

MEDIA RELATIONS — SAMPLE LETTER TO THE EDITOR

[Date]

Dear Editor:

The five (change number if necessary) individuals who serve on the (insert district name) school board are to be commended for their commitment to this community's students. They work long hours attending board meetings and school activities, answering community questions, refining their governance skills, and so much more.

School Board Member Recognition Week in Mississippi, February 17-21, is just one of the opportunities we should take to recognize our school board members for the contributions they make to the education of this community's students.

Local school board member service continues to be a job best done from a heartfelt desire to improve education. Otherwise, the requirements of the job could easily be overwhelming: meetings once or twice a month (and sometimes more); deciding tough, often emotional issues such as school closings, the calendar, dress codes, and attendance boundaries; and regularly receiving calls, texts, and emails about parent and community concerns and complaints. It is easy to see that our board members persist in working on behalf of students, with student achievement as the focus of their decisions.

Board members promote the school district as they regularly interact with the community, taking the initiative to keep citizens aware of successes and challenges, and inviting the community to help schools be their best. For these and many other reasons, the board members of the [your school district] deserve our support and applause during School Board Member Recognition Week, February 17-21.

School board members in the [your school district] are:
[list school board members, occupation, board tenure].

Sincerely,

[Name of Superintendent]

[Name of School District]

MEDIA RELATIONS - SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE [Date]

Contact: [Your name and title]
[Your school district]
[Your phone number and e-mail]

[NAME OF DISTRICT] to celebrate School Board Member Recognition Week in Mississippi

The [your School District] will join districts across the state to thank school board members during School Board Member Recognition Week, February 17-21, for their leadership and service to local school districts and communities.

“This week is a special opportunity to express our gratitude for the hard work of our school board members and to thank them for their dedication to this community and its students,” said [first and last name of Superintendent], [your School District] Superintendent.

More than 700 Mississippians are members of local school boards. The board members who serve on [your School District] School Board are responsible for setting the vision and goals for the district. They work to provide a quality education for [] K-12 students and oversee an annual budget of \$[]. The school board also hires quality educators, sets district goals, adopts policies, and evaluates progress while keeping the interests of our students first. They also serve as the community’s voice in the school district and the district’s voice in the community.

“As school leaders, board members play an important role in engaging our community in supporting our public schools,” said [last name of Superintendent].

During School Board Member Recognition Week in Mississippi, the [your School District] invites students, staff, community members, and the general public to take part in honoring board members. [Add a paragraph listing ways you will honor board members in your district.]

School Board members serving [your School District] and their years of service are: [list board members’ names and years of service].

Further information about activities is posted on the district web site at [your district’s web address].

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SAMPLE PUBLIC SERVICE ANNOUNCEMENTS

“School Board Member Recognition Week”

(15 seconds)

FEBRUARY 17TH THROUGH THE 21ST IS SCHOOL BOARD MEMBER RECOGNITION WEEK IN MISSISSIPPI.

SCHOOL BOARD MEMBERS IN THE *[NAME OF DISTRICT]* “INSPIRE TEAM LEADERSHIP”. THEY ARE THE VOICE OF SCHOOLS IN THE COMMUNITY AND THE COMMUNITY’S VOICE IN THE SCHOOLS. CELEBRATE SCHOOL BOARD MEMBERS!

A MESSAGE FROM *[RADIO STATION]* AND *[NAME OF SCHOOL OR ORGANIZATION]*.

“School Board Member Recognition Week”

(30 seconds)

SCHOOL BOARD MEMBER RECOGNITION WEEK IN MISSISSIPPI IS FEBRUARY 17TH THROUGH THE 21ST. JOIN THE *[YOUR SCHOOL DISTRICT]* IN HONORING THE MEN AND WOMEN WHO SERVE ON THE LOCAL BOARD. BOARD MEMBERS “INSPIRE TEAM LEADERSHIP”.

THE DEDICATION OF *[YOUR SCHOOL DISTRICT]* BOARD MEMBERS TO STUDENTS AND THE COMMUNITY MAKES OUR SCHOOLS PLACES WHERE ALL STUDENTS CAN DISCOVER THEIR INTERESTS AND PREPARE FOR THEIR FUTURE.

CELEBRATE LOCAL BOARD MEMBERS DURING SCHOOL BOARD MEMBER RECOGNITION WEEK, FEBRUARY 17TH THROUGH THE 21ST. THEY ARE THE VOICE OF SCHOOLS IN THE COMMUNITY AND THE COMMUNITY’S VOICE IN THE SCHOOLS.

A MESSAGE FROM *[RADIO STATION]* AND *[NAME OF SCHOOL OR ORGANIZATION]*.



CELEBRATE BOARD MEMBERS

during
**School Board Member
Recognition Week**
in Mississippi

February 17-21, 2025

Best Wishes
from this School District and the



**MISSISSIPPI
SCHOOL BOARDS
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 MISSISSIPPI SCHOOL BOARDS ASSOCIATION

SCHOOL BOARD MEMBER RECOGNITION WEEK

February 17-21, 2025

February 17-21, 2025

 **CELEBRATE BOARD MEMBERS!**

The banner features a red background with confetti. On the left is a photo of three young boys, and on the right is a photo of a young woman. The MSBA logo is in the top left and bottom left corners.



 **CELEBRATE BOARD MEMBERS**

School Board Member Recognition Week in Mississippi

February 17-21, 2025



The banner features a blue background. The logo on the left is a circular emblem with a white bell and the text 'Mississippi School Board Member Recognition Week'. The MSBA logo is on the bottom right.