

# ‘Quality’ ‘Choices’ ‘Caring’



Actor Mary Elise Hayden taping PSA at Dreyfoos School of the Arts

## The Pitch For Students, Using Public Service Announcements

The Public Service Announcement series running on The Education Network (T.E.N) emphasizes that “Palm Beach County Schools” provide a “**Quality**” education, with numerous “**Choices**” in career paths, all offered in a “**Caring**” environment.

While these “**World Class**” characteristics may seem obvious to those on the inside of the District, the message bears repeating in an ever competitive educational market that allows parents – and students -- to pick from home schooling, prep and private schools, parochial schools and charter school education. At the same time, heightened concerns over hurricanes, as well as the rising cost of living, has driven students out of the county and the school system. The District needs to make its case to the public to avoid further drops in enrollment that result in fewer operating dollars from Tallahassee based on a per capita allocation.

Who are the “stars” of the series and how were they chosen?

**Jerone Lane** – A fifth grade student at Dr. Mary McLeod Bethune Elementary, Jerone has been accepted into the Bak Middle School of the Arts for School Year 2008. Jerone was picked for the series because his drawing of a Georgia O’Keeffe painting was selected for the 2007 spring edition cover of *Fresh Paint* magazine, the trade publication for the Florida Art Education Association. He has an adoring personality and is quite precocious.

**Karen Nobel** – Jerone’s art teacher has worked intensively in developing Jerone’s skills and in making his abilities known by entering him in numerous contests. Not only is she Jerone’s biggest advocate, she is a booster for public education. A member of the Screen Actors Guild, Ms. Nobel is very energetic and speaks from the heart.

**Zaki Moustafa** -- Zaki will be a senior this fall at the Dreyfoos School of the Arts. His monitoring of a Red Sea coral reef he discovered near his grandfather’s property in Egypt won him a first prize in the zoology competition in the 2007 Florida State Science and Engineering Fair. Footage of the reef that he shot diving in the Red Sea will be used in the Public Service Announcement.

**Mary Elise Hayden** – A 2003 graduate of Dreyfoos, actress Ms. Hayden starred in the 2007 Palm Beach International Film Festival movie “Kathy T.” Film festival patrons voted the movie the “Audience Choice” award for best feature film. While in West Palm Beach for the premier, Hayden visited an English class at Dreyfoos. Students asked her questions about the acting profession and her choice to enter it immediately instead of going to college.