



Harford County Public Schools

NEWS RELEASE

102 S. Hickory Avenue, Bel Air, Maryland 21014 • Public Information Office

phone: 410-588-5203 • www.hcps.org • fax: 410-893-2478

FOR IMMEDIATE RELEASE

AUGUST 5, 2008

Teri Kranefeld named HCPS Manager of Communications

Ten-year public relations professional to spearhead system-wide communication efforts

Teresa D. “Teri” Kranefeld, 31, was appointed Harford County Public School Manager of Communications by the Board of Education of Harford County at its public business meeting August 4th. Mrs. Kranefeld succeeds Donald R. Morrison, who retired on July 31st after 24 years with the Harford County Public Schools.

The former education director for the American Lung Association of Maryland also served as Director of Special Projects and Development Associate for that organization. In her capacity with the American Lung Association for 6 ½ years, Mrs. Kranefeld worked with the Harford County Public Schools beginning in 2001 on its nationally award winning Environmental Protection Agency (EPA) Indoor Air Quality Tools for Schools program; earning an EPA Special Achievement Award in 2004 for her success in promoting and implementing the program in Harford County.

Three years ago, she was named Publications Specialist in the Harford County Public Schools Public Information Office. Last July, Mrs. Kranefeld was promoted to Communications Specialist providing communication and public relations services to all schools and school offices, including the successful implementation of the Alert-Now phone notification system. She also served as deputy spokesperson for the Harford County Public Schools, working closely with Mr. Morrison in providing information to the general public and the media.

“The Harford County Public School System is, indeed, fortunate to have someone with the experience and the impressive ability of Teri Kranefeld to lead the Communications Office to the next level of service,” said Superintendent Jacqueline C. Haas who recommended Mrs. Kranefeld to the Board. “During her three years of increasing responsibility in providing communications services for the school system, she has proven her value to the system and earned the respect of those with whom she has worked.”

Mrs. Kranefeld, a native of Anne Arundel County and a graduate of Severna Park High School, plans to sit for the Universal Accreditation Board exam in order to achieve, Accreditation in Public Relations (APR) this spring. She earned her bachelor’s degree in Mass Communications from Towson University in May 1998.

“The field of communications has evolved so rapidly over the past decade due to emerging technology and the public’s ever-increasing demand for information, changing the way we must communicate with our students, parents, staff, and community,” Mrs. Kranefeld said. “As the county continues to grow, attracting more young families, I look forward to reaching out and engaging the community in dialogue in order to increase parental and community involvement with the ultimate goal of impacting student achievement in a positive way.”

Mrs. Kranefeld, and her husband, Jason, have two children, Michael, 5, starting kindergarten at Emmorton Elementary in the fall; and, Andrew, 3.

###