



October 14, 2009

To Whom It May Concern:

I am writing to you today as the President of the Colorado School Public Relations Association (COSPRRA) representing communications professionals in school districts throughout the state of Colorado.

We have recently been made aware that the Colorado Association of School District Energy Managers (CASDEM) is considering production of an energy conservation video that will educate students, site administrators and staff at all levels about helping their schools and districts be more energy and cost efficient. The video is intended to be fun, light, and appropriately humorous, making it enjoyable to watch as well as educational. We understand that CASDEM will make the video easy to download from a Web site, allowing all K-12 school districts in Colorado to access it.

I am writing to let you know that COSPRRA supports the video idea, and we hope that you will financially back it as well. In a time when school districts across Colorado are struggling with budget issues, a tool to help communicate the messages of conservation and efficiency is both welcome and appropriate.

When the video is complete, members of COSPRRA will work with CASDEM to help disseminate it to staff and students, and help spread the message in other ways as well. Members of COSPRRA have also been invited to join CASDEM members in the planning stages of the video to offer our expertise in video production and messaging, as well as insights into the logistical planning of video shooting in classrooms and video distribution.

I encourage you to seriously consider making a grant to the CASDEM team for the energy conservation video to help educate K-12 students and staff statewide.

Sincerely,

A handwritten signature in black ink that reads "Jennifer Reeve". The signature is written in a cursive style with a large, looped "J" and "R".

Jennifer Reeve, APR
President, Colorado School Public Relations Association
Assistant Executive Director, Colorado Association of School Boards