



Press Release Kit

Congratulations on Earning a PBIS Award!

Please forward this letter to your district Public Relations or Marketing coordinator who can help you spread the good news.

The purpose of the **PBISaz Achievement Award** is to recognize schools for *successful implementation* and *measurable student outcomes* with school-wide systems of **Positive Behavior Interventions and Support (PBIS)**.

All schools receive the following recognition:

- Award poster to hang in school
- Digital badges and additional signage for school
- Letters of recognition mailed to district superintendent
- Statewide publication and promotion of your achievement
- Media kit with press release and publicity ideas

In addition, Bronze/Silver/Gold schools, along with their superintendent, are invited to an Awards Breakfast sponsored by the business community.

Here are Five Ways to Promote Your Achievement

1. Press Release

Consider sending a *Press Release* to local newspaper, TV channels and radio stations. Send directly to the news source or tweet at a local media personality. Publish on your school and district newsletter/website/social media channels too!

Template:

PRESS RELEASE - For Immediate Release, September, 05, 2018

YOUR SCHOOL NAME Earns 2018 PBISaz Achievement Award
for Improving School Safety and Positive Behaviors

PHOENIX, AZ - SCHOOL NAME in SCHOOL DISTRICT cares about providing a positive and safe learning environment for our students and community. The *PBISaz Achievement Award* recognizes schools for successful implementation and outcomes with school-wide systems of Positive Behavior Interventions and



Support (PBIS). Award criteria required high scores on national fidelity and integrity assessments AND measurable student outcome data.

Principal FIRST AND LAST NAME notes that this award recognizes the dedication of school staff and our community to uphold our school expectations every day: LIST YOUR PBIS EXPECTATIONS. Together we are building a school culture that is more positive, proactive, and supportive for all our students so that they can be successful citizens and leaders of our nation.

Our award will proudly be displayed in our school office and on our website. SCHOOL NAME is committed to excellence and SCHOOL VISION or MISSION STATEMENT.

See our achievement and outcomes at <http://pbisaz.org/awards/>.

2. Visibility at School with Posters and Digital Badges

- Hang poster in your office
- Frame and hang poster on your awards wall
- Place poster in your award display cabinet or shelf

3. Visibility Online with Digital Badges/Image

- Digital badges are sent to award winning schools only
- Post badge on home page of school and district website
- Create a PBIS page on your school website to post your school expectations, lesson plans, reinforcement ticket winners, behavior flowchart, PBIS videos, etc.
- Use badge as profile picture on school Facebook, Twitter or other social media channel at the beginning of the year and every time you run a booster or celebration
- Share badge with staff to post on their personal Facebook, Twitter, Pinterest, Instagram or other social network accounts
- Ask staff to add badge to their school email signature
- Add badge to school letterhead
- Add badge to school newsletter
- Add badge to congratulation letter for staff, students, and families
- Always include a link to <http://pbisaz.org/awards/>



4. Visibility in your Community with Celebrations

- Send a special letter home announcing your accomplishment
- Hold an assembly, ice cream/popcorn party, or spirit day
- Invite local press, TV or radio station to school celebration
- Invite your local politicians (senator or representative) and superintendent to your event, they like to be associated with successful schools too!
- Present your PBIS system at the next school board meeting

5. Funding for PBIS

This is a great time to ask for funding for PBIS professional development training, signs and banners around school or donations to use when acknowledging staff and students for meeting school expectations. Now is the time to ask for help to sustain a school-wide system that is clearly achieving measurable results and outcomes for your school.

Get a Federal Guide to *15 ESEA Programs with Explicit Authority for Prevention-Related Activities* at <http://pbisaz.org/get-started/>.

Contact these people in your organization to discuss their support for PBIS:

- Superintendent or Executive Director
- School Board Members
- Curriculum, Student Services or Professional Development director
- Parent-Teacher Organization

Congratulations on your PBISaz Achievement Award. Please share your promotion ideas with us on our Contact page, <http://pbisaz.org/contact-pbisaz/>.

Sincerely,

Daniel Gulchak, Ph.D.
Director, Statewide PBISaz Advisory Council
<http://pbisaz.org>