

FOR IMMEDIATE RELEASE
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NBPTS Launches Teacher Appreciation Week PSAs

Arlington, Va.—National Teacher Appreciation Week is May 4-10, 2008, with National Teacher Day on May 6, 2008. Help celebrate your local teachers by running National Board Certified Teacher (NBCT) Public Service Announcements (PSAs). These 30- and 15-second PSAs offer parents crucial advice on how to “help teachers help your kids” by getting involved.

There are nearly 64,000 National Board Certified Teachers who have met rigorous standards through intensive study, expert evaluation, self-assessment and peer review. All 50 states, the District of Columbia and more than 700 local school districts recognize National Board Certification(r) as a mark of distinction, similar to the way the medical and accounting professions recognize expertise.

The National Board for Professional Teaching Standards has made it easy to get these free PSAs in three different ways:

- Visit [the NBPTS Web site](#) to download professionally recorded, ready-to-air versions of the PSAs.
- Visit [the NBPTS Web site](#) for scripts of the PSAs for your on-air personalities to record or read as time permits.
- Call or [e-mail James Minichello](#) at 703-465-2171 to receive your free CD of the four professionally recorded, ready-to-air versions of the PSAs.

Like board-certified doctors and accountants, teachers who achieve National Board Certification have met rigorous standards through intensive study, expert evaluation, self-assessment and peer review.

National Board Certification is a voluntary assessment program designed to recognize and reward accomplished teachers. While state licensing systems set basic requirements to teach in each state, NBCTs have successfully demonstrated advanced teaching knowledge, skills and practices. Certification is achieved through a rigorous, performance-based assessment that typically takes one to three years to complete.

As part of the process, teachers build a portfolio that includes student work samples, assignments, video recordings and a thorough analysis of their classroom teaching. Additionally, teachers are as-

essed on their knowledge of the subjects they teach.

For more information about NBPTS and National Board Certification, visit the [NBPTS Web site](#).

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About NBPTS

Created by educators and policymakers in 1987, the National Board for Professional Teaching Standards (NBPTS) is an independent, nonprofit, nonpartisan and nongovernmental organization. NBPTS advances the quality of teaching and learning by developing professional standards for accomplished teaching; creating and administering National Board Certification, a voluntary system to certify teachers who meet those standards; and integrating certified teachers into educational reform efforts. Today, nearly 64,000 National Board Certified Teachers (NBCTs) are making a positive difference in the lives of students across the nation.



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