



**SHERRI YBARRA**  
SUPERINTENDENT OF  
PUBLIC INSTRUCTION

650 W. STATE STREET  
P.O. BOX 83720  
BOISE, IDAHO 83720-0027

OFFICE: 208-332-6800  
FAX: 208-334-2228  
SPEECH/HEARING  
IMPAIRED: 1-800-377-3529  
WWW.SDE.IDAHO.GOV

## Notes on publicity package for schools

The press releases available in this section of our website provide options for districts to help promote the offering of the Microsoft Imagine Academy programs. They are provided in Word format to make it easy for you to fill in the blanks or edit them by cutting or adding your own material. It is strongly recommended that when your press release is in the form you want, on the letterhead you want, that you convert it to a pdf document to send to your local media.

For school districts, there is a short form press release, a second longer press release that provides more details, and a special press release for those that have decided to add the additional Microsoft Technology Associate packages.

Finally, there are some suggested tweets and some language that could be used on your website to explain the Academy programs.

If you need additional support, ranging from extra posters to press releases, contact either the State Department of Education's Academy project manager Rick Kennedy at [rkennedy@sde.idaho.gov](mailto:rkennedy@sde.idaho.gov) or SDE communications specialist Kelly Everitt at [keveritt@sde.idaho.gov](mailto:keveritt@sde.idaho.gov),