Every Day Matters

School + You = Success

www.every-day-matters.org

Oregon Department of Education Logo

**Public Service Announcements – 3 Options**

The following Public Service Announcements (PSAs) can be provided to local stations for a live read, or pre-recorded. The following options are approximately 30 seconds long if read at a comfortable pace. We are providing these examples in Word so you can choose your favorite or modify the text to meet your needs. If you modify the content, be sure that it can be read out loud in under 30 seconds (without rushing!). Similarly, be sure you haven’t shortened to below 25 seconds.

**What’s Best for Kids :30**

Here in Oregon, everyone wants what’s best for kids. But our students are missing a lot of school, and that’s impacting how they’re doing in the long run – and even delaying graduation. In fact, one in six students is missing 10% or more school each year. Whether excused or unexcused, those absences put kids at risk of falling behind. If something is keeping a child you know from getting to school, there’s help. Speak with the child’s school, or visit every-day-matters.org.

**Take Note :30**

Remember being a kid and not wanting to go to school? Whether because a throat is sore or feelings are hurt, when kids regularly miss school, we should all take note: Here’s why: Besides signaling that there’s an issue, those absences – whether excused or not – add up. Students can fall behind -- quickly. If something is keeping a child you know from getting to school, there’s help. Speak with the child’s school, or visit every-day-matters.org.

**1 in 6 :30**

Did you know? There’s a close connection between school attendance and high school graduation. Missed days add up whether they’re excused or unexcused absences, and 1 in 6 Oregon kids are missing at least 10% of the school year. If you or someone you know is encountering obstacles that interfere with getting to school, our community has many ways to help. From housing and transportation challenges, to academic and social concerns, there’s help. Visit Every-Day-Matters.org to learn more.