



DATE: September 2009

MEMO TO: School Nominee for the Principal's Leadership Award

FROM: Rosa Aronson, Senior Director, Advocacy, Alliances & Student Programs, NASSP

SUBJECT: NEWS RELEASE INFORMATION

Congratulations on your selection as the school nominee for the Principal's Leadership Award Scholarship Program, co-sponsored by National Association of Secondary School Principals and Herff Jones, Inc.

A sample news release with suggestions on how to adapt it for use in your community is included. This procedure is very easy to use and it provides recognition for your honor. I hope you will take a few minutes to adapt this release and send it to the media outlets in your community as soon as possible. If you have a school public relations person in your district or school, please share this information with him or her. School PR people have the contacts that will help the release get the most attention.

**Guidelines:**

1. The release should be printed on a white sheet of paper using the format below and replacing all underlined words with the appropriate information.
2. Make a list of all the media outlets in and around your city. You can use the telephone book or go on the Legislative Action Center page of the National Association of Secondary School Principals (NASSP) Web site (<http://www.principals.org/plac>). From there, go to the "Media Guide" and enter your zip code. This will generate a list of your local media with phone numbers, email addresses, and mailing addresses.
3. Copies should be sent to the newspapers and radio and television stations in your community. (Hand-delivered copies could provide the opportunity for a reporter to talk with you about student activities and timely education issues for a more detailed story.)
4. When mailing or e-mailing a press release it is always a good idea to call and follow up with the reporter to make sure that they received your release.

Date

For Further Information:

Your Name, Phone

FOR IMMEDIATE RELEASE

**LOCAL STUDENT NOMINATED  
TO COMPETE IN NATIONAL AWARD PROGRAM**

Your City, (State)—Your Name, a Name of Your School senior, has been nominated to compete in the national Principal's Leadership Award (PLA) scholarship program, cosponsored by the National Association of Secondary School Principals (NASSP) and Herff Jones, Inc.

Name of Your Principal, principal, Name of Your School, today announced the nomination, which places Your Last Name in the national competition. One hundred national PLA winners will be chosen this spring to receive college scholarships ranging from \$1,000 to \$12,000.

(Insert a quote from your principal about the PLA nominee here, if possible.)

High school principals from across the country were able to nominate one of their student leaders. Nominees were selected based on their leadership skills, participation in service organizations and clubs; achievements in the arts and sciences; employment experience; and academic record. They were also required to write an essay.

"The qualities recognized by the PLA scholarship and demonstrated by Your Last Name have never been more important than now. Academic excellence represents an aspiration for all students, leadership exemplifies an essential skill to possess in the 21st century, and service to others symbolizes the spirit of America. Students like Your Last Name stand out to bravely face the challenges of today and lead us to a better tomorrow" said Rosa Aronson, senior director, advocacy, alliances and student programs, NASSP. We warmly thank our partner, Herff Jones, without which this program would not be possible.

In recognizing leadership in cocurricular activities as well as academic performance, the PLA scholarship recognizes the importance of a well-rounded education. Cocurricular activities are an essential part of the school curriculum.

While at Name of Your School, Your Last Name has been (example: student body vice president, a member of the ski team, and involved in several service projects). All of these things are the makings of a well-rounded student. This fall he/she plans to attend Name of College to study Major Course of Interest.

**About Principal's Leadership Award**

The Principal's Leadership Award program was founded in 1988. Participating high school principals from across the country nominated one senior high school student to compete in this year's scholarship program. Nine finalists

were selected on the basis of their leadership skills; participation in service organizations and clubs; achievements in the arts and sciences; employment experience; and academic record. They also were required to write an essay.

### **About Herff Jones**

Herff Jones, Inc. is an employee-owned company based in Indianapolis, Indiana. Since 1920, Herff Jones has focused on celebrating academic and athletic achievement through recognition, education, and motivation products, including high school and college rings; graduation announcements and diplomas; frames; jewelry; medals and awards; caps and gowns; robes; yearbooks; photography; maps and globes; and curriculum. For more information, visit [www.herffjones.com](http://www.herffjones.com).

### **About NASSP**

In existence since 1916, the National Association of Secondary School Principals (NASSP) is the preeminent organization of and national voice for middle level and high school principals, assistant principals, and aspiring school leaders from across the United States and more than 45 countries around the world. NASSP's mission is to promote excellence in school leadership. The National Honor Society ®, National Junior Honor Society ®, National Elementary Honor Society ®, and National Association of Student Councils ® are all NASSP programs.

For more information about NASSP, located in Reston, Virginia, visit [www.principals.org](http://www.principals.org) or call 703-860-0200.

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