



# PRESS RELEASE

Poway Unified School District

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**For Immediate Release**

August 31, 2020

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## Poway Unified Students Start the School Year Virtually September 2

(San Diego, CA) - More than 36,500 students in the Poway Unified School District (PUSD) will be welcomed into virtual classrooms this Wednesday, September 2, 2020 for the first day of school.

The Communications Department will be offering the following live shot and story opportunities Aug. 31-Sept. 2. Please contact Christine Paik ([cpaik@powayusd.com](mailto:cpaik@powayusd.com)) in advance if you plan on sending a crew to any of the live shot or photo/b-roll opportunities, or want to set up a Zoom interview this week with PUSD's Superintendent.

### Live Shot or Photo/B-Roll Opportunities:

1. **Westview High School – Monday, August 31 from 5:00 – 8:00 p.m.**

**LOCATION:** 13500 Camino Del Sur, San Diego, CA 92129

**TOPICS:** Freshman welcome (car) parade, creating back to school excitement and connection to campus for incoming 9<sup>th</sup> graders despite a fully virtual start to the year

**VISUALS:** Westview LINK Crew will conduct a "Spirit Car Parade" at the front of campus from 5-8pm based on last name (A-Z). This will be a welcome event similar to the traditional first day "gauntlet parade" for freshmen, where students pass through an enthusiastic staff tunnel in the gym on the first day of school.

**INTERVIEWS:** Principal Tina Ziegler, Various Link Crew student Leaders

2. **Sundance Elementary (Kindergarten through 5<sup>th</sup>) – Wednesday, September 2 from 8:00am – 12:30pm**

**LOCATION:** 8944 Twin Trails Drive, San Diego, CA 92129 (Rancho Penasquitos)

**TOPICS:** Drive-thru material and Chromebook distribution on the first day of school, ensuring digital access for students for virtual learning, what does a [daily virtual schedule](#) look like?, how is virtual learning this Fall different from emergency distance learning from last Spring?, District 1:1 device initiative

**VISUALS:** Starting at 8am, staff at Sundance Elementary School will distribute materials for learning at home as well as Chromebooks to students for virtual learning. Any media should park off campus on the street due to the number of cars coming to campus for the drive-thru experience.

**INTERVIEWS:** Principal Raquel Katz, Superintendent Marian Kim Phelps

**3. Design39 Campus (Kindergarten through 8<sup>th</sup>) – Wednesday, September 2 from 9:00am – 12:00pm**

**LOCATION:** 17050 Del Sur Ridge Rd, San Diego, CA 92127 (4S Ranch/Del Sur)

**TOPICS:** Drive-thru material distribution, Teacher meet-and-greet, back to school excitement despite a fully virtual start, How to ensure student connection to school

**VISUALS:** Starting at 9 a.m., D39C will pass out materials based on grade level and students will be able to meet their teachers in person. Later in the day, students will meet in their homerooms virtually. This event will be in specific areas of campus as indicated by [this map](#). Any media should park off campus on the street due to the number of cars coming to campus for the drive-thru experience.

**INTERVIEWS:** Principal Joe Erpelding, Superintendent Marian Kim Phelps, Various Teachers

**ADDITIONAL STORY OPPORTUNITIES:**

**1. District Back-to-School YouTube Premier Event: Tuesday, September 1 @ 7p.m.**

**LOCATION:** Live on the [PUSD YouTube channel](#)

**TOPICS:** Superintendent's Welcome Back Message, inspirational message from all 39 school principals, debut of PUSD's Back to School music video

**VISUALS:** Superintendent Marian Kim Phelps is excited to kick off the year with the first ever #PUSDBacktoSchool YouTube premier event. During this livestream, we will debut the 2020-21 music video set to the song "Be a Light" by Thomas Rhett. The video features students and staff from schools and departments across the District. Because of county physical distancing orders in response to COVID-19, students and staff submitted lyric clips to be included in the video, which was produced by the District's Communications Department. Media is welcome to utilize any portion of the music video or livestream event for broadcast, but should credit the Poway Unified School District. Any online reference to the video or livestream should use the YouTube link so that the video can be seen and shared in its entirety.

**INTERVIEWS:** Superintendent Marian Kim Phelps, Chief Communications Officer Christine Paik

**2. Zoom Interviews with Superintendent: Tuesday, September 1 and Wednesday, September 2 by Appointment**

Superintendent Marian Kim Phelps, Ed.D.

**3. Day in the Life of Food & Nutrition Dept. or Information Technology: Wednesday, September 1 by Appointment**

What does it take to keep an entire district fed and online during virtual learning?

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