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Dave Campbell's TEXAS FOOTBALL



Special Edition
Presented by

optimum.



MELISSA CARDINALS COMMUNITY CONNECTORS

The Melissa Cardinals Embrace Their Hometown Like None Other

DAVE CAMPBELL'S TEXAS FOOTBALL

MELISSA CARDINALS
COMMUNITY CONNECTORS

Presented by:



Connecting WITH
Coach Matt Nally

Q. Who is your Community Connector? How are they involved with the program/community?

"Keith Murphy is our Community Connector. He is our Superintendent of schools here at Melissa ISD and is the person that puts the standard on how Cardinals should act and represent themselves throughout the community."

Q. What do you talk to your team about when you talk about representing your community and how is your team involved in the community?

"When I talk to our team about representing our community, I remind them that every time they put on the jersey, they're carrying the name, pride, and values of the people who support them. It's not just about how we play, but how we act - in the hallways, classrooms, and around town. Our team stays involved in the community by serving where we can - helping at local events, volunteering, and making sure we're visible as positive role models. We want the community to be proud of us on and off the field."

Just as Optimum has been a source of keeping the community connected through its award-winning high-speed internet, Dave Campbell's Texas Football has been a "bible" source for millions of football fans across the Lone Star State. During this year's Texas high school football season, Optimum is keeping score on local individuals who are making a difference in their community. As a result, Optimum is proud to have partnered with Dave Campbell's Texas Football to do so. Leveraging Dave Campbell's insight and expertise in scouting, Optimum's partnership with Dave Campbell's Texas Football is nothing short of a "winning connection." The partnership enabled the creation of the Community Connector Award in order to celebrate the achievements of community difference makers year-round - both on and off the field.

Optimum is proud to recognize

Keith
Murphy
for his contributions
to the community

Optimum is a proud founder of this award as it celebrates committed students, teachers and parents who stay connected in their community and honor them for their generous hard work and support to make their community a better place.

Q. Why is it important to teach your young men about giving back and being good stewards?

"In the world we live in today the emphasis is more about the individual and not others. It is imperative that we continue to push and strive for servant leaders and not individuals who pursue only their agendas. Being someone that is about others is a leader of people and can make a positive change in this world. People who have their own agendas and can about themselves will only bring the whole down and be wedges that will not allow for forward progression."

Q. What is unique about your school and community?

"Our school and community loves Melissa and loves our students. They support them in all different ways, but the main ingredient is love."

Q. What does staying connected to the community mean to you?

"Staying connected to the community allows us to learn how to communicate and support the community that loves and supports our program and our players. Melissa is about love and staying connected allows us to love on each other."



Q & A

WITH

Keith Murphy

Q. How did you get involved at Melissa High School?

"I have been blessed to be a part of the team to build Melissa High School and create a vision for who we are today. Melissa High School is a place where we support high expectations for everyone who is a part of the campus. We love our students and are committed to helping every student live their best life. Together we built this stadium, the championship center, the arts center, the fine arts gym, and the main campus."

Q. What makes the Melissa Community Special to you?

"So many places crave a sense of community and Melissa has it!!! Melissa is a community that values and supports kids and it is a place of shared high expectations, our community has traditionally worked together with an understanding of our humble small-town roots while also creating a sense of excitement about who we can be. Melissa is a community that if we continue to work towards well defined, desired outcomes we can be a beacon of light for others."

Q. What is your proudest moment as a part of the Melissa Community?

"There are so very many things that we should all be proud of and grateful for in Melissa. I am proud of the way our city and school leaders work together, I am proud of every one of our campuses, I am proud of our graduates. I am proud of our coaches, teachers, little cards, big cards, academics, CTE, Fine Arts, Cheerleaders, our Bells, our police department, our sped students, our GT students, our concessions at the games, the MEF, each program booster, our bus drivers, our custodians, our aids, our maintenance team, our technology team, our communications squad, and yes, Ronnie, I am proud of you and our DAEP campus! I am proudest of what we have done when we have invested in each other."



Presented by:



Dave Campbell's
TEXAS FOOTBALL

MELISSA - COMMUNITY CONNECTOR AWARD

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