



Planned PR Feature Stories for 2017-2018

(Changes may occur due to scheduling conflicts)

October

- *National Custodial Day.* Story on the important work the custodial staff accomplishes.
- *National School Lunch Week.* 1) Story on what the district is doing to encourage healthy eating. 2) A story on student's favorite meals and why. 3) A story on "lunch ladies" and the reasons why their job is important.
- *National School Bus Safety Week.* 1) Focus on the importance of the Transportation Department, 2) Story on the importance of bus safety. 3) Story on the most veteran bus driver in the district.

November

- *Veterans Day.* 1) Story on teachers that have served their country. 2) Story focusing on students who plan to enlist in the military after graduation.
- *American Education Week.* 1) Story on teachers and their influence on students. 2) Story on several new teachers and their thoughts about the first few months on the job. 3) Story on Para-Professionals and the importance of their support work.
- *Thanksgiving.* A fun family oriented story focusing on giving, sharing and offering thanks.

December

- *National Hand-washing Week.* Story on the importance of cleanliness and sanitation in Beeville schools. Nurses will be an integral part of the focus on prevention of germ spreading, etc.
- *Christmas.* Story focus on various cultural celebrations occurring: Las Posadas, Hanukkah, Christmas, Kwanzaa.

January

- *New Years*. Story on New Years Resolutions made by administrators, board members, teachers, staff and students.
- *School Board Recognition Month*. Story on the school board. Focus on why they serve, their goals, their proudest moment.
- *Career and Technical Education Month*. Several stories focusing on career and technical programs offered by Beeville ISD.

February

- *Valentine's Day*. Story on BISD staff members who have been married a long time and their secrets to a happy relationship.
- *National School Counseling Week*. Story focus on the BISD school counselors and the importance of the calling.

March

- *Music in Our Schools Month*. Story focus on music education in Beeville ISD.
- *Youth Art Month*. Story focusing on art education in Beeville ISD.
- *Texas Public Schools Week*. Story highlighting events taking place this week in Beeville ISD schools.
- *National School Breakfast Week*. 1) Story on what the district is doing to encourage healthy eating. 2) A story on student's favorite breakfast and why. 3) Another story on "lunch ladies" and the reasons why their job is important.

April

- *National Poetry Month*. Focus on poems students have created and the way that a love for poetry is taught in Beeville schools.
- *National Library Week*. Story focus on the great librarians and the importance of libraries.
- *Earth Day*. Story on what students are doing to protect the earth and any programs in place.
- *Administrative Professional Week*. A story focus on several secretaries in the district - why they love their job and why the face of the district is so important.

May

- *Physical Fitness and Sports Month*. Story focus on Beeville athletics and physical education programs.

- *Teacher Appreciation Week*. Story focus on teachers with highlights from a student's perspective.
- *National School Nurse Day*. Story focus on Beeville nurses highlighting health and safety programs in the district.

June

- *End of School*. 1) Story on a few graduates and what they remember the most about their education. 2) Highlight a rookie and a veteran teacher to get their thoughts on the year. 3) Story on what students and teachers will be doing this summer.