



VSBA

Virginia School Boards Association

Leadership • Advocacy • Support

VSBA Media Honor Roll

A Guide for School Boards &
School Administrators

Participation in VSBA initiatives and observances is optional. Any related materials from the Association are shared as suggested ideas and resources for implementation. Member school boards may choose not to participate locally.

2022 VSBA MEDIA HONOR ROLL

Dear School Board Member/Superintendent:

Reporters and local media outlets play an important role in public education. School division leaders rely on responsible reporting by local media representatives so that our community members receive timely information about division initiatives and programs. Considering the impact that media coverage can have on community attitudes and beliefs, the Media Honor Roll was created to recognize fair and balanced reporting about our schools and Virginia's public education system.

The Media Honor Roll recognizes media representatives in three categories: print, radio, and television. Criteria for honorees include the following:

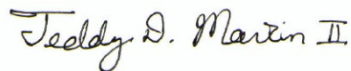
1. Makes the effort to get to know the superintendent and board chair.
2. Understands the division's mission and goals.
3. Reports school news in a manner that is fair, accurate, and balanced.
4. Gives a high-profile position to good news about schools.
5. Regularly visits the schools, attends board meetings, etc.
6. Maintains a policy of "no surprises" by sharing information with school representatives.

If you are working with a reporter who deserves Media Honor Roll recognition, your division can add their name(s) to the Media Honor Roll by passing a resolution (sample enclosed) and submitting the online form. Please note that in addition to submitting individual reporters, you also can submit entire stations or newspapers. The deadline for receipt of the submission form and resolution is August 22, 2022.

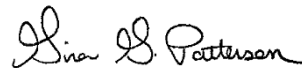
Later this year, VSBA will publish the Media Honor Roll in the VSBA Newsletter to recognize those honored through this program. We also will send you personalized certificates electronically that are suitable for presentation to reporters at a board meeting.

We appreciate your participation in this effort. Please contact Brittany Moore at brittany@vsba.org or 800-446-8722 if you have any questions.

Sincerely,



Teddy D. Martin II
VSBA President



Gina G. Patterson
Executive Director

2022 VSBA ANNUAL MEDIA HONOR ROLL NOMINATION

- Submit the nomination form online:**
- <https://www.surveymonkey.com/r/MediaHonorRoll2022>
- The submission deadline is August 22, 2022.
- Divisions may nominate up to 3 media representatives
- A signed resolution (see below) from the entire school board must be submitted.**

SAMPLE RESOLUTION

2022 VIRGINIA SCHOOL BOARDS ASSOCIATION 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;

NOW, THEREFORE, BE IT RESOLVED that the _____
(name of school division) School Board place the name of _____
(media/reporter) on the statewide VSBA 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.