



Virginia School Boards Association

"Children Are Our Common Wealth"

June 1, 2009

Received
JUN 02 2009
School Board

To: School Board Chairmen
Division Superintendents

From: Frank E. Barham, Executive Director
Gina Patterson, Assistant Executive Director

Re: **2009 Media Honor Roll**

Reporters have the power to shape community attitudes about public schools, and the Media Honor Roll is a way to recognize fair and balanced reporting about our schools. As student advocates, we should not be opposed to reporters who cover our schools shortcomings fairly. We should oppose unfair "schooling bashing."

The Media Honor Roll recognizes media representatives in three categories: print, radio, and television. Criteria for honorees include: (1) make the effort to get to know the superintendent, board chairman, division's mission and goals; (2) report school news in a manner that is fair, accurate, and balanced; (3) give a high-profile position to good news about schools; (4) visit the schools; and (5) maintain a policy of no surprise by sharing information with school representatives.

If you are working with a reporter who deserves Honor Roll recognition, your district can add a name(s) to the Honor Roll by passing a resolution (sample enclosed) and submitting the attached form to us at: Media Honor Roll, Assistant Executive Director, 200 Hansen Road, Charlottesville, VA 22911. You can submit station names, whole newspapers, or individual reporters. Deadline for receipt of the form is **August 1, 2009**.

Later this year, VSBA will publish the Media Honor Roll in the *VSBA Newsletter* and issue a news release about those honored through this program. We also will send you personalized certificates suitable for presentation to reporters at a board meeting. We appreciate your participation in this effort. Please contact Gina Patterson at 800-446-8722 if you have any questions about this process.

Sample Resolution - Media Honor Roll

Whereas, in each community, the public schools are shaped by the community to provide the most appropriate and effective education for the schoolchildren who attend those schools; and

Whereas, public schools are dependent on the community's support in countless ways, including support in setting goals for the education of our children, in establishing successful volunteer and booster programs at the schools, for annual funding of operations, in periodic bond elections, in the election of qualified school board members; and

Whereas, much of the community's knowledge and opinions about the public schools rely on responsible reporting by local media representatives who decide which news to share with the community, how much attention will be focused on various issues, and what the tone of the reporting will be; and

NOW BE IT RESOLVED that the board of School Board of the _____ (school division) place the name of

(media/reporter) on the statewide Media Honor Roll, calling attention to the ongoing responsible and exemplary nature of reporting on this community's public schools. We express our appreciation for your balanced and accurate approach to sharing with this community both the challenges facing our schools and the successes achieved by the teachers and students. Your work has aided this community in focusing on the goal of providing the best public schools we can for the children who attend them.

Media Honor Roll 2009

Mail or fax to: Virginia Schools Boards Association, Attn: Gina Patterson, 200 Hansen Road, Charlottesville, VA 22911-7931, Fax 434-295-8785. **Deadline August 1, 2009.**

A SIGNED RESOLUTION FROM THE ENTIRE SCHOOL BOARD MUST ACCOMPANY THE NOMINATION FORM.

I hereby affirm that the following news media be recognized for fair and balanced reporting and providing valuable information in the community about public schools.

PLEASE PRINT

Individual(s) to honor.

Name _____

Affiliation:

(TV, Radio, Newspaper) _____

Address _____

City/County/Zip _____

Individual(s) to honor.

Name _____

Affiliation:

(TV, Radio, Newspaper) _____

Address _____

City/County/Zip _____

Individual(s) to honor.

Name _____

Affiliation:

(TV, Radio, Newspaper) _____

Address _____

City/County/Zip _____

(No more than three entries will be accepted.)

In case we have a question (please print):

Name _____ Phone _____

Your Board _____