closely with media representatives from television, radio, newspaper, magazine, and web.

In my tenure at Bandera ISD, I have had the opportunity to watch the district enjoy a shift in community

perception from negative to positive, pass the first successful bond election after several failed attempts, and receive more affirmative media coverage than it ever has. We have also been on the leading edge of electronic PR and social media.

What I've done

Before joining Bandera ISD, I was an independent marketing consultant who served small and mid-sized business clients throughout the Southwest United States.

I have also developed business leadership curriculum for the University of Texas at San Antonio, instructed community education courses for the Northside and North East Independent School Districts.

I began my professional career in 1980 with Scott Paper Company. As a member of their corporate consumer products team, I assisted with the roll-out of many successful national consumer brands including: Baby Fresh® Baby Wipes, ScotTowels™ Junior, Cottonelle™ Bathroom Tissue, Wash-A-Bye Baby® Baby Wipes, and other quality products.

A school PR leader

I served as President of the Texas School Public Relations Association (TSPRA) for the 2008-2009 year. Prior to my presidency, I served on the Executive Committee as the San Antonio Region Vice President for three years, one year as President-Elect, and am currently serving my last term as Immediate Past-President for the organization.

I love to speak

An accomplished speaker and presenter, I have been invited to present at leadership conferences and seminars sponsored by the Texas Association of School Boards, the Texas Association of School Administrators, and the Texas School Public Relations Association. It doesn't matter if I am speaking to a small group of school leaders, a room full of school board trustees, or a large gathering of teachers and administrators - I can deliver a straight forward message that is adaptable to any audience.

A personal note

I live in Pipe Creek, a small town in the Texas Hill Country 30 miles west of San Antonio. I am married to Gina, who is an active stay at home Mom. We have two daughters: Candace who is 32 and Catiana who is 11. For relaxation I enjoy cooking, reading, shopping, and spending time with my family.

Currently I am involved in numerous community and professional organizations including: the Association of Texas Professional Educators, the Bandera Business Association, the Bandera County Christian Fellowship, the Bandera County Chamber of Commerce, and the Bandera County Planning Committee for Crime and Justice. I was a founding member of the Bandera Area Lions Club, have served as an ordained Elder for the Presbyterian Church, USA, and sit on the Board of Directors for the Interfaith Disaster Emergency Assistance (IDEA).

Professional Experience:

Bandera Independent School District

Bandera, Texas ♦ 1995 - Current

Since 2001, I have led the Communications and Public Relations Office in promoting the success of the district to multiple audiences. In addition to coordinating efforts of partnership between the district and the community, I am responsible for all communications that emanate from the Superintendent's office.

My responsibilities leading the Bandera ISD Communications and Public Relations Office include:

- ★ The development of all print and electronic communications that reflect the district's marketing initiatives to demonstrate student and staff success.
- ★ The preparation of all district news releases and arrangement of media coverage, both print and broadcast.
- ★ Serving as the district spokesperson to the various media outlets that serve our district.
- ★ Representing the Superintendent at community and business organization functions.
- ★ Communicating with and responding to parents and school volunteer groups.
- ★ Assisting the Superintendent with public information requests.
- ★ Providing public relations counsel to the Superintendent and other district leaders.
- ★ Managing and maintaining the content of the district web site and exploring new avenues of electronic communication.
- ★ Coordinating key district events including: yearly convocations, employee banquets, academic recognition banquets, job fairs, open houses, etc.
- ★ Coordinating the recognition items at monthly Board of Trustee Meetings.
- ★ Recapping the actions of the Board of Trustees to the community and staff.
- ★ Developing and delivering informational presentations when requested.
- ★ Serving as the district liaison for the Bandera ISD Education Foundation.

Prior to my work in communications, I directed the Instructional Technology training program for the district. From 1998-2001 my duties in instructional technology included:

- ★ Developing all technology related staff development training and manuals for the district.

- ★ Delivery of all technology related workshops to teachers and staff.
- ★ Development and maintenance of the district web site.
- ★ Development and maintenance of the district electronic mail system.

Prior to working in instructional technology, I was hired as the Technology and Computer Lab Instructor for Hill Country Elementary School. From 1995-1998 my duties included:

- ★ Development of a technology training program for K-12 students.
- ★ Coordination of technology instruction with classroom curriculum.
- ★ Development of a technology literacy program for staff and community members.

