



Communities  
In Schools®

## BEING PRESENT MATTERS

We printed 15 million names on a roll call sheet

Each name represents one chronically absent student in the U.S.

**“ROLL CALL” :60, :30, :15**

TV PUBLIC SERVICE CAMPAIGN

**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,

September marks **School Attendance Awareness Month** and the opportune time for Communities In Schools® (CIS) to launch a major new PSA campaign to **combat chronic school absenteeism**.

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%. U.S. Department of Education data puts the total number of students at nearly 15 million for school year 2021-2022.

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**, is available in :60, :30 and :15-second spots. 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 an end date of September 3, 2027.

Sincerely,

Anya Harrington  
Vice President, Marketing & Communications  
Communities In Schools

## TV PSA SCRIPTS

### “Roll Call” (:60)

**GRAPHIC:** We printed 15 million names on a roll call sheet

**WOMAN 1 O/C:** Sophia A., grade 4, absent. Because transportation was absent.

**GRAPHIC:** One name for every chronically absent student in the US

*\*Names are illustrative of the students chronically absent from school each year.*

**WOMAN 2 O/C:** Julio M., grade 6, absent. Because Wi-Fi was absent.

**MAN 1 O/C:** Maria J., grade 12, absent. Because childcare for siblings was absent.

**WOMAN 1 O/C:** Jacob O, grade 12, absent....

**WOMAN 2 O/C:** Because housing was absent.

**MEN & WOMEN V/O:** Aisha S... Olivia H... Darren L... Cole W... Preston L... Absent. Absent. Absent. Absent. Because healthcare— Anti-bullying— Mental health support was absent.

**WOMAN 3 O/C:** We're calling roll on the 15 million absent students.

**MAN 2 O/C:** Their reasons why are very real.

**WOMAN 4 O/C:** And yet the solution is a present, caring adult to help them along their path.

**MAN 3 O/C:** When Communities In Schools is present, 99 percent of our students are present and ready to learn.

*\*\*Represents CIS case-managed students nationally who complete the entire school year*

**GRAPHIC:**

Communities In Schools logo

BEING PRESENT MATTERS

Learn more at [CommunitiesInSchools.org](http://CommunitiesInSchools.org).



## TV PSA SCRIPTS

### “Roll Call” (:30)

**WOMAN 1 O/C:** Sophia A., absent. Because transportation was absent.

**MAN 1 O/C:** Maria J., absent. Because childcare for siblings was absent.

**WOMAN 2 O/C:** Julio M., absent. Because housing was absent.

**MEN & WOMEN V/O:** Cole W., Eric L., Olivia, H. Absent. Absent. Absent. Absent.

**GRAPHIC:** 15 million students are chronically absent in the US

*\*Represents data from U.S. Department of Education 2021-22 school year.*

**GRAPHIC:** We connect them to resources to help them show up

**MAN 3 O/C:** When Communities In Schools is present, 99 percent of our students are present and ready to learn.

*\*\*Represents CIS case-managed students nationally who complete the entire school year.*

**GRAPHIC:**

Communities In Schools logo

BEING PRESENT MATTERS

Learn more at [CommunitiesInSchools.org](https://CommunitiesInSchools.org).

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

[www.causewaypsa.com/CIS](http://www.causewaypsa.com/CIS)

**This PSA has an end date of September 3, 2027.**

Roll Call (:60, :30, :15)

Please let us know your preferences on receiving PSAs by contacting [info@causewaypsa.com](mailto:info@causewaypsa.com)



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