

School District's New Public Service Announcements Set To Run Beginning This Saturday On T.E.N.

The Public Affairs Department is pleased to announce the kick-off on Saturday night, June 9, of a new series of public service announcements promoting the School District of Palm Beach County.

Created by Public Affairs in collaboration with The Education Network, (T.E.N.), the six 30-second TV spots emphasize the District's commitment to **"Quality"** education, **"Choices"** in academic programs, and **"Caring"** learning environment.

The first PSA will run on T.E.N., Cable 19 on Comcast Cable, at 6:56 p.m. on Saturday, following *Celebrate South Florida*.

The PSA features fifth grade student Jerone Lane, an award winning artist from Dr. Mary McLeod Bethune Elementary. Jerone has been accepted into the Bak Middle School of the Arts.



Jerone Lane and his art teacher, Karen Nobel

The second PSA to run on Saturday features Jerone's art teacher, Karen Nobel, who will talk about the quality of public education. It will be seen at 8:58 p.m. following *Play with the Pros*.

The four other PSAs will be rolled out over the course of the summer. While initially running on T.E.N., the new PSAs are expected to run on area commercial stations as well.

Check the Public Affairs web site next week for information about the students and teacher in the series.

