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Dear Local Media Professional:

We look forward to working with you this year to bring you lots of great news about our district. We recognize the important job you serve in bringing the public information about our community and district.

Please understand that we will strive to be as open as possible with you, even about the difficult issues and situations involving our schools. We will give you all the information we can, subject to our obligation to protect the privacy of individual students and staff members.

We have a lot of exciting plans for our district this year, and our students are doing many exciting things. We will send you press releases about things that are happening in our district, and we look forward to working with you.

Here is contact information for our key administrators if you have further questions: *[insert name, tel. #, and e-mail address of superintendent, community relations director, and school principals]*.

For information about our district and our plans for the upcoming year, you may visit our Web site at: *[insert Web address]*. The Web site will also give you times, locations, and dates of board meetings throughout the year.

Thank you for your coverage, and we look forward to a great year.

Yours truly,

School Superintendent

*Re: School Superintendent's Insider®*, August 2006, pp. 7