EDITORIAL HIGHLIGHTS FOR SCHOOL ADMINISTRATOR

Advertise in the publication that school superintendents look to for professional wisdom, practical advice and insight.

**Face-time** you gain with 20,000+ superintendents and district-level leaders when you advertise monthly in *School Administrator* magazine.

* 89% of *School Administrator* readers are involved in district purchases
* 92% of school district decisions/purchases take place in district offices, led by superintendents

*(Even if now those are virtual.)*

E-mail Kathy Sveen ksveen@smithbucklin.com  Ask about our opportunities. I can help! *Magazine, Website, video, and banner ads, EBLAST, E-Newsletter, sponsored content & cover pages and much more!*

**SEPTEMBER:** Teaching Civil Rights and Civic Education  (Closes 7/8)

> **On Civility: Five Rules of Engagement.** In a time of great polarization, how can superintendents discuss topics with their communities in a civil manner?

> **Teaching Social Studies Through Literacy, Arts and Civics.** A superintendent committed to social justice describes how to build civic competence.

> **Fulfilling the Democratic Aims of Public Schooling**
 democracy focuses on a “more perfect union.” Connecting the real world of current events and school helps make democracy seem relevant.

**OCTOBER:** The Primacy of Relationships During Reinvention  (Closes 8/7)

> **Lessons From Post-Katrina New Orleans for Educators in a Public Health Crisis?** A Harvard professor recounts the academic recovery of New Orleans as a reason for optimism as educators deal with the COVID-19 pandemic.

> **Students Need Us In Their Lives, Just Not In Their Faces/** An educator builds relationships by becoming just another “participant” in the school play and music class.
A distinguished research professor explores the power of relationships (or the lack of them) as critical to teacher effectiveness.