Business Strategy Development Consultants

Dallas, Texas and San Antonio, Texas ♦ 1988-1995

Established a marketing and management consulting firm called Business Strategy Development Consultants. This was both a full time and part time business venture during this time period. Responsibilities included:

- ★ Administration of the business.
- ★ Marketing to prospective clients.
- ★ Developing marketing presentation materials.
- ★ Development of business theory workshops.

Also during this time of self employment, I was contracted by both the Northside Independent School District and North East Independent School District in San as a Community Education Instructor. Responsibilities included:

- ★ Developing and conducting business related community education classes for adults.

Otis Spunkmeyer, Inc.

San Leandro, California ♦ 1994-1995

Hired as a Food Service Sales Representative in June 1994 for the San Antonio and South Texas Area. Responsibilities included:

- ★ Direct sales to school districts, restaurants, hospitals, businesses, and other institutions.

The University of Texas at San Antonio

San Antonio, Texas ♦ 1992

Hired as a Business Development Specialist to work with the Self Employment Training Program, funded by the Job Training Partnership Act. This program assisted unemployed and dislo-

PR related awards

2007

- Presented the “Hunter’s BBQ Achievement Award” from the Bandera County Chamber of Commerce.
- Awarded one Best of Category Award, three Gold Star Awards, and two Silver Star Awards from the Texas School Public Relations Association for excellence in school communications.

2006

- Awarded one Best of Category Award, three Gold Star Awards, and one Silver Star Award from the Texas School Public Relations Association for excellence in school communications.
- Awarded a “Citation” from the City of Bandera for a leadership role in developing a cooperative effort with Bandera’s sister city in Strzelce Opolskie Poland.

2005

- Awarded three Gold Star Awards and two Silver Star Awards from the Texas School Public Relations Association for excellence in school communications.

2004

- Awarded four Gold Star Awards and two Silver Star Awards from the Texas School Public Relations Association for excellence in school communications.
- Awarded Excellence in Education Award for Outstanding Support Staff by Bandera Independent School District.

2003

- Awarded one Best of Category Award, six Gold Star Awards, and two Silver Star Awards from the Texas School Public Relations As-

sociation for excellence in school communications.

- Awarded two Golden Web Awards from the International Association of Web Masters and Designers.

2002

- Awarded four Gold Star Awards from the Texas School Public Relations Association for excellence in school communications.
- Awarded two Golden Web Award from the International Association of Web Masters and Designers.

2001

- Awarded four Silver Star Awards from the Texas School Public Relations Association for excellence in school communications.
- Awarded one Golden Web Award from the International Association of Web Masters and Designers.

Professional Growth

In order to keep current on trends and policies in my profession, I enjoy researching information and sharing successes and failures with others in my field. I do try to attend several major conferences each year, and have been fortunate to learn from some of the true leaders in the educational industry. My belief is that once you stop wanting to learn and improve yourself, then its time to retire and sit on the porch.

My creed

Don't shout, listen.
Don't convince, inspire.
Don't direct, lead.

cated workers start their own small businesses. Responsibilities included:

- ★ The development of classroom syllabus.
- ★ Classroom instruction.
- ★ Individual business development consultation.

Scott Paper Company/Scott Worldwide

Philadelphia, Pennsylvania ♦ 1980-1988

Hired as a high developmental employee for the consumer products division of this Fortune 500 Company in June 1980. Began my career in the San Antonio territory sales office as a Sales Representative. I was promoted and transferred to Austin in March 1984 as a Senior Sales Representative and then to Dallas in November 1986 as an Account Representative. Responsibilities in all these positions varied but included:

- ★ Direct and indirect key account sales.
- ★ Military and retail consumer product sales.
- ★ Sales personnel training.
- ★ Marketing presentation development.
- ★ Key administrative duties.

Formal Education:

The University of Texas at San Antonio

San Antonio, Texas ♦ 1977-1980

- ★ Awarded a Bachelor of Business Administration degree with a concentration in Marketing Management.

San Antonio College

San Antonio, Texas ♦ 1977-1978

- ★ Enrolled concurrently with UTSA to earn general education credits for Bachelor of Business Administration degree.

Delaware County Community College

Media, Pennsylvania ♦ 1974-1976

- ★ Enrolled part-time in the Retail Management associates degree program.

Cardinal O'Hara High School

Marple-Newton, Pennsylvania ♦ 1970-1974

- ★ Awarded a High School Diploma.