

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 8-12, 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 8-12.

The men and women serving as board members in the [your school district] are:
[list school board members, occupation, board tenure].

Sincerely,

[Name of Superintendent]

[Name of School District]