# How to Use the press release template

## The kit includes a template that allows school leaders to personalize and send a press release to be sent to news outlets. The template allows school leaders to customize the message to their school or district.

The template is a Word document, so customizing it to your school or district is simple. First, delete the “Your Logo Here” image from the top of the template. In Word, navigate to the Insert tab and upload an image of your school’s logo or branding image. Use Word’s rescaling tool to size the image to your preference, and then center the image by highlighting it and selecting the “center” button from the Word Paragraph pane in the top ribbon.

All areas requiring your information are highlighted in yellow.

The part of the press release that includes red text can be used or deleted as you prefer. To retrieve the 2021-2023 data for your school or district, go to <https://idahoschools.org/>, select your LEA and navigate to the “Non-Academic Indicators” and “Chronic Absenteeism” dropdown in the top ribbon. For assistance or for additional data, please contact [ksanders@sde.idaho.gov](mailto:ksanders@sde.idaho.gov).

Once you have completed customizing the release, save it as a PDF and send it to your local news outlets via contact information that should be provided on their website.

Questions on how to use the templates or on how to best contact your local news outlets can be directed to [mreynolds@sde.idaho.gov](mailto:mreynolds@sde.idaho.gov).