Tips for Using *The Public School Speaks* in Back-to-School Outreach

*The Public School Speaks* is a new resource from AASA designed to help school system leaders promote high-quality public education. The DVD, which is based on an article written by renowned public education advocate Frosty Troy for AASA’s *The School Administrator* magazine, features superintendents from across the nation sharing the good news about public education.

When you watch *The Public School Speaks*, you most likely will be moved by its powerful message about the value of public education. But more importantly, AASA hopes you will share the video far and wide. School leaders nationwide are already showing *The Public School Speaks* to central office staff, school board members, teachers, parents, local business and community leaders, and legislators in their districts. We encourage you to share the DVD with your key constituents and incorporate it into your back-to-school activities.

AASA collaborated with the Indiana Association of Educational Service Centers and the Central Indiana Educational Service Center to bring this special resource to you. When you watch *The Public School Speaks*, look for the following superintendents who are featured on the DVD:

- AASA President Sarah Jerome, superintendent, Arlington Heights School District 25, Ill.
- AASA Past President Eugene White, superintendent, Indianapolis Public Schools, Ind.
- J. Steven Crawford, superintendent, Byng School District 16, Okla.
- Chester Floyd, superintendent, Berkeley County School District, S.C.
- Judith A. Johnson, superintendent, Peekskill City School District, N.Y.
- Mark Keen, superintendent, Westfield Washington School District, Ind.
- Leonard E. Merrell, superintendent, Katy Independent School District, Texas
- Barbara M. Pulliam, former superintendent, Clayton County Public Schools, Ga.

With your help, we can spread the valuable message of *The Public School Speaks* nationwide. To learn more about the DVD or to order a copy, please visit [www.aasa.org/PublicSchoolSpeaks](http://www.aasa.org/PublicSchoolSpeaks). Please let AASA know how you use the video in your district by emailing [avogt@aasa.org](mailto:avogt@aasa.org).
The American Association of School Administrators has an exciting new DVD that every school administrator will want to show their district’s staff, teachers, parents, community groups, business leaders and legislators.

**The Public School Speaks** shines a light on all that’s right with public schools today and effectively responds to the harsh criticism schools sometimes face. The video’s inspiring message and powerful visual images make the case for increased financial and public support for the nation’s public schools.

The video features many ASAA members and is based on an article written by public education advocate Frosty Troy for AASA’s *The School Administrator* magazine.

**The Public School Speaks** is co-sponsored by AASA and the Indiana Association of Educational Service Centers. It was produced by the Central Indiana Educational Service Center’s award-winning video production team.

This dynamic video is the perfect public engagement tool for school leaders nationwide.

*Once you watch it, you’ll want everyone to see it!*