



Communities
In Schools®

BEING PRESENT MATTERS



**RADIO PUBLIC SERVICE CAMPAIGN – “ABSENT” :60, :30, :15
TO COMBAT CHRONIC SCHOOL ABSENTEEISM**

CIS knows that the presence of a caring adult can change everything. Our site coordinators work one-on-one with students to ensure they have what they need to engage in learning.



BEING PRESENT MATTERS



Dear Public Service Director,

Nationally, an estimated 26% of public-school students were considered chronically absent last year, up from 15% before COVID, according to research by the American Enterprise Institute. The increases have occurred in school districts of all kinds – urban, suburban, and rural. In poor communities, the rate is 32 percent. U.S. Department of Education data puts the total number of students at 15 million for school year 2020-21.

Fortunately, the Communities In Schools® (CIS) major new PSA campaign to **combat chronic school absenteeism** is launching at critical time.

While the problem is straightforward – **students can't learn if they aren't in school** – the reasons are varied and complex. Lack of transportation, mental health issues, food insecurity, no internet access, and poor housing conditions are among the many challenges.

CIS knows that the presence of caring adults, can change everything. **Being Present Matters**. We provide added support to schools in the form of Site Coordinators who work one-on-one with students to ensure they have what they need to engage in learning.

CIS works directly with two million students, and based on our nationally case managed load, 99 percent of them remained in school through the end of the 2023 school year.

Our campaign, ***Being Present Matters, and the radio spots "Absent"*** are available in :60, :30 and :15-second lengths. We urge you to air these spots as soon as you can.

Thank you in advance for your generous media support – and for being there for us in the many months ahead so that we can **be present** for students and their families in communities across the country.

This PSA campaign has no expiration date.

Sincerely,

Anya Harrington
Vice President, Marketing & Communications
Communities In Schools®

RADIO PSA SCRIPTS

"Absent" (:60)

NARRATOR V/O: In classrooms across the country, chronic absenteeism is on the rise.

WOMAN 1 V/O: Sofia A, grade 4, absent

WOMAN 2 V/O: Julio M, grade 6, absent

WOMAN 3 V/O: Aisha S, grade 12, absent

NARRATOR V/O: These absences are often due to the “absence” of crucial needs; like transportation, healthcare, a working computer, mental health support. The list goes on.

WOMAN 1 V/O: Olivia H, absent

MAN 1 V/O: Preston L, absent

WOMAN 4 V/O: Chloe B, absent

NARRATOR V/O: The reasons why they're absent are very real. And yet the solution is someone present to help them along their path. When Site Coordinators from Communities In Schools are on-hand, they connect kids to the resources they need. And when they do, 99% of students are present and remain in school throughout the year.

WOMAN 1 V/O: Jacob O, grade 10?

STUDENT V/O: Present.

NARRATOR V/O: Communities In Schools works directly with students, helping them overcome obstacles to succeed in school and in life. Learn more at: Communities-In-Schools-Dot-Org. Being present matters.

RADIO PSA SCRIPTS

"Absent" (:30)

NARRATOR V/O: Chronic absenteeism is on the rise.

WOMAN 1 V/O: Sofia A, absent

WOMAN 2 V/O: Julio M, absent

NARRATOR V/O: These absences are often due to the “absence” of crucial needs; like food, transportation, and healthcare.

WOMAN 1 V/O: Olivia H, absent

WOMAN 3 V/O: Preston L, absent

NARRATOR V/O: But Site Coordinators from Communities In Schools connect kids to the resources they need, so they show up prepared and ready to learn.

WOMAN 1 V/O: Jacob O?

STUDENT V/O: Present.

NARRATOR V/O: Visit [Communities-In-Schools-Dot-Org](https://www.communities-in-schools.org). Being present matters.

"Absent" (:15)

NARRATOR V/O: School absences are often due to the “absence” of necessary resources.

NARRATOR V/O: But when Communities In Schools is present, students are connected to the support they need to show up ready to learn.

NARRATOR V/O: Visit [Communities-In-Schools-Dot-Org](https://www.communities-in-schools.org). Being present matters.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.causewaypsa.com/CIS/

No End Date For Use.

Absent (:60, :30, :15)

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.causewaypsa.com/?p=B144841>

Please let us know your preferences on receiving PSAs by contacting info@causewaypsa.com.



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