

Letter from Principal Template

Sample text for announcing launch of the parent media education program in your school:

Dear (Name of School) Parents,

YouTube. Texting. Facebook. Google. iPods. Webkinz. The media and technology that run through the middle of our kids' lives is evolving at a dizzying pace. And many of us, parents and teachers alike, struggle at times with how to guide our kids through the positives and negatives of this 24/7 media world.

That is why we are starting a new initiative at (Name of School) to help parents and teachers gain the understanding, skills, and confidence to help our children grow and thrive in today's new media culture. I am happy to announce that (Name of parent or faculty leader) will be leading this effort.

Over the course of this year, we will:

- » Survey parents to understand the key challenges you are facing in helping your kids navigate the media landscape;
- » Hold parent education events and grade-level discussions to share concerns and solutions; and
- » Provide you with practical parenting tips about how to talk to your kids and manage the media in their lives.

Our partner in this effort is Common Sense Media, a non-profit, nonpartisan organization whose mission is to help parents and educators stay informed and active in the media lives of children. Common Sense Media provides a wealth of practical guidance for parents on topics ranging from cyberbullying to the media's impact on girls' body image. And Common Sense Media is now making all of this information available to schools in the form of a parent education program. I encourage you to visit their Web site at www.commonsensemedia.org.

Raising and educating young people in today's 24/7 media environment is one of the most daunting challenges that parents and schools face. But I sincerely believe that by working together, we can raise a generation of kids who are smart, safe, and ethical creators and consumers of media.

I look forward to the year ahead.

(Name)
Principal