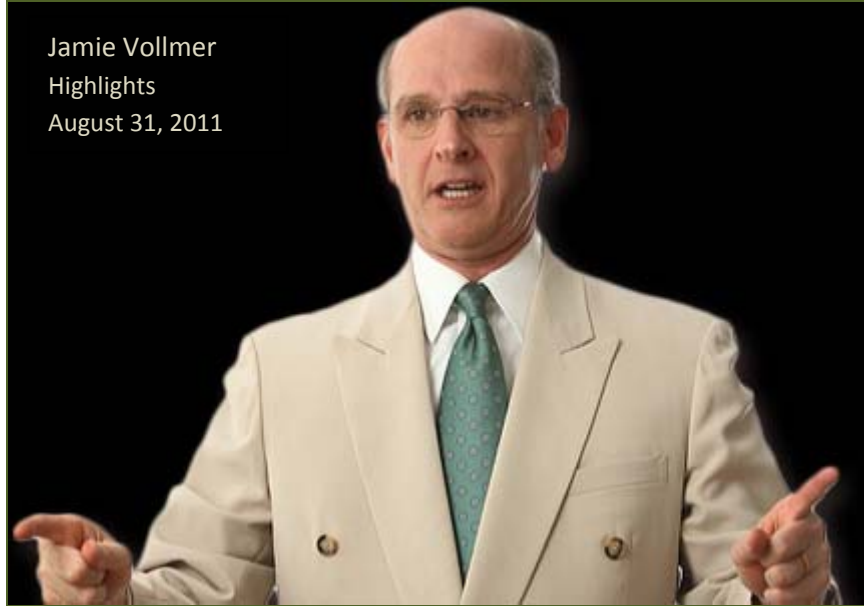


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Highlights
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America's educators and their allies must engage in an ongoing, positive conversation with the people of their communities; a conversation that, first and foremost, highlights the many miracles that occur in our schools every day.

At the very least, everyone working in our schools can help their cause by adopting the four S's:
STOP badmouthing one another and your schools in public;
SHIFT your attention from the negative to the positive;
SHARE something positive about your schools, your students, your job with the people inside your personal social networks; and
SUSTAIN the effort - keep on sharing the story of your successes big and small.

Choosing to take these simple steps adds nothing to the burden that all educators bear, but it brings tangible, personal, powerful benefits. Not only can we improve the school-community relationship and, thereby, increase public understanding, trust, and support, we can inoculate our family, friends and neighbors against the ravages of the viral negativity that surrounds them. This negativity breeds anger and resentment. And it is this anger, combined with rising levels of fear that critics are using to destroy the emotional and intellectual ties binding the American people to their public schools, especially the seventy percent who have no children in school.